

A FOOTHILLS COUNTRY HOSPICE FUNDRAISER



FRIDAY
**OCTOBER
17
2025**

PARTNER WITH US!



SPONSORSHIP
OPTIONS



FOOTHILLS COUNTRY
HOSPICE SOCIETY
Gentle Compassion & Expert Care

MORE INFORMATION & TICKETS ONLINE: [COUNTRYHOSPICE.ORG](https://countryhospice.org)



ABOUT THE SHOW

FRIDAY, OCTOBER 17, 2025

6:00PM APPETIZERS, DRINKS, CARNIVAL GAMES
8:30PM CIRCUS PERFORMANCE
9:45PM RAFFLES, DRAWS, DJ & DANCE

VIKING RENTALS CENTRE • OKOTOKS, ALBERTA

STEP RIGHT UP, FOLKS!

We are excited to invite you to Under the Big Top: Where Carnival, Community & Compassion Collide! A bold, reimagined twist on our cherished Gala event.

As you may know, our annual Gala has long supported the vital work of our Foothills Country Hospice. This year, we're trading the formal dinner and speeches for something a little more spectacular – think dazzling circus acts, classic carnival games and all your favourite fundraising fun, wrapped in a vibrant and immersive experience.

We're thrilled to bring a fresh energy to this beloved tradition and can't wait to connect with our growing community in a whole new way, all in support of a cause that's close to our hearts.

Expect an unforgettable night featuring:

- Carnival games
- A full circus performance
- Beloved fundraising activities
- Food, cocktails, fun and surprises around every corner



Each year, this special evening raises funds for terminally ill adults and their loved ones, allowing them to access the help they need, when they need it most. Our residents and families need your support – help us reach our goal of **\$160,000!**

**Sorry kids, this is for grown ups only and is an 18+ event.*

QUESTIONS ABOUT SPONSORSHIP OPPORTUNITIES OR THE SHOW? EMAIL LINDSEY DUNHAM events@countryhospice.org PHONE 403-995-4673

MORE INFORMATION & TICKETS ONLINE: COUNTRYHOSPICE.ORG

BIG TOP SPONSOR

OVERVIEW

	INVESTMENT	RINGMASTER \$10,000	GRANDSTAND \$5,000	CAROUSEL \$2,500	SPOTLIGHT \$1,000
OPPORTUNITIES AVAILABLE		1	4	6	UNLIMITED
COMPLIMENTARY TICKETS		1 VIP TABLE (SEATS 4)	4 TABLE SEATS	-	-
Recognition in Pre-Event Email Sent to Ticket Holders		♦			
Name in Digital Facebook Advertising*		♦			
Name in Western Wheel Promo Ad as Presenting Sponsor*		♦			
Custom Social Media Story Feature* (Post-Event)		♦			
Name & Logo in 1 Tagged Social Media Posts* (Pre-Event)		♦	♦	♦	
Name & Logo in 1 Tagged Social Media Posts (Post-Event)		♦	♦	♦	
Name in 1 Tagged Social Media Posts (Post-Event)					♦
Logo on Digital Event Tickets as Presenting Sponsor*		♦			
Logo on Spooling Multimedia During Event		♦	♦	♦	
Logo Included at Photo Op/Selfie Station*		♦			
Recognition From The Podium		♦	♦	♦	
Logo on Event Collateral Where Applicable*		♦	♦	♦	
Name & Logo on Guest Tables		♦	♦		
Event Program Full Page Ad* (provided by sponsor and approved by FCHS)		♦			
Logo in Event Program*		♦	♦	♦	
Name in Event Program*					♦
Recognition in Post-Event Email Sent to Ticket Holders		♦			
Story Feature in FCHS Monthly eNewsletter* (November 2025)		♦			
Logo & Link in FCHS Monthly eNewsletter (November 2025)		♦	♦	♦	
Logo & Link on FCHS Website: Events Page		3 mths	3 mths		
Logo in Western Wheel Thank You Ad		♦	♦	♦	
Name in Western Wheel Thank You Ad					♦
Logo in FCHS Annual Report		♦	♦	♦	
Name in FCHS Annual Report		♦	♦	♦	♦
Feature Rotating Banner With Link on FCHS Website		2 wks			
Right To Use Event Name in Corporate Marketing Campaigns		♦	♦	♦	♦

*Some benefits are subject to print and production deadlines. Specific requirements and timelines are outlined within each sponsorship level.

MIDWAY SPONSOR

♦ OVERVIEW ♦

	COMFORT COVERS	CARNIVAL GAMES	50/50	RAFFLES
INVESTMENT	\$2,500	\$2,500	\$1,00	\$1,000
OPPORTUNITIES AVAILABLE	1	4	1	2
Recognition in Pre-Event Email Sent to Ticket Holders	♦	♦	♦	♦
Custom Specialty Activity		♦		♦
Name in Western Wheel Promo Ad as 50/50 Sponsor*			♦	
Name & Logo in 1 Tagged Social Media Posts* (Pre-Event)	♦	♦	♦	♦
Name & Logo in 1 Tagged Social Media Posts (Post-Event)	♦	♦	♦	♦
Name on Digital 50/50 Tickets			♦	
Logo on Spooling Multimedia During Event (Related to Activity)	♦	♦	♦	♦
Recognition From The Podium (Related to Activity)	♦	♦	♦	♦
Logo on Event Collateral (Related to Activity)	♦	♦	♦	♦
Name & Logo on Guest Tables (Related to Activity)	♦	♦	♦	♦
Name & Logo in Event Program (Related to Activity)	♦	♦	♦	♦
Logo & Link in FCHS Monthly eNewsletter (November 2025)	♦	♦		
Logo on FCHS Website: Events Page (Related to Activity)			1 wk	
Logo in Western Wheel Thank You Ad	♦	♦		
Name in Western Wheel Thank You Ad			♦	♦
Logo in FCHS Annual Report	♦	♦		
Name in FCHS Annual Report			♦	♦
Right To Use Event Name in Corporate Marketing Campaigns	♦	♦	♦	♦

*Some benefits are subject to print and production deadlines. Specific requirements and timelines are outlined within each sponsorship level.

♦ ABOUT THE MIDWAY ♦

The Midway offers interactive and engaging sponsorship opportunities designed to put your brand directly in the spotlight with our guests. From unique fundraising activities to fun carnival-style games, these opportunities give sponsors a chance to showcase their creativity, connect with the community, and make a lasting impact. Whether through naming rights, in-kind contributions, or hands-on engagement, Midway sponsors help bring the energy and excitement of the carnival to life all while supporting the vital care provided at Foothills Country Hospice.

BIG TOP RINGMASTER SPONSOR

TITLE SPONSOR INVESTMENT \$10,000

OPPORTUNITIES AVAILABLE 1
COMPLIMENTARY TICKETS 1 VIP TABLE (SEATS 4)

BENEFITS

BENEFITS	DUE DATES & DEADLINES
• Recognition in Pre-Event Email Sent to Ticket Holders	-
• Name in Digital Facebook Advertising	October 1
• Name in Western Wheel Promo Ad as Presenting Sponsor	September 24
• Custom Social Media Story Feature (Post-Event)	November 18
• Name & Logo in 1 Tagged Social Media Posts (Pre-Event)	October 6
• Name & Logo in 1 Tagged Social Media Posts (Post-Event)	-
• Logo on Digital Event Tickets as Presenting Sponsor	ASAP/Ongoing
• Logo on Spooling Multimedia During Event	-
• Logo Included at Photo Op/Selfie Station	October 6
• Recognition From The Podium	-
• Logo on Event Collateral Where Applicable	October 6
• Name & Logo on Guest Tables	-
• Event Program Full Page Ad (provided by sponsor)	October 6
• Logo in Event Program	October 6
• Recognition in Post-Event Email Sent to Ticket Holders	-
• Story Feature in FCHS Monthly eNewsletter (Nov 2025)	November 18
• Logo & Link in FCHS Monthly eNewsletter (Nov 2025)	-
• Logo & Link on FCHS Website: Events Page (3 months)	-
• Logo in Western Wheel Thank You Ad	-
• Logo in FCHS Annual Report	-
• Name in FCHS Annual Report	-
• Feature Rotating Banner With Link on FCHS Website (2 weeks)	-
• Right To Use Event Name in Corporate Marketing Campaigns	-

Dates & deadlines are provided to help us meet print & event requirements. If you have questions about timing, please connect with us - we're happy to work with you.

BIG TOP GRANDSTAND SPONSOR

INVESTMENT \$5,000

OPPORTUNITIES AVAILABLE 4
COMPLIMENTARY TICKETS 4 TABLE SEATS
TICKET DISCOUNT UP TO 2 ADDT'L TABLE SEATS @ 50% OFF

BENEFITS

BENEFITS	DUE DATES & DEADLINES
• Name & Logo in 1 Tagged Social Media Posts (Pre-Event)	October 6
• Name & Logo in 1 Tagged Social Media Posts (Post-Event)	-
• Logo on Spooling Multimedia During Event	-
• Recognition From The Podium	-
• Logo on Event Collateral Where Applicable	October 6
• Name & Logo on Guest Tables	-
• Logo in Event Program	October 6
• Logo & Link in FCHS Monthly eNewsletter (Nov 2025)	-
• Logo & Link on FCHS Website: Events Page (3 months)	-
• Logo in Western Wheel Thank You Ad	-
• Logo in FCHS Annual Report	-
• Name in FCHS Annual Report	-
• Right To Use Event Name in Corporate Marketing Campaigns	-

THE BIG TOP

Dates & deadlines are provided to help us meet print & event requirements. If you have questions about timing, please connect with us - we're happy to work with you.

BIG TOP CAROUSEL SPONSOR

INVESTMENT \$2,500

OPPORTUNITIES AVAILABLE	6
COMPLIMENTARY TICKETS	-
TICKET DISCOUNT	UP TO 6 TABLE SEATS @ 50% OFF

BENEFITS

- Name & Logo in 1 Tagged Social Media Posts (Pre-Event)
- Name & Logo in 1 Tagged Social Media Posts (Post-Event)
- Logo on Spooling Multimedia During Event
- Recognition From The Podium
- Logo on Event Collateral Where Applicable
- Logo in Event Program
- Logo & Link in FCHS Monthly eNewsletter (Nov 2025)
- Logo in Western Wheel Thank You Ad
- Logo in FCHS Annual Report
- Name in FCHS Annual Report
- Right To Use Event Name in Corporate Marketing Campaigns

DUE DATES & DEADLINES

October 6

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October 6

October 6

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Dates & deadlines are provided to help us meet print & event requirements. If you have questions about timing, please connect with us - we're happy to work with you.

BIG TOP SPOTLIGHT SPONSOR

INVESTMENT \$1,000

OPPORTUNITIES AVAILABLE	UNLIMITED
COMPLIMENTARY TICKETS	-
TICKET DISCOUNT	UP TO 6 TABLE SEATS @ 50% OFF

BENEFITS

- Name in 1 Tagged Social Media Posts (Post-Event)
- Name in Event Program
- Name in Western Wheel Thank You Ad
- Name in FCHS Annual Report
- Right To Use Event Name in Corporate Marketing Campaigns

DUE DATES & DEADLINES

-

October 6

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THE BIG TOP

Dates & deadlines are provided to help us meet print & event requirements. If you have questions about timing, please connect with us - we're happy to work with you.

♦ ABOUT FOOTHILLS COUNTRY HOSPICE ♦

The Foothills Country Hospice Society (FCHS) is a donor-supported, volunteer-driven charitable organization founded on providing exemplary end-of-life care and compassion to residents and their loved ones. The professionally trained FCHS employees and volunteers provide around-the-clock end-of-life and bereavement care. Attention is paid to physical needs, expert pain and symptom management, emotional and spiritual well-being, and bereavement support as residents prepare for the completion of their life's journey. Our focus remains on holistic, comfortable care that meets residents with dignity and respect.

There is no cost to residents for their clinical care and meals during their stay with us.

MIDWAY COMFORT COVERS SPONSOR

INVESTMENT \$2,500

OPPORTUNITIES AVAILABLE
TICKET DISCOUNT

1
UP TO 6 TABLE SEATS @ 50% OFF

BENEFITS

- Recognition in Pre-Event Email Sent to Ticket Holders
- Name & Logo in 1 Tagged Social Media Posts (Pre-Event)
- Name & Logo in 1 Tagged Social Media Posts (Post-Event)
- Logo on Spooling Multimedia During Event (Related to Activity)
- Recognition From The Podium (Related to Activity)
- Logo on Event Collateral (Related to Activity)
- Name & Logo on Guest Tables (Related to Activity)
- Logo in Event Program (Related to Activity)
- Logo & Link in FCHS Monthly eNewsletter (Nov 2025)
- Logo in Western Wheel Thank You Ad
- Logo in FCHS Annual Report
- Name in FCHS Annual Report
- Right To Use Event Name in Corporate Marketing Campaigns

DUE DATES & DEADLINES

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October 6
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October 6
October 6
October 6
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THE MIDWAY

♦ ABOUT COMFORT COVERS ♦

This exclusive sponsorship launches a special fundraising activity at the event, with funds dedicated to purchasing a high-impact clinical item that directly enhances resident care. This year, proceeds will go toward four new hospital-grade mattress covers, each costing just over \$1,600 (\$6,400+ in total). These specialized covers improve both comfort and safety for residents and are cleaned frequently to maintain dignity and care in every room. Guests will be invited to contribute toward the total cost during the event, while the sponsor receives prominent name recognition throughout this one-of-a-kind initiative.

♦ ABOUT CARNIVAL GAMES ♦

Bring your brand to life on the Midway! We'll work with you to customize your game to best showcase your brand, from design elements to playful twists that reflect your personality. But don't worry, we'll take care of the logistics so you can focus on creativity. Sponsors are also welcome (but not required) to provide staff or volunteers to run the game and engage directly with guests, as well as share brochures, giveaways, or branded takeaways to make the experience even more memorable.

INSPIRATION »



INVESTMENT \$2,500

MIDWAY CARNIVAL GAME SPONSOR

OPPORTUNITIES AVAILABLE
TICKET DISCOUNT

4
UP TO 6 TABLE SEATS @ 50% OFF

BENEFITS

- Custom Specialty Activity
- Recognition in Pre-Event Email Sent to Ticket Holders
- Name & Logo in 1 Tagged Social Media Posts (Pre-Event)
- Name & Logo in 1 Tagged Social Media Posts (Post-Event)
- Logo on Spooling Multimedia During Event (Related to Activity)
- Recognition From The Podium (Related to Activity)
- Logo on Event Collateral (Related to Activity)
- Name & Logo on Guest Tables (Related to Activity)
- Logo in Event Program (Related to Activity)
- Logo & Link in FCHS Monthly eNewsletter (Nov 2025)
- Logo in Western Wheel Thank You Ad
- Logo in FCHS Annual Report
- Name in FCHS Annual Report
- Right To Use Event Name in Corporate Marketing Campaigns

DUE DATES & DEADLINES

October 1
-
October 6
-
-
-
October 6
October 6
October 6
-
-
-
-

MIDWAY 50/50 SPONSOR

INVESTMENT \$1,000

OPPORTUNITIES AVAILABLE

1

BENEFITS

- Name in Western Wheel Promo Ad as 50/50 Sponsor
- Recognition in Pre-Event Email Sent to Ticket Holders
- Name on Digital 50/50 Tickets
- Name & Logo in I Tagged Social Media Posts (Pre-Event)
- Name & Logo in I Tagged Social Media Posts (Post-Event)
- Logo on Spooling Multimedia During Event (Related to Activity)
- Recognition From The Podium (Related to Activity)
- Logo on Event Collateral (Related to Activity)
- Name & Logo on Guest Tables (Related to Activity)
- Name & Logo in Event Program (Related to Activity)
- Logo on FCHS Website: Events Page (Related to Activity)
- Name in Western Wheel Thank You Ad
- Name in FCHS Annual Report
- Right To Use Event Name in Corporate Marketing Campaigns

DUE DATES & DEADLINES

September 24

-

October 6

October 6

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October 6

October 6

October 6

October 6

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THE MIDWAY

♦ ABOUT 50/50 ♦

Everyone loves the thrill of a 50/50! As the presenting sponsor, the 50/50 will proudly carry your name (e.g., "The Awesome Company 50/50") across all promotions – online, in-person, and at the event itself. This sponsorship helps cover the cost of hosting the raffle, while positioning your brand at the center of a highly visible and exciting fundraising activity.

♦ ABOUT RAFFLES ♦

Our raffles are a centerpiece of excitement, drawing attention with high-value prizes. Last year's "Austen Jewellers Luxury Tax" raffle sold out in 30 minutes! As a Raffle Sponsor, you'll provide a standout prize such as jewellery, electronics, or another coveted item making this an ideal in-kind sponsorship. Each raffle will feature a branded setup at the event, with your company recognized in event materials and announcements as guests purchase tickets for their chance to win. This is a powerful way to showcase your brand while directly fueling the success of the fundraiser.

INVESTMENT \$1,000

MIDWAY RAFFLE SPONSOR

OPPORTUNITIES AVAILABLE

2

BENEFITS

- Custom Specialty Activity
- Recognition in Pre-Event Email Sent to Ticket Holders
- Name & Logo in I Tagged Social Media Posts (Pre-Event)
- Name & Logo in I Tagged Social Media Posts (Post-Event)
- Logo on Spooling Multimedia During Event (Related to Activity)
- Recognition From The Podium (Related to Activity)
- Logo on Event Collateral (Related to Activity)
- Name & Logo on Guest Tables (Related to Activity)
- Logo in Event Program (Related to Activity)
- Name in Western Wheel Thank You Ad
- Name in FCHS Annual Report
- Right To Use Event Name in Corporate Marketing Campaigns

DUE DATES & DEADLINES

October 1

-

October 6

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October 6

October 6

October 6

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COMPLETE THIS COMMITMENT FORM TODAY TO SECURE YOUR SPONSORSHIP!

The employees and volunteers at the Foothills Country Hospice Society deeply appreciate your support. We believe in providing exemplary care and compassion for those we serve and are most grateful to all our donors and community partners who share our vision. Together we are making a difference in palliative hospice care for Foothills and Calgary community members.

Please Indicate Your Sponsorship Level

Sponsorship Commitment Deadline: OCT 1, 2025

- ☐ **BIG TOP RINGMASTER (\$10,000)**
- ☒ **~~BIG TOP GRANDSTAND (\$5,000)~~**
- ☐ **BIG TOP CAROUSEL (\$2,500)**
- ☐ **BIG TOP SPOTLIGHT (\$1,000)**

- ☒ **~~MIDWAY COMFORT COVERS (\$2,500)~~**
- ☐ **MIDWAY CARNIVAL GAMES (\$2,500)**
- ☐ **MIDWAY 50/50 (\$1,000)**
- ☐ **MIDWAY RAFFLES (\$1,000)**



Company / Name:

Contact:

Email: Phone #:

Mailing Address: City: Province: Postal Code:

Website: Instagram: Facebook:

Please email the completed form, along with logo (where applicable) to Lindsey Dunham: events@countryhospice.org

Please Indicate Your Method of Payment

- ☐ Cheque (payable to Foothills Country Hospice)
- ☐ Invoice
- ☐ Credit Card

Credit Card #:

Name on Card:

Expiry Date: CVC:

Please note the differences between sponsorships and donations. As per Canada Revenue Agency, sponsorship qualifies as an advertising expense that your business may be able to deduct at tax time. A donation qualifies for a charitable receipt, but does not receive recognition of a sponsorship. Charitable receipts will not be issued for monetary or gifts in kind sponsorship.

As valued friends, Foothills Country Hospice Society requests your consent to send you important information and announcements from our organization. Your consent is required to comply with the Canadian Anti-Spam Legislation (CASL). Please check the "I consent" box below. You may unsubscribe at any time.

- ☐ I consent to receive the Foothills Country Hospice e-newsletter containing news, announcements, and info about upcoming event information. This may include information regarding donation requests, fundraising events, and initiatives.