



Sponsorship Opportunities

The Event

The Blue Angel Dinner is the gala event of the year for St. Michael's Health Group.

It is known for desired live and silent auction prizes, its delicious multi-course dinner and warm ambiance of the Hotel Macdonald. It also is known for its enormous fundraising success.

The Blue Angel Dinner started as a small intimate event at a local restaurant, and has grown to an elegant evening enjoyed by Edmontonians who wish to support the work of St. Michael's.

In the first 10 years, the dinner has raised almost \$1 million – funds which have helped St. Michael's caregivers provide quality care, therapy

and activities to more than 350 residents every year.

Celebrating our 11th Annual Blue Angel Dinner this year, and with your help, we will easily exceed a million dollars raised through this event!

The Audience

Guests attending the Blue Angel Dinner represent the Edmonton community and many of St. Michael's stakeholders.

All our donors, resident families, staff and vendors are invited to participate, along with many suppliers and professional support representatives – doctors, pharmacists, occupational therapists and other continuing care providers.

About St. Michael's Health Group

Opened in 1983 as St. Michael's Nursing Home, the organization's primary goal is to provide quality holistic nursing care in a home-like environment.

A registered charity, the organization runs 2 sites providing long term care and supported living care in Edmonton, along with supported living care sites in Spruce Grove and Vegreville.

Operating under the name St. Michael's Health Group, the organization provides quality programs and services to fulfil the needs of a continually aging population, guided by our mission of providing 'care with love and dignity'.

You can make a difference in the quality of life of seniors in our community!

Why Sponsor?

The Blue Angel Dinner offers your company the opportunity to connect with our event and our broader audience through a proven brand. Issues in today's aging population are continually at the forefront and St. Michael's is a champion for seniors in our community. Showcase your organization as a leader in recognizing the importance of providing quality care for seniors. While doing so you will also support an organization that fosters excellence and inspires quality improvement in all areas of our care field. While St. Michael's receives funding to cover the day-to-day costs of running our sites, this does not include funds for specialized equipment, services and programming which we have become known for.

It is only through the funds raised at events like the Blue Angel Dinner and supporters like you that new equipment, enhanced menus and regular recreational activities can remain a feature at St. Michael's sites. Be one of our Angel's and help us reach the \$1 million mark this year!

2017 Sponsorship Opportunities

Help support quality senior care while building profile of your business!

	PRESENTING \$20,000	DINNER \$15,000	PLATINUM \$10,000	GOLD \$5,000	SILVER \$3,000	RECEPTION \$3,000	WINE \$3,000	ENTERTAINMENT \$3,000	VOLUNTEER \$2,500	FLORAL \$2,500	PRINT \$2,500	DECOR \$2,000	MEDIA \$2,000
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Cash	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Cash or Gift-in-kind						✓	✓	✓	✓	✓	✓	✓	✓
Available benefits:													
Reserved tables - premier seating	2	1	1										
Complimentary dinner tickets				2									
Sponsor banner (provided by St. Michael's)	✓	✓	✓	✓									
A full-page advertisement in the dinner program	✓	✓	✓										
A half-page advertisement in the dinner program				✓									
A quarter-page advertisement in the dinner program					✓	✓	✓	✓					
Complimentary valet parking vouchers	4	2	2										
Reception signage					✓								
Company logo on dinner menus		✓											
Company logo on marketing materials (print & social media)	✓	✓	✓										
Logo on event webpage	✓	✓	✓										
Logo on thank you letterhead	✓	✓	✓										
Logo on screen at the event	✓	✓	✓	✓									
Listing on screen at the event					✓	✓	✓	✓	✓	✓	✓	✓	✓
Listing in the dinner program					✓	✓	✓	✓	✓	✓	✓	✓	✓
Company name on marketing materials (print & social media)				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on signage at the event	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Listing on the St. Michael's donor wall	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Recognition in St. Michael's Caring And Sharing newsletter	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Mention in St. Michael's Annual Report	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Emcee recognition at the event	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
First right of refusal for 2017	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Your business has an opportunity to provide an item for the live auction component of the evening. This item should be of high quality and with a minimum value of **\$1,500**. In addition to audience attention, the appraised value of the item will determine the sponsor benefits, or a tax receipt may be issued, as requested.

LIVE AUCTION Item Donations

Contact: Daria Luciw, Director, Fund Development & Communications
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