

2023 SPONSORSHIP OPPORTUNITIES

ABOUT THE EVENT

We invite you to be part of the second annual **Purple Day by Night Gala** hosted by the Epilepsy Association of Calgary, on March 9 from 5:15PM to 8:30PM at The Pioneer.

The evening will feature music from [Alex Hughes](#), live paintings available for auction from artists such as [Alex Hunt](#) and [Dean Stanton](#), hors d'oeuvres catered by [Alvin's Jazz Club](#), a silent auction, and more. Plus, Honorary Co-Chairs, Kelly Hruday, Hockey Legend and Broadcaster, and his daughter Jess Ling will share their own journey with pediatric epilepsy, through their family member Maverick, age 4.

All proceeds raised will go towards the development of new community-led pediatric epilepsy programs, supports, and education, ensuring every child impacted by epilepsy in Calgary and Southern Albertan can thrive.

This sponsorship opportunity allows you to make a lasting impact, help raise the profile of epilepsy in Calgary and support the association's mission to connect and support those living with or impacted by epilepsy and improve their independence, quality of life, and community participation.

ABOUT THE ASSOCIATION

The Epilepsy Association of Calgary provides programs, services, and support to the 30,000+ people living with, or impacted by, epilepsy in Calgary and Southern Alberta. We are a charitable social service agency established in 1955 to address community, individual, and familial needs related to epilepsy.

Our mission is to connect and support those living with or impacted by epilepsy and improve their independence, quality of life, and community participation.

Our vision is a community where everyone impacted by epilepsy can thrive. As a charitable organization we cannot accomplish this without the generous support of our community.

SPONSORSHIP OPPORTUNITIES

All sponsors will receive unique sponsor benefits including recognition on social media, email invites, in-event signage, and access to the VIP pre-reception with Kelly Hrudey and Jess Ling.

LEVELS

- Presenting Sponsor (\$20,000)
- Gold (\$10,000)
- Silver (\$5,000)
- Bronze (\$2,500)

Thank you for supporting Purple Day by Night. By getting involved you are making a true difference for Children and their loved ones impacted by epilepsy in our community.

SPONSOR

PRESENTING SPONSOR (1) (\$20,000)

An exclusive opportunity to be our anchor event partner, with a host of benefits providing maximum visibility

- Mention of event in media, advertising, and social marketing will lead with “Purple Day by Night presented by [Your Organization’s Name], benefitting the Epilepsy Association of Calgary.”
- Special recognition of your organization by event emcee
- Logo placement on signage at the event
- Logo placement on event website
- Logo placement on all external event posters and invitations
- Logo placement on all advertising pieces in digital and print media
- Mention of your organization in newsletters and social media posts
- Post-event recognition in our newsletter and media materials
- 10 VIP tickets to event, including a 4:30PM - 5:15PM pre-reception with Kelly Hrudey and Jess Ling
- Speaking opportunity to introduce your organization to attendees (200+) and the Honorary Chairs, Kelly Hrudey and Jess Ling

SPONSOR

GOLD SPONSOR (1) (\$10,000)

- Logo placement on event website
- Logo placement on all external event posters and invitations
- Logo placement on all advertising pieces in digital and print media
- Signage at event
- 6 VIP tickets to event, including a 4:30PM to 5:15PM pre-reception with Kelly Hruday & Jess Ling
- Speaking opportunity to introduce your organization to attendees (200+) and thank the Honorary Chairs, Kelly Hruday and Jess Ling

SPONSOR

SILVER SPONSOR (\$5,000)

- Logo placement on event website
- Logo placement on all external event posters and invitations
- Logo placement on all advertising pieces in digital and print media
- Signage at event
- 4 VIP tickets to the event, including a 4:30PM to 5:15PM pre-reception with Kelly Hrudey and Jess Ling

BRONZE SPONSOR (\$2,500)

- Logo placement on event website
- Logo placement on all external event posters and invitations
- Signage at event
- 2 VIP tickets to event, including a 4:30PM to 5:15PM pre-reception with Kelly Hrudey & Jess Ling

Thank you for your support.

**For more information or to sponsor,
please contact Ashley Anderson at:
aanderson@zscaler.com**