

Red Tie Gala

Partnership Opportunities



United Way
Lethbridge &
South Western Alberta



Red Tie
Gala AWARDS OF
DISTINCTION

Greetings!

United Way Lethbridge & South Western Alberta's Red Tie Gala celebrates the communities' dedication, hard work, and spirit that have been expressed by individuals and organizations for outstanding contributions to the United Way during the year through actions like workplace campaigns, leadership giving, community events, in-kind donations, and volunteer-led philanthropy.

The annual event gathers community leaders and supporters across Lethbridge & South Western Alberta for a glamorous evening of recognition to celebrate the progress of fundraising and volunteer efforts throughout the past year and their unified progress to help build a community where everyone can thrive.

◆ It would be our honour to work with you to find a meaningful partnership that aligns with your brand with a social purpose that establishes real action in the community.

About United Way

Our goal is to ensure that organizations in our community get support they need to continue the essential programs they provide. We do this by helping bring light to the issues and needs of South Western Alberta communities, and making it easy for people to get involved and make a difference. Through our fundraising efforts we support three funding priorities:

- Poverty to Possibility
- Healthy People, Strong Communities
- All that Kids Can Be

#203B, 542 7 Street S, Lethbridge, AB T1J 2H1

 403-327-1700

Presenting Partnership



United Way holds a special place in many people's hearts. People trust the United Way as a leader in the community, and as a Presenting partner, this opportunity will demonstrate the power of doing local good and working united!

The benefits may be adjusted to suit your needs and are listed as follows:



PRESENTING PARTNER OF THE RED TIE GALA
\$8000

- **Reserved VIP table of 8 for the Gala**
- **Positioned as Presenting partner in event name**
- **One-minute welcoming remarks at the Gala**
- **On-stage branding**
- **Logo and link (where applicable) featured in all pre-event, onsite, and post-event marketing materials**
- **Brief write-up about your philanthropic efforts and your partnership with the United Way in the event program**
- **Social media engagement and recognition including your company's social handles**
- **Live mentions and thank you by emcee during the Gala**
- **Digital slide show during the Gala, invitations, and thank you messages**
- **Opportunity to present the awards**

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Partnership Package Options



The Red Tie Gala is a celebration and inspiration for philanthropic efforts. During the Gala we present the Awards of Distinction, recognizing exceptional individuals and groups who have embraced giving and have the potential to achieve amazing things for our community.



BASE BENEFITS (ALL PARTNERSHIP OPTIONS)

- Logo and link (where applicable) featured in all pre-event, onsite, and post-event marketing materials
- Social media engagement and recognition including your company's social handles
- Live mentions and thank you by emcee during the Gala
- Digital slide show during the Gala
- Recognition of the logo on event promotional materials & advertisements
- Recognition of the logo in post thank you advertisement
- Representation in the print program



MEDIA PARTNER \$5000

- VIP Reserved table of 8 to the Gala
- Opportunity to introduce the entertainment



DINNER PARTNER \$5000

- VIP Reserved table of 8 to the Gala
- Logo on Menu & Featured at the Bar



LOCAL LOVE PARTNER \$4000

- VIP Reserved table of 8 to the Gala
- Full page Ad on the screen at the event



VENUE PARTNER \$3000

- VIP Reserved table of 8 to the Gala
- Opportunity to have customized dessert with logo

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Partnership Package Options



PHOTO BOOTH PARTNER \$2500

- 4 tickets to the Gala
- Your banner is located next to the photo booth



WINE PARTNER \$2500

- 4 tickets to the Gala
- Table wine featuring your branding



DÉCOR PARTNER \$2500

- 4 tickets to the Gala



IMPACT PARTNER \$1500

- 2 tickets to the Gala



COMMUNITY SPIRIT PARTNER \$750

- Partner one of the United Way Award Recipients to attend the Gala



SILENT AUCTION PARTNER (DONATED ITEMS)

- Donate a silent auction item
- Company Logo listed on the silent auction bid sheet

Does not Include the Base Benefits

PRESENTED BY UNITED WAY Lethbridge & South Western Alberta
AND OUR PRESENTING PARTNER

SATURDAY APRIL 1, 2023 AT THE COAST HOTEL / LA CHEFS
5 PM COCKTAILS / SILENT AUCTION
6 PM PLATED DINNER
7 PM RECOGNITION AWARDS
8 PM SILENT AUCTION WRAP UP
8:30 PM SWING BRIDGE DANCE PERFORMANCE
9 PM LIVE MUSIC BY PETER & THE WOLVES

For more information and reserve your desired package please
contact Jackie French (Resource Development Manager)

403-327-1700

development@lethbridgeunitedway.ca

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Partnership Package Options



PARTNERSHIP COMMITMENT

Yes! I would like to support United Way Lethbridge & SW Alberta and be a Red Tie Gala partner.

PARTNERSHIP LEVEL

- | | |
|---|---|
| <input type="checkbox"/> Presenting Partner - \$8000 | <input type="checkbox"/> Wine Partner - \$2500 |
| <input type="checkbox"/> Media Partner - \$5000 | <input type="checkbox"/> Décor Partner - \$2500 |
| <input type="checkbox"/> Dinner Partner - \$5000 | <input type="checkbox"/> Impact Partner - \$1500 |
| <input type="checkbox"/> Local Love Partner - \$4000 | <input type="checkbox"/> Community Spirit Partner - \$750 |
| <input type="checkbox"/> Venue Partner - \$3000 | <input type="checkbox"/> Silent Auction Partner (donated items) |
| <input type="checkbox"/> Photo Booth Partner - \$2500 | |



TICKETS

Table of 8 (\$1150) How many tables: _____ Total: _____

Ticket Purchase (\$150 each) How many _____ Total: _____



CONTACT INFORMATION

Name: _____

Business Name: _____

Address: _____

City/Province: _____ Postal Code: _____

Cell: _____ Email: _____



PAYMENT INFORMATION

Visa MasterCard AMEX Cheque*

*Please make all cheques payable to United Way Lethbridge and South Western Alberta and note Red Tie Gala
Credit Card#: _____ CW: _____ Expiry Date: ____ / ____

Payment Amount Authorized: _____

Name on Card: _____

Signature: _____ Date: _____



PLEASE RETURN BY FRIDAY, MARCH 10

Mail to:
Jackie French, United Way Lethbridge
& South Western Alberta,
#203B, 542 7 Street S, Lethbridge, AB
T1J 2H1

OR

Email:
development@lethbridgeunitedway.ca
Phone: 403-327-1700
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