



Lung Sask
Cabaret

**SPONSORSHIP
PACKAGE**

We want YOU to join our show lineup on April 18!

Lung Sask Cabaret



At Lung Saskatchewan, we work to support the 1 in 5 residents in this province who struggle to breathe. We do this by providing education and support to those who live with a lung disease and their caregivers, investing in research, advocating for clean air and healthy lungs, and through providing some of the most reputable and recognized education to respiratory health care professionals in Canada. This event is a fundraiser to support this important work.

We recognize there are many charities in Saskatchewan in need of support. We are donors and sponsors too! With significant fundraising experience and leadership at Lung Saskatchewan and a stellar events team from Spark Creations & Bookings working behind the scenes, this will be a fantastic opportunity for you to join a new and fresh event and showcase your commitment to community.

Lung Saskatchewan along with a Volunteer Cabinet of professional, community minded individuals are currently seeking support from Saskatchewan businesses through sponsorship and partnership opportunities. We are excited to offer you or your business the opportunity to establish itself as a sponsor of Cabaret in Saskatoon. We anticipate an attendance of approximately 200-250 people for the second event based on our current community and business connections, with plans in place to ensure the event continues to build momentum for years to come.

Every detail is considered, to ensure that sponsors are recognized for their support where appropriate, including onsite activation and pre-event promotion. In addition, each successive year, your business will be approached for the first right of refusal for its current sponsorship level. This event will provide sponsors with high profile exposure to audiences in a wide range of industries and backgrounds. By joining our efforts on April 18th, you will be linking to a well-established, well-reputed brand and mission to improve lung health, one breath at a time.

Sincerely,

Erin Kuan

President & CEO, Lung Saskatchewan





WHY INVEST IN LUNG SASKATCHEWAN?

At Lung Saskatchewan, we work to deliver on our mission to improve lung health, one breath at a time. Our commitment to improving lung health in Saskatchewan began in 1911 during the tuberculosis epidemic that swept across the province and Canada. Today, we continue to work for the 1 in 5 people in Canada affected by lung diseases such as asthma, chronic obstructive pulmonary disease, pulmonary fibrosis, lung cancer, and now COVID-19.

Because of our efforts, Saskatchewan has seen tremendous strides in lung health education, research, health promotion, and advocacy. It is through these priorities we are able to offer best-in-class and relevant opportunities to all of our stakeholders.

At Lung Saskatchewan, we invest in lung health research happening right in Saskatchewan, and we work to advance lung health priorities at the municipal, provincial, and federal level. Our programs and services focus on protecting lung health, preventing lung disease, and ensuring that the resources are available for people who need them. This coming year, with your support, we will:

- Invest \$100,000 in Saskatchewan lead respiratory research
- Build on successful advocacy efforts, strengthening regulations that protect the lung health of young people
- Respond to the evolving education needs of respiratory health care professionals, ultimately providing better care for our loved ones
- Protect 3000 homes from the dangers of radon
- Provide education and support for more than 100,000 Saskatchewan residents and their caregivers living with lung health diseases



ABOUT THE EVENT

THE SCENE:

Picture a swanky cocktail party with a red carpet entry, an assortment of fusion food stations, signature event cocktails, a photo area, and more! Whimsical decorations, lively music, and a feast for the senses surround!

THE ENTERTAINMENT:

An outgoing, charismatic host (think part circus ring leader, part MC), welcomes and engages the crowd, keeping the evening moving by directing attention to feature performances popping up in different spaces throughout the evening.

Imagine a stellar vocalist, an aerial acrobat, a magician, a comedian, and a live auctioneer throughout the night! Last but not least, we'll include the tried and true silent auction and other small fundraising fun throughout the evening.


WHAT MAKES THIS EVENT UNIQUE?

This event is intended to entertain while raising funds to support our mission. With the audience in mind, we've lined up a fast-paced evening of food, jaw dropping entertainment and fun along with impactful moments from those at the heart of our cause.

THE DETAILS!

Cabaret will be held Thursday April 18th at Prarieland Park.

Lung Sask Cabaret



'Top Hat' Presenting Sponsor \$10,000


- Recognition as Presenting Sponsor with category exclusivity and naming rights: "Cabaret presented by ABC"
- Branded feature space on event day e.g., projection wall
- Mention in pre-event promotion including and not limited to: media press releases, etc.
- Recognition as a VIP with an invitation to the VIP Reception, and two VIP Tables (8 seats) with premium placement in the main event room
- Skip the drink lines with your own personal server. This includes 2 drink tickets per person
- Verbal recognition and signage during VIP reception and program at main event
- Opportunity for a company representative to address the audience during the main event
- Logo recognition on event day materials including and not limited to signage, video wall, A/V presentation etc.
- Premiere placement in digital program
- Photo opportunity with entertainment
- Personalized recognition with logo and hyperlink in Lung Saskatchewan monthly newsletter (circulation 20,000+)
- Personalized recognition with logo and hyperlink in event promotion eblasts
- Personalized social media post recognizing your support
- Feature logo placement in event promotion videos
- Event website logo and hyperlink
- Recognition in Annual Report

'Show Stopper' Entertainment Sponsor \$5,000

- Recognition as Entertainment Sponsor with category exclusivity and naming rights: "Entertainment sponsored by ABC"
- Branding of all stages on event day
- Recognition as a VIP with an invitation to the VIP Reception, and one VIP Table (8 seats) with premium placement in the main event room
- Verbal recognition and signage during VIP reception and program at main event
- Logo recognition on event day materials including and not limited to signage, video wall, A/V presentation etc.
- Premiere placement in digital program
- Photo opportunity with entertainment
- Personalized recognition with logo and hyperlink in Lung Saskatchewan monthly newsletter (circulation 20,000+)
- Personalized recognition with logo and hyperlink in event promotion eblasts
- Personalized social media post recognizing your support
- Feature logo placement in event promotion videos
- Event website logo and hyperlink
- Recognition in Annual Report

Please note: we are open to discuss other recognition opportunities that are meaningful to you and your business.

Lung Sask Cabaret



'Centre Stage' VIP Reception Sponsor \$3,500

- Recognition as VIP Reception Sponsor with category exclusivity and naming rights: "VIP Reception presented by ABC"
- Branding of VIP reception on event day
- Recognition as a VIP with an invitation to the VIP Reception, and one VIP Table (4 seats) with premium placement in the main event room
- Opportunity for a company representative to address the audience during the VIP reception
- Verbal recognition during VIP reception and program at main event
- Logo recognition on event day materials including and not limited to signage, video wall, A/V presentation etc.
- Ad in digital program
- Photo opportunity with entertainment
- Name in Lung Saskatchewan monthly newsletter (circulation 20,000+)
- Personalized social media post recognizing your support
- Logo placement in event promotion videos
- Event website logo
- Recognition in Annual Report

Box Office Sponsor \$2500

- Recognition as feature area sponsor with and naming rights: e.g., "Wine wall sponsored by ABC"
- Branding of feature area on event day
- Recognition as a VIP with an invitation to the VIP Reception, and 2 tickets with premium placement in the main event room
- Verbal recognition during main event program
- Name recognition on event day materials including and not limited to signage, video wall, A/V presentation etc.
- Name in Lung Saskatchewan monthly newsletter (circulation 20,000+)
- Social media post recognizing your support
- Event website recognition with name
- Name recognition in Annual Report

Please Note: Properties available include Wine Wall, Ambassador Videos Product Sampling

Prop Sponsor \$1,500

- Recognition as feature area sponsor with naming rights: e.g., "Event Feature sponsored by ABC"
- Recognition as a VIP with an invitation to the VIP Reception, and 2 tickets with premium placement in the main event room
- Verbal recognition during main event program
- Name recognition on event day materials including and not limited to signage, video wall, A/V presentation etc.
- Social media story recognizing your support
- Event website recognition with name

Please Note: Properties available at this level include Photo Station, Food Feature, Auction sponsor.

We are open to discuss other recognition opportunities that are meaningful to you and your business.



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Event Sponsorship Levels

MONETARY SPONSORSHIP LEVELS	'TOP HAT' PRESENTING SPONSOR (\$10,000 +)	'SHOW STOPPER' ENTERTAINMENT SPONSOR (\$5,000)	'CENTRE STAGE' VIP RECEPTION SPONSOR (\$3,500)	'BOX OFFICE' SPONSOR (\$2,500)	'PROP' SPONSOR (\$1,500)
Category Exclusivity (only one available)	X	X	X		
Naming Rights	'Cabaret Presented by:'	'Entertainment Sponsored by:'	'VIP Reception Sponsored by:'	'Name of Area Sponsored by:'	'Event Feature Sponsored by:'
Opportunity to Brand Specific Space	Wall Logo Recognition	Stage Branding	VIP Area	Wine Wall, Ambassador Videos, Product Sampling,	Photo Station, Food Feature, Auction Prize Sponsor
Mention in Pre-Event Promotion including, and not limited to press release, earned and paid media	X				
Invitation to VIP Reception	X	X	X	X	X
Mention at the VIP Reception	X	X	X		
Event Tickets	8 Tickets	8 Tickets	4 Tickets	2 Tickets	2 Tickets
Personal drinks server, including 2 drink tickets/person	X				
Opportunity for Representative to Address Audience at Event	At Main Event	Spotlight Recognition at Event	at VIP Event		
Verbal Recognition at Event	X	X	X	X	X
Event Day Materials Recognition	Logo	Logo	Logo	Name	Name
Ad in Event Program	X	X	X		
Photo Opportunity with Entertainers	X	X	X		
Recognition in Newsletter (over 20K)	Logo & Hyperlink	Logo & Hyperlink	Name	Name	
Recognition in Event Promotion E-Blasts	Logo & Hyperlink	Logo & Hyperlink			
Social Media post recognizing your support	Logo & Hyperlink	Logo & Hyperlink	Logo & Hyperlink	Category Recognition with Logo	
Recognition in Event Promotion Videos	Logo	Logo	Logo		
Recognition in Annual Report	Logo	Logo	Logo	Name	
Website Recognition	Logo & Hyperlink	Logo & Hyperlink	Logo	Name	Name

Please note: we are open to discuss other recognition opportunities that are meaningful to you.

SPONSORSHIP AGREEMENT

LEVEL OF SUPPORT:

'Top Hat' Presenting Sponsor (\$10,000)

'Box Office' Sponsor (\$2,500)

'Show Stopper' Entertainment Sponsor (\$5,000)

'Prop' Sponsor (\$1,500)

'Centre Stage' VIP Reception Sponsor (\$3,500)

SPONSOR INFORMATION

Company Name: _____

Contact Name: _____

Email Address: _____

Address: _____ City: _____

Postal Code: _____ Daytime Phone Number: _____

For companies requiring an invoice, please keep a copy of the completed order form for your records. This form will be your invoice.

PAYMENT METHOD:

CHEQUE

MASTERCARD

VISA

EFT

Please make cheque payable to Lung Saskatchewan.

A Lung Saskatchewan representative will contact you for payment details.

No refunds.

**Please submit your completed form
by mail, fax, or email to:**

Deborah Kies **or**
dkies@lungsask.ca
306-343-9511

Dave Parkalub
dparkalub@lungsask.ca
306.667.3044

Lung Saskatchewan
2308 Arlington Avenue
Saskatoon, SK S7J 3L3

Fax: 306-343-7007

**THANK YOU
FOR YOUR
SUPPORT!**

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