

SEEDS  
OF HOPE   
CELEBRATION  
BY THE MUSTARD SEED

February 9, 2024  
JW Marriott ICE District  
Sponsorship Package 2024



# About The Mustard Seed

The Mustard Seed is a Christian non-profit organization that has been caring for individuals experiencing homelessness and poverty since 1984. Operating in five cities across Alberta and British Columbia, The Mustard Seed is a supportive haven where people can have their physical, mental, and spiritual needs met and grow toward greater health and independence.

We have been an agent of change for more than three decades, thanks to our donors, volunteers, and support from the community.

## HOUSING AT THE MUSTARD SEED

The Mustard Seed's Housing support programs connect guests with safe, affordable housing and community support. Outreach and follow-up support workers work together with a primary focus on helping our participants find appropriate housing,

which could be their forever home. Once they are housed, the participants get the support of a follow-up support worker to connect participants to resources they need to become independent and maintain housing.

The Mustard Seed operates three supportive housing projects - Westwood Manor, Open Door Manor, and Prairie Manor. Westwood Manor is a 20-unit permanent, supportive housing initiative that serves men and women with a history of chronic homelessness through a harm reduction model. Open Door Manor is a 16-unit apartment building that provides safe, low-cost housing. Prairie Manor is an 85-unit permanent supportive housing building that offers residents affordable housing with wrap-around supports.

# The Seeds of Hope Celebration

In 2017, The Mustard Seed held its inaugural Gala in Edmonton and was attended by approximately 200 of our supporters, successfully raising over \$90,000 to fund resources for The Neighbour Centre and those experiencing homelessness in the Strathcona neighborhood.

Since then, the Gala has evolved into The Mustard Seed Edmonton's signature fall event and has raised over \$650,000 for various programs and operations within The Mustard Seed's Edmonton Community Impact Centers.

What attendees can expect from the event:

- 🌱 Memorable event activations
- 🌱 Exquisite dinner with wine service and elegant desserts
- 🌱 Live entertainment
- 🌱 On-site photography



# Why Partner with The Mustard Seed?

Get involved in a meaningful way.

The Seeds of Hope Celebration is one of Edmonton's premier charity events, providing a valuable return on your investment through endless networking and marketing opportunities. Joining corporate and community leaders, you and/or your company will be making a significant and direct impact in the lives of those experiencing poverty and homelessness.

**COMMITMENT** – Show the Edmonton community your organization's commitment to lending support to an event that brings together compassionate individuals and businesses, united in their mission to alleviate the hardships faced by those less fortunate.

**ALIGNMENT** – Position your organization with the Seeds of Hope Celebration and offer your company excellent exposure through event promotion, social media and community engagement.

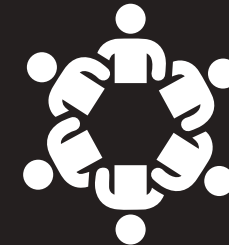
**INSPIRATION** – Host your valuable clients and staff for an inspirational evening that includes exquisite food, inspirational and heartwarming stories, and ample socializing and networking.

## THE MUSTARD SEED'S REACH:



ONLINE REACH

**1.1 million**



ENGAGEMENTS

**28,160**



TOTAL TMS FOLLOWERS

**46,820**

## ATTENDEE PROFILE:



**75%**

EXECUTIVES  
AND  
STAKEHOLDERS



**55%**

BUSINESS  
OWNERS



**45%**

MANAGER  
LEVEL



**35-54**

YEARS OF AGE  
ON AVERAGE



# Presenting Sponsor: Visionary Partner

\$25,000 | 1 SPOT AVAILABLE

As our esteemed and exclusive Presenting Sponsor, your unwavering support drives our mission to combat the housing crisis in Edmonton, empowering The Mustard Seed to provide vital resources, programming, and safe housing for vulnerable populations. Thank you for shaping a brighter future for those in need and creating a lasting impact on our community.

## BRAND RECOGNITION

- ✦ Solidify your brand's support of The Mustard Seed with prominent Logo placement on all event signage
- ✦ Exclusive naming rights of our branded Seeds of Hope Networking Lounge
- ✦ Exclusive logo on all Networking Lounge signage
- ✦ Opportunity to activate within branded Seeds of Hope Networking lounge
- ✦ Receive Verbal brand recognition as a Mustard Seed supporter on-stage at event
- ✦ Elevate brand reputation with an opportunity to provide one curated gift item to the Seeds of Hope Gift Bags (minimum value applies)

## HOSPITALITY

- ✦ 30 VIP Tickets (fills 3 tables), securing premier seating for you and your invited guests
- ✦ Opportunity to engage your team in a future VIP employee engagement day at a Mustard Seed Edmonton program facility

## MEDIA OPPORTUNITIES

- ✦ Opportunity to showcase a 60-sec video advertisement during Seeds of Hope Celebration program, allowing your message to reach a captivated audience. Video is provided by Sponsor
- ✦ Highlight your commitment to Improving Housing in Edmonton with a professionally produced 30-sec video reel by the Mustard Seed Social Media team
- ✦ Amplify your presence with a dedicated Social Media post spotlighting your business on our social accounts, LinkedIn, Instagram, and Facebook
- ✦ Stay connected and engaged with live event-day social media coverage, ensuring your brand receives real-time visibility and interaction
- ✦ Recognition as Presenting Sponsor during Media Coverage, with verbal acknowledgments during media engagements



# Platinum Sponsor: Rhythm of Change

\$15,000 | 1 SPOT AVAILABLE

As our Platinum Sponsor, you become the conductor of live entertainment. Your influential backing takes the stage, enabling us to orchestrate engaging performances that resonate with our commitment to advocating for housing security and cultivating community awareness.

## BRAND RECOGNITION

- ✦ Solidify your brand's support of The Mustard Seed with prominent Logo placement on most event signage
- ✦ Opportunity to introduce and welcome our live entertainment performer to the stage
- ✦ Receive Verbal brand recognition as a Mustard Seed supporter on-stage at event
- ✦ Elevate brand reputation with an opportunity to provide one curated gift item to the Seeds of Hope Gift Bags (minimum value applies)

## HOSPITALITY

- ✦ 20 Tier 1 Tickets (fills 2 tables), securing preferred seating for you and your invited guests
- ✦ Opportunity to engage your team in a lunch & learn with Mustard Seed program leads

## MEDIA OPPORTUNITIES

- ✦ Opportunity to showcase a 30-sec video advertisement during Seeds of Hope Celebration program, allowing your message to reach a captivated audience. Video is provided by Sponsor
- ✦ Opportunity to be recognized as the Sponsor of a 15-sec invitation reel, produced by The Mustard Seed Social Media team
- ✦ Amplify your presence with a dedicated Social Media post spotlighting your business on our social accounts: LinkedIn, Instagram, and Facebook
- ✦ Stay connected and engaged with live event-day social media coverage, ensuring your brand receives real-time visibility and interaction



# Gold Sponsor: Dinner, Activation, Decor & Technology

\$10,000 EACH | 4 SPOTS AVAILABLE

As a Gold Sponsor, you play a pivotal role in the success of our event. Your sponsorship spans across multiple key aspects, from the delectable dinner experience to impactful activations, stunning décor, and cutting-edge technology. Your invaluable contribution ensures a seamless and memorable event, raising essential funds to combat the housing crisis in Edmonton. These opportunities are flexible and customizable. Contact our team today to discuss available opportunities.

## BRAND RECOGNITION

- ✦ Solidify your brand's support of The Mustard Seed with tiered Logo placement on select event signage
- ✦ Receive Verbal brand recognition as a Mustard Seed supporter on-stage at event
- ✦ Opportunity to be the Exclusive provider of chosen activation, with a unique logo placement option

## HOSPITALITY

- ✦ 10 Tier 1 Tickets (fills 1 table), securing preferred seating for you and your invited guests
- ✦ Opportunity to engage your team in a ½ day volunteer activity at a Mustard Seed Edmonton program facility

## MEDIA OPPORTUNITIES

- ✦ Stay connected and engaged with live event-day social media coverage, ensuring your brand receives real-time visibility and interaction
- ✦ Opportunity to have a digital graphic created by our team for your exclusive use on your website and social channels
- ✦ Opportunity to advertise your brand with a full-page ad in our digital Seeds of Hope Celebration event program. *Advertisement provided by Sponsor*



# Silver Sponsor: Dessert & Wine

\$5,000 EACH | 2 SPOTS AVAILABLE

Our Silver Sponsors bring delight to the evening either with your support for the delectable desserts or finest of wines. Your contribution enhances the overall guest experience, adding an element of sophistication and joy to the event. With your help, we continue to provide vital resources and support to those facing homelessness.

## BRAND RECOGNITION

- ✦ Solidify your brand's support of The Mustard Seed with tiered Logo placement on select event signage
- ✦ Opportunity to be the Exclusive provider of chosen dessert or wine activation, with a unique logo placement option

## HOSPITALITY

- ✦ 10 Tier 2 Tickets (fills one table), securing reserved seating for you and your invited guests

## MEDIA OPPORTUNITIES

- ✦ Stay connected and engaged with live event-day social media coverage, ensuring your brand receives real-time visibility and interaction
- ✦ Inclusion in Thank-You Sponsors Social media post, showcased on LinkedIn, Instagram and Facebook
- ✦ Opportunity to advertise your brand with a ½ page ad in our digital Seeds of Hope Celebration event program. *Advertisement provided by Sponsor*



# Gift Sponsor: Spreading Hope

## 1 SPOT AVAILABLE

As our Gift Sponsor, you embody the spirit of spreading hope and making a tangible difference. Your generous gifts contribute to our event's success, leaving a lasting impact on attendees and strengthening our mission. Connect with our planning team to discuss preferred gift recommendations.

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### BRAND RECOGNITION

- 🌱 Solidify your brand's support of The Mustard Seed with tiered Logo placement on select event signage
- 🌱 Opportunity to provide branded gift bags with logo placement. Our team can assist you with creating a design for the bags

### HOSPITALITY

- 🌱 5 Tickets, securing general seating for you and your invited guests

### MEDIA OPPORTUNITIES

- 🌱 Stay connected and engaged with live event-day social media coverage, ensuring your brand receives real-time visibility and interaction
- 🌱 Inclusion in Thank-You Sponsors Social media post, showcased on LinkedIn, Instagram and Facebook
- 🌱 Opportunity to advertise your brand with a ½ page ad in our digital Seeds of Hope Celebration event program. *Advertisement provided by Sponsor*























# Seeds of Hope Bonus Opportunity: Fundraise Matching






















Alongside your sponsorship, we are offering a unique opportunity to maximize your impact with our exclusive Fundraise Matching opportunity. Getting involved is as easy as 1 - 2 - 3!

1. Collaborate with our dedicated Sponsorship team to craft a unique and engaging fundraising activation
2. Agree to match all funds generated from the activity. For every dollar raised, your matching contribution doubles the impact, nurturing the growth of hope and positive change in our community
3. Plant your seed and watch it grow!



# Sponsorship Benefits

	<b>PRESENTING SPONSOR \$25,000</b>	<b>PLATINUM SPONSOR \$15,000</b>	<b>GOLD SPONSOR \$10,000</b>	<b>SILVER SPONSOR \$5,000</b>	<b>GIFT SPONSOR IN-KIND</b>	<b>FUNDRAISE MATCHING DONATION</b>
<b>BRAND RECOGNITION</b>						
PROMINENT LOGO PLACEMENT ON ALL EVENT SIGNAGE						
PROMINENT LOGO PLACEMENT ON MOST EVENT SIGNAGE						
TIERED LOGO PLACEMENT ON SELECT EVENT SIGNAGE						
NAMING RIGHTS OF SEEDS OF HOPE NETWORKING LOUNGE						
ON-STAGE BRAND MENTION & RECOGNITION						
OPPORTUNITY TO INTRODUCE LIVE ENTERTAINMENT						
LOGO ON ALL NETWORKING LOUNGE SIGNAGE						
OPPORTUNITY TO ACTIVATE WITHIN SOH NETWORKING LOUNGE						
UNIQUE LOGO PLACEMENT ON CHOSEN ACTIVATION						
LOGO ON BRANDED GIFT BAGS						
OPPORTUNITY TO PROVIDE GIFTS FOR ATTENDEES						
<b>HOSPITALITY</b>						
30 VIP TICKETS						
20 TIER 1 TICKETS						

10 TIER 1 TICKETS						
10 TIER 2 TICKETS						
5 GENERAL SEATING TICKETS						
FULL DAY OF EMPLOYEE ENGAGEMENT						
EMPLOYEE LUNCH & LEARN						
1/2 DAY VOLUNTEER OPPORTUNITY						
<b>MEDIA</b>						
OPPORTUNITY TO LAUNCH 60-SEC AD SPOT DURING EVENT						
OPPORTUNITY TO LAUNCH 30-SEC AD SPOT DURING EVENT						
30-SEC VIDEO REEL ON SOCIAL ACCOUNTS						
15-SEC VIDEO REEL ON SOCIAL ACCOUNTS						
SOCIAL MEDIA POST HIGHLIGHTING BUSINESS						
LIVE EVENT-DAY SOCIAL COVERAGE						
ORIGINAL GRAPHIC CREATED FOR YOU						
FULL PAGE AD IN DIGITAL EVENT PROGRAM						
1/2 PAGE AD IN DIGITAL EVENT PROGRAM						
THANK YOU SPONSORS POST ON SOCIAL MEDIA						
OPPORTUNITY TO MATCH EVENT FUNDRAISING						<b>DOUBLE YOUR IMPACT!</b>

# Become a Sponsor

In compliance with CRA, corporate sponsors will be issued a sponsorship invoice for the full amount of the sponsorship. The invoice can be claimed as a business expense. Private hosts will receive a tax receipt for the net value of the donation minus the value of food, beverage, and other tangible benefits for four guests.

**This is a Corporate Sponsorship. Please invoice me as per below:**

**Company Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**City, Prov, Postal Code:** \_\_\_\_\_

**I would like to be recognized as:**

**PRESENTING SPONSOR: VISIONARY PARTNER**

**PLATINUM SPONSOR: RHYTHM OF CHANGE**

**GOLD SPONSOR: DINNER, ACTIVATION, DECOR & TECHNOLOGY**

**SILVER SPONSOR: DESSERT & WINE**

**GIFT SPONSOR: SPREADING HOPE**

**FUNDRAISE MATCHING**

**I would like to make a Private Donation in the amount of \$** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**City, Prov, Postal Code:** \_\_\_\_\_

\*For a private donation, logo recognition will not apply, but you will be thanked personally as per the sponsorship options.

**Payment Options:**

**Please invoice**

**Payment enclosed** (cheques payable to **The Mustard Seed**,  
memo: **Seeds of Hope Celebration**)

Please submit your completed form by February 1, 2024 to:

**Ana Kitlar, Manager of Partnerships & Events**  
**AnaKitlar@theseed.ca**

Upon receipt of this package, The Mustard Seed will draft a Sponsorship Agreement to be reviewed and agreed upon by the Sponsor and The Mustard Seed.