

**SPONSORSHIP  
OPPORTUNITIES**

**AARC**  
*Miracle Gala* **25**



**AARC**

# ABOUT AARC'S MIRACLE GALA

Annually the Alberta Adolescent Recovery Centre (AARC) hosts its Annual Miracle Gala. As a valued supporter of AARC and its vital program for youth and their families, your partnership plays a vital role in our ability to treat youth and their families suffering from substance use disorder. AARC's 25th Annual Miracle Gala will be held at the **Calgary TELUS Convention Centre's Macleod Hall on May 8, 2024**, and will feature a gourmet dinner, silent auction, and powerful stories of recovery from AARC graduates. The event will welcome over 500 caring citizens, members of the business and philanthropic communities, graduates, and alumni of our program. We invite you to join us as a sponsor for AARC's Miracle Gala, where you will not only receive exceptional brand exposure but also contribute to a cause that resonates deeply within our community. Together, let's create an unforgettable night and ensure that no family is ever turned away due to financial difficulty; ensuring AARC can continue to provide this exceptional and lifesaving care to families who need it.

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# AARC GRADUATES GALA 2023



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# IMPACT: TREATMENT FEE SUBSIDIES

The Alberta Adolescent Recovery Centre aims to ensure that no family is ever turned away from accessing treatment due to financial constraints.

We are excited to announce that all proceeds raised at AARC's Miracle Gala will go directly toward treatment fee subsidization, further strengthening our ability to provide our vital addiction treatment services to any family who needs it. The stories from AARC graduates at this year's event will showcase the incredible and life-saving impact your support can have on youth in need, sharing their own stories of recovery that would not have been possible without the unwavering support of compassionate individuals like you.

Your sponsorship will have a direct impact on the lives of not only our current families, but also all those who may need us in the future and those who have already benefitted from AARC's program.

Together, let's continue to keep the doors open and create a brighter future for youth and their families.



ARCE  
Dr. F. Dean Vause  
Executive Director

# TITLE SPONSOR

~~\$25,000 INVESTMENT~~  
~~EXCLUSIVE OPPORTUNITY~~ **SOLD**



The Title Sponsorship level is the pinnacle of support for AARC's Miracle Gala, offering prime promotion and recognition, with exclusive branding opportunities, and prime positioning in all event materials.

## PROMOTIONAL OPPORTUNITIES

- Name and/or logo will be displayed as the Title Sponsor on all event print materials

## DIGITAL RECOGNITION

- Name and/or logo will appear as the "Title Sponsor" on all Alberta Adolescent Recovery Centre digital platforms including website and social media
- Name and/or logo will appear on the fundraising/ticket platform
- Name and/or logo will appear on all direct communications to Alberta Adolescent Recovery Centre audiences and event attendees (email blasts)

## EVENT EXPERIENCE

- Two tables for a total of twenty (20) guests in a prominent location
- Table Host – AARC Graduate or Alumni Parent

## EVENT DAY PROMOTION

- Name and/or logo placement as Title Sponsor on sponsor reel
- Logo on entrance photo backdrop
- Verbal recognition during formal program
- Logo placement in event program
- Speaking opportunity for spokesperson to address event guests



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# GOLD SPONSOR

## \$15,000 INVESTMENT THREE EXCLUSIVE OPPORTUNITIES



- 1. GOLD AUCTION SPONSOR:** Your name and/or company logo displayed exclusively on each Silent Auction display card and on signage throughout the Silent Auction.
- 2. GOLD DINNER SPONSOR:** Your name and/or company logo displayed exclusively on menu cards at each place setting
- 3. GOLD VENUE SPONSOR:** Your name and/or company logo displayed exclusively on each dinner table

### PROMOTIONAL OPPORTUNITIES

- Name and/or logo will be displayed as the Exclusive Gold Sponsor (Auction, Dinner, or Venue)
- Volunteer opportunities for employees
- Optional company Lunch and Learn with AARC

### DIGITAL RECOGNITION

- Name and/or logo will appear as the “\_\_\_ Gold Sponsor” on all Alberta Adolescent Recovery Centre digital platforms including website and social media
- Name and/or logo will appear on the fundraising/ticket platform with a direct link to your company website.
- Name and/or logo used in event media releases.

### EVENT EXPERIENCE

- One table for a total of ten (10) guests in a prominent location
- Table host – AARC Graduate or Alumni Parent seated with your guests (if desired)

### EVENT DAY PROMOTION

- Verbal recognition during event program
- Your name and/or company logo displayed (dependent on exclusive sponsorship selection – see above)
- Logo placement in program center spread
- Priority placement of your name and/or company logo on sponsor reel





# SILVER SPONSOR

**\$10,000 INVESTMENT**  
**FIVE OPPORTUNITIES**    **FOUR OPPORTUNITIES REMAINING**



The Silver Sponsorship Level offers the perfect opportunity for businesses and individuals to support AARC in ensuring no youth is ever turned away due to financial difficulty. Our Silver sponsors will be recognized as the sponsors of the Gala Reception.

## PROMOTIONAL OPPORTUNITIES

- Name and/or logo will be displayed throughout the reception area and sponsors will receive recognition as the sponsors of the Gala Reception

## DIGITAL RECOGNITION

- Name and/or logo will appear as a “Silver Sponsor” on all Alberta Adolescent Recovery Centre social media platforms
- Name and/or logo will appear on the fundraising/ticket platform with a direct link to your company website

## EVENT EXPERIENCE

- One tables for a total of ten (10) guests

## EVENT DAY PROMOTION

- Name and/or logo placement as a Silver Sponsor on sponsor reel
- Verbal recognition during formal program
- Logo placement in event program



Midstream  
ENERGY SERVICES  
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# BRONZE SPONSOR

**\$5,000 INVESTMENT**  
**EIGHT OPPORTUNITIES**      **FOUR OPPORTUNITIES REMAINING**



As a Bronze Sponsor, you will directly contribute to the ongoing success of AARC's mission to successfully treat adolescents and their families suffering from the disease of alcoholism and/or drug addiction through a cost-effective, research-based, clinically validated treatment model.

## PROMOTIONAL OPPORTUNITIES

- Name and/or logo will be displayed at the entrance to the event and sponsors will receive recognition as sponsors of the event registration area

## DIGITAL RECOGNITION

- Name and/or logo will appear as a "Bronze Sponsor" on all Alberta Adolescent Recovery Centre social media platforms
- Name and/or logo will appear on the fundraising/ticket platform with a direct link to your company website

## EVENT EXPERIENCE

- Tickets for a total of four (4) guests at a shared table (opportunity to purchase extra seats to fill a table is available)

## EVENT DAY PROMOTION

- Name and/or logo placement as a Bronze Sponsor on sponsor reel
- Verbal recognition during formal program
- Logo placement in event program



# DONATIONS & COMPANY TABLE OPTIONS



Looking to support AARC's Miracle Gala, but not ready to commit to a full sponsorship? Consider purchasing a company table for you and your guests to attend the event, donate funds to support AARC's operations and be recognized as a donor during the evening program, or sponsor a graduate to attend the Gala. This support makes a meaningful impact on the lives of youth.

## **COMPANY TABLE (\$2,500)**

- Purchase a table for ten (10) guests of your company to attend the event. A partial tax receipt will be issued.

## **SPONSOR A GRADUATE (\$250)**

- Donate a ticket to an AARC Graduate who could not otherwise afford to attend the event. A full tax receipt will be issued.

## **TAX-DEDUCTIBLE DONATION (CASH)**

- Make a donation of any amount and receive a full tax receipt.
- All Cash donations over \$5,000 will be recognized verbally as a Miracle Donor during the events formal program
- All cash donations made by Wednesday, May 8<sup>th</sup> will be listed in the event program donor list

## **IN-KIND DONATION (SILENT OR LIVE AUCTION)**

- Company's can opt to donate items in-kind towards our event's silent auction.
- Items must be received by Wednesday, May 8<sup>th</sup> to be included in the 2024 auction



# AARC

*Miracle Gala* 25

By becoming a sponsor of the AARC Miracle Gala, you will not only gain valuable exposure and networking opportunities but also contribute to AARC's vital addiction treatment program for youth – ensuring we can keep the doors open to families.

If you have any questions regarding sponsorship packages, please contact:

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Alberta Adolescent  
Recovery Centre