

THE MUSTARD SEED PRESENTS

Dusk  
AT THE DOWNS



SPONSORSHIP PACKAGE

The Ridge Meadows, Bearspaw Alberta  
Saturday, September 11th  
3 - 7 p.m.



## Our Vision

To eliminate homelessness and reduce poverty where we serve.

# How We Serve

## Our Services Include:

### Basic Services

For many people experiencing homelessness and extreme poverty, having their basic needs met is a crucial first step towards a better life. Through your support, we're able to offer our guests warm meals, a safe place to sleep, and clothing, so that they can begin to focus on other aspects of their journey.

**Covid-19 shelter changes from social distancing:**

**100+**

additional staff hired to support operations across The Mustard Seed

**385+**

individuals have gone through our isolation until since March

### Employment

The employment program strives to assist those currently experiencing barriers to employment and helps individuals find purposeful, dignifying work and financial stability. Our services include skills development, resume building, job searching and interview skills, job maintenance support, as well as access to work attire and protective equipment.

**250+**

individuals found meaningful work through our employment programs

### Housing

Finding stable, affordable housing is a major obstacle for people experiencing homelessness and extreme poverty. Because of your generous donations, we're able to help hundreds of guests break their cycle of homelessness and transition to independent living. Our staff provide residents with the support they need to thrive and live independently before, during, and after they're housed.

**385+**

people have been moved from the streets to affordable housing

### Health & Wellness

The life expectancy of a person experiencing homelessness can be up to 40 years less than the general population. With compromised immune systems, limited medical care, and poor nutrition, wellness services are a crucial component to keeping our vulnerable populations healthy and thriving. Our Wellness Advocates seek to target each individual's unique health barriers and get them on a path to recovery - all made possible through your donations and prayers.

**60%**

of our guests have pre-existing health conditions

**365+**

hours of counselling provided monthly

# Gala Sponsorship Levels

## PRESENTING SPONSOR - \$50,000

- Prominent logo placement on event promotional materials
- Prominent logo placement on all screens, signage, and printed materials at the event
- Full screen logo display in scrolling sponsor recognition presentation
- Prominent logo placement on event website
- Social media posts to announce presenting sponsors
- Logo in post-event public thank you in the Calgary Herald
- Access to the event for one foursome

## HOST A FOURSOME - \$6,000

You and three others are invited to attend this exclusive event in support of The Mustard Seed. Your donation will grant you access to this beautiful venue, Derby themed food and beverage, opportunity to engage in activities, auctions, betting, and donating to Mustard Seed programs of your choice.

Through your support we will make a significant impact.

*You 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.*

### Covid Restrictions

We are planning this event with the intention to host a safe, socially distanced, partially outdoor event. We will work with AHS to follow restriction guidelines as the date approaches. You will be kept informed of restrictions and changes to size limitations, mask requirements, etc. We thank you for your ongoing support and understanding.

## VENUE SPONSOR - \$15,000

Three venue spaces available  
Choose one of the following:

**Winners Circle:**  
Host the "Winners Circle" tent space featuring live auctions, displays, specialty food and beverage stations, lounge seating, and live music.

**Race Track:**  
Host our "Derby Race Track" featuring derby themed competitions, Golf carts for beverage service, transportation, and seating, as well as prize winning opportunities

**Bettors Lounge:**  
Host our Derby Themed Lounge featuring a White Horse Bourbon tasting bar, Cigar Lounge, "Race" betting and announcing, and derby themed food stations

All venue sponsors will receive the following:

- Logo placement on all event promotional materials
- Logo placement on signage throughout your space and printed materials at the event
- Logo display in scrolling Sponsor recognition presentation
- Opportunity to customize elements of your space
- Logo placement on event website
- Social Media posts to thank sponsors post-event public thank you in the Calgary Herald
- Access to the event for one foursome

# Triple Crown Matching Opportunities

**UP TO \$25,000 IN MATCHING - 1 AVAILABLE**

Match up to \$25,000 in revenue for your choice of 3 Mustard Seed programs. Guests will have the opportunity of choosing one of three programs to donate to in the Triple Crown Reception Hall.

## Choose 1:



### **Employment:**

The employment program strives to assist those currently experiencing barriers to employment and helps individuals find purposeful, dignifying work, and financial stability. Our services include skills development, resume building, job searching and interview skills, job maintenance support, as well as access to work attire and proper protective equipment.

### **Wellness Services:**

The Health and Wellness Centre contributes to the Mustard Seeds mission by providing hope for the future, and supporting change through improving and enhancing the health of individuals who have experienced or are experiencing homelessness and/or poverty.

We recognize that health is shaped by a variety of social determinants that can act as barriers on an individual's journey toward living a healthy and successful lifestyle and work to address and remove these barriers at the root. Taking a client-centered and holistic approach to care, a comprehensive and dedicated team work collaboratively to address the physical, mental, and social well-being of every individual. This is done by providing accessible ongoing wrap-around supports to aid in the transition from homelessness and/or poverty and toward achieving sustainable employment, housing, and health.

### **Community Hubs:** The Neighbour Centre, Erinwoods, Bridgeland, and Temple

We recognize that poverty is no longer confined within the blocks of our downtown cores and we understand the value of going out into communities and providing supports to those in need. Community hubs are trusted and accessible places where all community members can access resources. Each hub will provide a platform for community members to make positive changes in their own community. Community members may become involved with a community hub through community activities or existing mustard seed programs (employment, advocacy, counselling).

Through fostering strong long-term relationships, engaged community members become empowered community leaders, who in turn lead others to community action in the goal to prevent overall prevalence to experiencing homelessness.

## Additional Sponsorship Opportunities

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 Donation. Please invoice me as per below.**

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

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

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

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

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

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

**This is a Private Donation. Please tax receipt as described above.**

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.

### I WOULD LIKE TO BE RECOGNIZED AS:

Venue Sponsor - \$15,000 (list if you have a preferred choice of vendor) \_\_\_\_\_

Triple Crown Matching Sponsor - up to \$25,000 (list if you have a preferred choice of vendor) \_\_\_\_\_

Host A Foursome - \$6,000

Additional sponsorship opportunity: \_\_\_\_\_

I will donate to the Auction: \_\_\_\_\_

**I am unable to attend but would like to make a donation:**

Amount: \_\_\_\_\_

### I'D LIKE TO DONATE AN AUCTION ITEM:

Description: \_\_\_\_\_

Value: \_\_\_\_\_

Pickup

Delivered

\*Please include any photos, receipts or appraisals that will help us evaluate and promote the item

\*\*Item donations require proof of value (receipt or invoice) to be eligible for a tax receipt; art/jewelry items valued over \$1,000 may require a written appraisal; CRA guidelines prohibit the issue of tax receipts for services.

### PAYMENT OPTIONS

Please Invoice

Payment enclosed (Cheques payable to The Mustard Seed, memo: Seeds of Hope Gala Calgary)

**SPONSORSHIP DEADLINE:** July 15, 2021

Upon receipt of this package, The Mustard Seed will issue an invoice to your accounts payable department.