

RUNNING SHOE

gala

Friday, May 26, 2023

Enmax Conservatory, Calgary Zoo

Doors open at 6:00pm



SPONSORSHIP PROPOSAL

Prepared by Ever Active Schools



WHO WE ARE

We are Ever Active Schools and we believe that every child has the right to a healthy future. We work together with communities to create healthy futures for children and youth through well being and education.

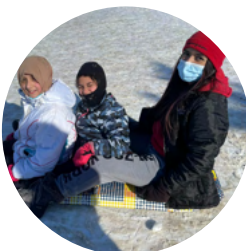


SOME OF THE WAYS WE ARE INVESTING IN HEALTHY FUTURES



Go! Run

Go! Run is a free, fun and flexible girls only running program developed to increase girls' participation in physical activity.

[LEARN MORE](#)

Resettlement Through Recreation

288 refugee and newcomer youth and 41 of their parents were welcomed to southern Alberta with recreation programming and supports in their new communities.

[LEARN MORE](#)

Indigenous Youth Mentorship Program (IYMP)

During a COVID year, we still had 4 communities in Alberta deliver IYMP programming for youth, however, 12 communities have made plans to start up in 2022/23, a promising recovery of almost half of the programs running in Alberta before COVID-19.

[LEARN MORE](#)

OUR IMPACT

2021-2022

229K +

of our programs and services reached nearly a quarter of a million people this year - on average, that's 627 each and every day!.

31%

of the schools we work with deeply are meeting recommendations for health promoting standards.

98%

of surveyed participants were more familiar and comfortable with how to advance well-being in their program or school community.

144

different partners across the health, recreation, research and corporate sectors.

40.6%

of all our interactions this year supported priority populations.

62%

of youth who participate in the work we support feel more seen, heard and understood by their peers.

MORE IMPACTS



What is the **RUNNING SHOE?** *gala*

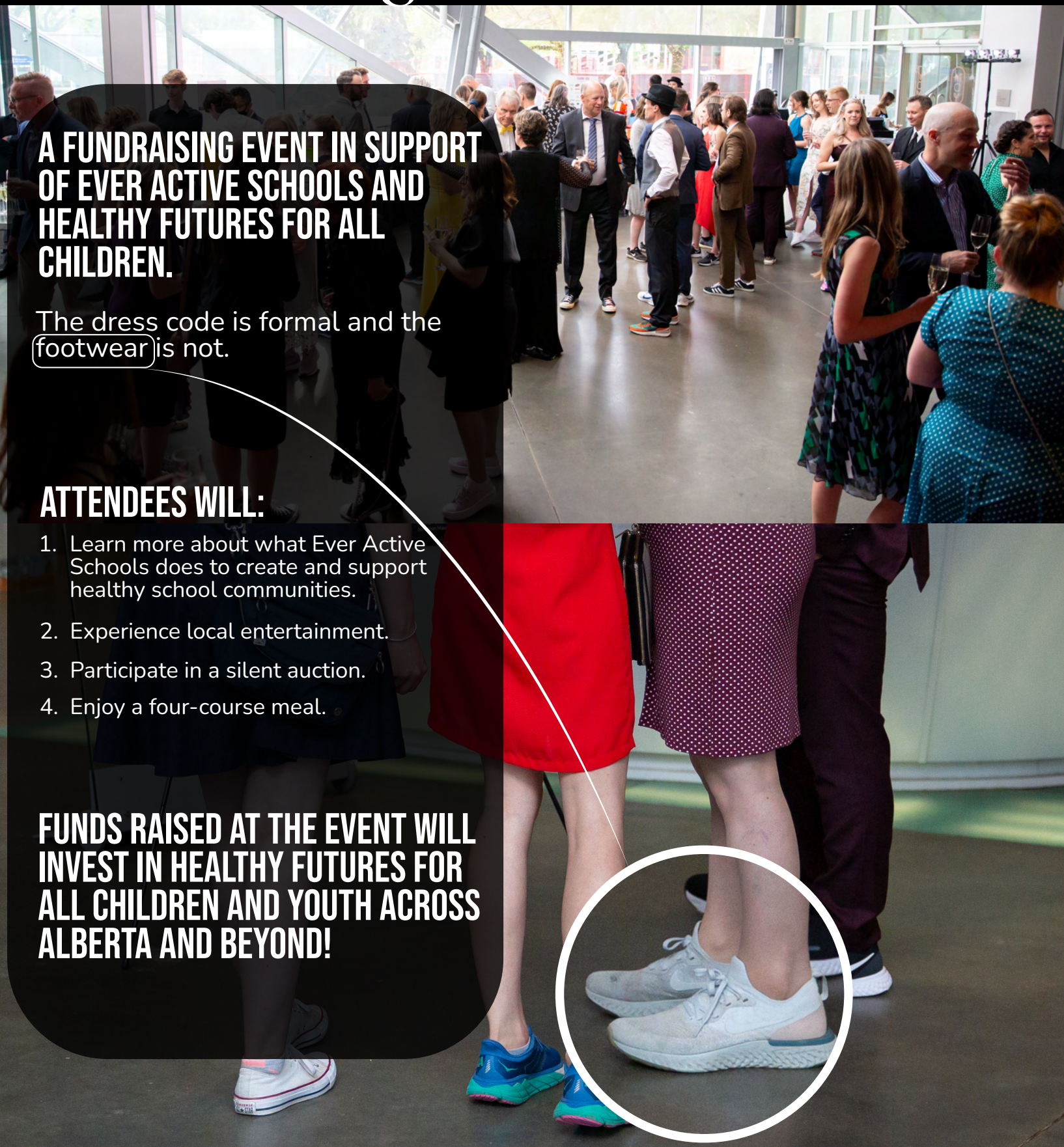
**A FUNDRAISING EVENT IN SUPPORT
OF EVER ACTIVE SCHOOLS AND
HEALTHY FUTURES FOR ALL
CHILDREN.**

The dress code is formal and the
footwear is not.

ATTENDEES WILL:

1. Learn more about what Ever Active Schools does to create and support healthy school communities.
2. Experience local entertainment.
3. Participate in a silent auction.
4. Enjoy a four-course meal.

**FUNDS RAISED AT THE EVENT WILL
INVEST IN HEALTHY FUTURES FOR
ALL CHILDREN AND YOUTH ACROSS
ALBERTA AND BEYOND!**



Why you should sponsor **RUNNING SHOE** *gala*

AN INVESTMENT IN THE FUTURE

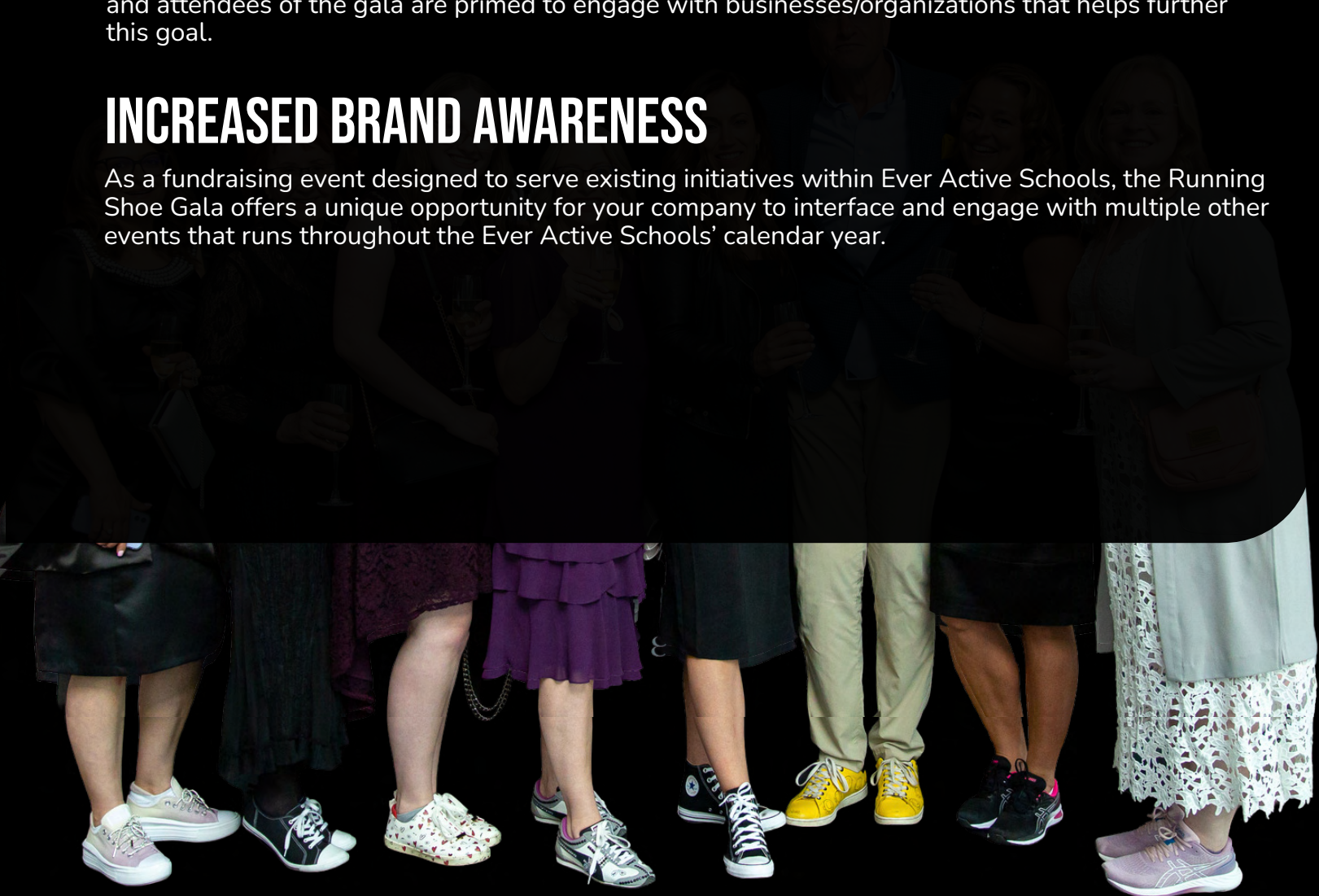
The Running Shoe Gala raises funds to invest in healthy futures for children and youth across Alberta. If children are indeed our future, then your company's sponsorship signals an appreciation for all that is yet to come and a commitment to actively participate in shaping the future.

ACCESS TO A COVETED AUDIENCE

Ever Active Schools aims to increase physical activity and well-being for children and youth across Alberta. The Running Shoe Gala audience is aligned with this goal and as such, all stakeholders and attendees of the gala are primed to engage with businesses/organizations that helps further this goal.

INCREASED BRAND AWARENESS

As a fundraising event designed to serve existing initiatives within Ever Active Schools, the Running Shoe Gala offers a unique opportunity for your company to interface and engage with multiple other events that runs throughout the Ever Active Schools' calendar year.



sponsorship opportunities RUNNING SHOE *gala*

PRESENTING SPONSOR (\$25,000)

1 Spot available

- Your name will be attached directly to the event as the presenting sponsor: Running Shoe Gala 2022, presented by [Your Organization]
- First right of refusal for 2024 Running Shoe Gala presenting sponsor
- Opportunity to introduce entertainment on stage
- Logo recognition with link on website, Eventbrite page and Facebook event page
- Social media posts and mailing list promotion
- 8 complimentary tickets (1 Table)
- Logo on event website, signage and screen at event
- Verbal recognition on-stage at event
- Recognition in thank you emails to all attendees and sponsors
- Option of including an item in the silent auction

IMPACT SPONSOR (\$7,500 - \$15,000)

4 Spots available

- Logo recognition with link on website, Eventbrite page and Facebook event page
- Social media posts and mailing list promotion
- 4 complimentary tickets
- Logo on event website, signage and screen at event
- Verbal recognition on stage at event
- Recognition in thank you emails to all attendees and sponsors
- Option of including an item in the silent auction

INSPIRATION SPONSOR (\$1,500 - \$7,499)

- Logo recognition with link on website, Eventbrite page and Facebook event page
- Social media posts and mailing list promotion
- 2 complimentary tickets
- Logo on event signage and screen at event
- Verbal recognition on stage at event
- Recognition in thank you emails to all attendees and sponsors
- Option of including an item in the silent auction

COMMUNITY PARTNER

- In order to qualify as a Community Partner you must have a not-for-profit or children and youth focused organization with like minded views and values and agree to promote the Running Shoe Gala both internally within your organization and externally on social media, newsletters and your website. You must also purchase a minimum of 1 table of 8 to the event to qualify. In exchange, you will receive:
 - Recognition in thank you emails to all attendees and sponsors
 - A 10% discount code to be used by your organization and shared publicly

MEDIA

- Logo recognition with link on website, Eventbrite page and Facebook event page
- Social media posts and mailing list promotion
- 2 complimentary tickets
- Logo on event signage and screen at event
- Verbal recognition on stage at event
- Recognition in thank you emails to all attendees and sponsors
- Option of including an item in the silent auction



RUNNING SHOE *gala*



INQUIRIES

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**INVEST IN HEALTHY
FUTURES FOR EVERY
CHILD**