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## *Sponsorship Opportunity*

### **WE'RE OFF TO SEE THE WIZARD!**

Take a trip down the yellow brick road and pick up a few hundred friends along the way.

This year The SHARP Foundation's Gala will take you out of the black and white of your average event and into the techni-colour wonder of the Sing-a-long Wizard of OZ.

The event, to raise awareness and funds for Beswick House and Scott House, will include a cocktail reception, an on-stage costume contest and the magic of the Wizard of OZ on the big screen for the first time in Calgary since its release.

So, while people get dressed up as their favorite character and belt out their best "somewhere over the rainbow" get noticed as a sponsor. Be a part of the interactive fun at this debut event at the Eau Claire Cineplex.

Thursday October 20, 2005 – 6 p.m., Gala reception and event

### **Opportunity:**

We are looking for sponsors to make the Gala spectacular and the children's show over the rainbow. There are five levels at which you can participate. Each provides access directly to over 800 people at the event and many more through our innovative marketing campaign.

### **Additional Opportunities:**

#### *Sponsor the Children's Show:*

There are similar opportunities available to sponsor the children's show. Parents who wish to share this event with their children will be able to bring them on Saturday October 22, 2005 at 10:30 a.m. and can participate in many of the same experiences as at the Gala.

#### *Buy tickets:*

This isn't your usual black tie event. Come out, dress up and belt out your favourite tunes from the musical.

Buy group seating, 10 seats for \$600, or individual seats for \$100 in the emerald section.

#### *Make a donation:*

Help make sustainable living a possibility for those living with HIV and AIDS in Calgary. All contributions received go to providing our residents with care, emotional support programs and shelter.

## **THERE IS NO PLACE LIKE HOME!**

But The SHARP Foundation is more than just housing. Our two houses provide “wholistic” care for our clients. That means that each person we see receives care aimed at their physical, medical, psycho-social and spiritual needs.

Established by Walter Beswick, the Foundation has two facilities: Beswick House, opened in 1990, offers long-term or palliative care for its residents and Scott House, opened in 2001, which is a transitional program, that teaches residents how to cope with independent living situations.

## **OUR VISION:**

“By 2010, The SHARP Foundation will be a nationally recognized leader in facilitating a wholistic continuum of care and providing excellent individualized health care and housing for persons living with HIV / AIDS.”

## **OUR MISSION:**

“To ensure the quality of life for persons living with HIV/AIDS through the provision of a safe, appropriate and accessible environment.”

## **OUR CLIENTS:**

Our clients are persons living with an HIV / AIDS diagnosis and come from diverse communities or backgrounds (i.e. socio-economic, behavioural/lifestyle, religious/spiritual and cultural characteristics). Many of these individuals possess dual diagnoses such as neurological disease, addiction issues, hepatitis, and/or mental health issues.

Discrimination and stigma continue to be obstacles in providing access to financial and support services for these individuals, causing them to be further marginalized within our community.

## **PROGRAMS & SERVICES:**

The SHARP Foundation is able to provide cost-effective care for our clients. As a small organization, the high value care we provide for low cost is not widely known in our community. Compared to hospice care which is \$280, and acute hospital care which is \$1800 per day, our costs are less than \$100 per day per resident.

*“We believe that each person living with HIV / AIDS should have housing and support appropriate to their needs.”*

	<b>Presenting Sponsor</b> <b>\$10,000</b> ❖	<b>Emerald City Sponsor</b> <b>\$5,000</b> ❖	<b>Ruby Slipper Sponsor</b> <b>\$2,500</b> ❖	<b>Yellow Brick Road Sponsor</b> <b>\$1,000</b>	<b>Techni-colour Sponsor</b> <b>\$500</b>	<b>Red Ribbon Sponsor</b> <b>Less than \$500</b>
<b>Naming Rights/Exclusivity</b>						
Title Sponsorship of Event	*					
Industry Exclusivity	*					
Tickets to the Gala	10	4	2			
Naming Rights to Fashion Show			*			
Naming Rights to Reception		*				
<b>Media Profile &amp; Public Relations</b>						
Logo placement on all of The SHARP Foundation marketing materials for one year	*					
Logo placement in press kits, news releases and event advertisements	*	*	*			
Wordmark placement in press kits, press releases, event advisories, and newspaper ads				*	*	
Logo or name mention in radio and television advertising (as allowed)	*					
Full page ad in 2005 Sing-a-long Wizard of Oz program	*					
½ page ad in 2005 Sing-a-long Wizard of Oz program		*				
¼ page ad in 2005 Sing-a-long Wizard of Oz program			*			
Logo placement on <a href="http://www.thesharpfoundation.com">www.thesharpfoundation.com</a>	*	*	*			
Wordmark placement in Sing-a-long Wizard of Oz program				*	*	*
Website link to your corporate website	*	*	*	*	*	*
Opportunity for Onsite Signage	*	*	*	*	*	*

❖ Presenting Sponsor, Emerald City Sponsor and Ruby Slipper Sponsor require a commitment of funds to the event.

