

# UNMASKING THE MYTHS

November 6<sup>th</sup>, 2021



## EVENT OVERVIEW & SPONSORSHIP OPPORTUNITIES

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warriors

### Unmasking the Myths

1 Glenrose Crescent  
Stony Plain, AB, T7Z 1A9  
[info@unmaskingthemyths.com](mailto:info@unmaskingthemyths.com)  
(780) 819-7803  
[www.unmaskingthemyths.com](http://www.unmaskingthemyths.com)

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NOVEMBER 6<sup>TH</sup>, 2021

4 PM – 1 AM, RIVER CREE RESORT, EDMONTON, AB

*Featuring: Glori Meldrum and Keynote Speaker (TBA)*

**EVENT OVERVIEW:** The Unmasking the Myths gala dinner fundraiser is a significant annual event in Edmonton, which raises funds for the Little Warriors Be Brave Ranch. This facility is the first of its kind dedicated to helping children recover from the damaging effects of sexual abuse.

## PROGRAM FEATURES INCLUDE:

- Fun masquerade theme to get guests dressed up for an amazing message
- Cocktail hour with included champagne, and added musical entertainment from TBA
- Silent auction, live auction and multiple raffles
- A four-course dinner featuring a tasty appetizer, a mouth-watering entrée and a delightful dessert
- Your chance to hear Glori Meldrum and our Keynote Speaker share their individual journeys from heartache to healthy, as well as answering personalized questions from guests
- More information about the Little Warriors Be Brave Ranch. You'll see how it is helping survivors of child sexual abuse heal and grow into healthy adults
- Live entertainment and dance to follow

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## KEYNOTE SPEAKERS

**ABOUT GLORI MELDRUM:** Glori Meldrum is an entrepreneur, wife, mother and survivor of child sexual abuse. In 2008 she founded Little Warriors with the goal of bringing awareness, prevention and treatment to child sexual abuse across Canada. Her dream was to build a treatment centre for children who had been sexually abused. In 2014 her dream became a reality and the Little Warriors Be Brave Ranch opened its doors. Glori will leave you inspired to chase your dreams and give you strength to overcome trauma to give back to your community.

**ABOUT KEYNOTE SPEAKER:** Coming Soon

## WHY THE UNMASKING THE MYTHS GALA?

Every single dollar generously donated at the 2021 Unmasking the Myths gala will go directly to fund treatment programs for children at the Little Warriors Be Brave Ranch. Little Warriors receives no government funding and so, as a charitable organization, the Little Warriors Be Brave Ranch relies on the kindness of donors to allow our work to continue.

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### WHO ATTENDS?

This community event brings together approximately 400 professionals, community leaders, supporters and members of the media. To see photos from last year's event, view the Unmasking the Myths 2019 gala dinner album under gallery at [www.unmaskingthemyths.com](http://www.unmaskingthemyths.com).

### WHY SPONSOR THIS EVENT?

We hope that you will step forward and make a huge difference by being a sponsor! By pledging your support, you will be helping to protect the vulnerability of the community's most vulnerable young people. Other reasons for sponsorship are:

- Allow the important work of Little Warriors and the Be Brave Ranch to continue
- Help protect the well-being of our community's most vulnerable young people
- Enhance your company's image as a community-minded organization
- Spread awareness of your brand among an audience of key business and community leaders
- Gain valuable media exposure

### SPONSORSHIP OPPORTUNITIES

(See attached sponsorship chart for sponsor benefits and value)

Keynote: \$20,000 (1 Available)  
Entertainment: \$15,000 (1 Available)  
Dinner: \$10,000 (1 Available)  
Champagne: \$7,500 (1 Available)  
Program: \$5,000 (2 Available)  
Dessert: \$3000 (1 Available)  
Corporate: \$2,000 (20 Available)

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## UNMASKING THE MYTHS SPONSORSHIP OPPORTUNITIES



Package	Keynote	Entertainment	Dinner	Champagne	Program	Dessert	Corporate
	1 Available	1 Available	1 Available	1 Available	2 Available	1 Available	20 Available
Cost of Sponsorship	\$20,000	\$15,000	\$10,000	\$7,500	\$5,000	\$3,000	\$2,000
	<i>Value</i>	<i>Value</i>	<i>Value</i>	<i>Value</i>	<i>Value</i>	<i>Value</i>	<i>Value</i>
Media Recognition (newspaper ads/radio interviews)	\$15,000						
Option to place company brochure on tables	\$2,000						
Name/logo on event media wall (XL, L, M, Sm)	\$4,000	\$3,000	\$3,000	\$2,500	\$2,500	\$1,500	\$1,500
Name/Logo on video loop at gala	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Private meet and greet with Keynote Speaker(s)	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
Ad in event program (Full page, ½ page, ¼ page)	\$4,000	\$3,000	\$3,000	\$2,500	\$2,500	\$2,500	
Name/Logo on Unmasking the Myths website	\$2,5000	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
Tickets to Event (8) with Keynote Speaker(s) Sitting at Table	\$5,000						
Tickets to Event		(12) \$1400	(12) \$1400	(6) \$700	(4) \$450	(2) \$250	(12) \$1400
Recognized on Unmasking the Myths Social Media	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Option to provide a promotional item (at own cost) from your company for each table	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	
Logo displayed on table(s) purchased	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
Verbal recognition from Keynote Speaker(s)	\$5,000						
Verbal recognition from each band x2		\$5,000					
Verbal recognition from Emcee			\$3,000	\$3,000	\$3,000		
Option to provide stand-up banners (at own cost) to be displayed next to bands stage		\$5,000					
Name/Logo on each table at dinner			\$5,000				
Name/Logo displayed as the "champagne" presented by sponsor on each table				\$5,000			
Name/Logo on Volunteer Sash Pins (20)					\$3,000		
Decor with signage at the reception area						\$2,500	
Option to place company pens (at own cost) at each table							\$3,000
<b>Total Value</b>	<b>\$49,500</b>	<b>\$31,900</b>	<b>\$29,500</b>	<b>\$28,200</b>	<b>\$25,950</b>	<b>\$21,250</b>	<b>\$15,700</b>

## SPONSOR COMMITMENT AGREEMENT

Company: \_\_\_\_\_  
Contact: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ Postal Code: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
Email: \_\_\_\_\_

### Sponsorship Opportunity:

(Please check which one you are interested in)

- ☐ Keynote
- ☐ Entertainment
- ☐ Dinner
- ☐ Champagne
- ☐ Program
- ☐ Dessert
- ☐ Corporate

### Method of Payment:

- ☐ Cheque (Made payable to Little Warriors)
- ☐ Visa
- ☐ Mastercard
- ☐ American Express

Name on Card: \_\_\_\_\_  
Credit Card Number: \_\_\_\_\_  
Expiry: \_\_\_\_\_ Security Code: \_\_\_\_\_  
Postal Code: \_\_\_\_\_  
Signature: \_\_\_\_\_

*As per CRA guidelines, tax receipts are not issued for sponsorships.*

**NEXT STEPS:** Please email this form and your company logo in .eps format to [info@unmaskingthemyths.com](mailto:info@unmaskingthemyths.com).

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