



United Way
Alberta Capital Region

EVENT SPONSORSHIP OPPORTUNITY

Red Tie Gala



United Way
Alberta Capital Region

Join us in changing lives together!

United Way of the Alberta Capital Region tackles our region's toughest challenges to create a community where everyone has the chance to thrive. We look at the big picture to deliver a coordinated network of services and programs to address crucial needs and foster resilient, connected, and thriving communities. Let's join forces and together we can make tremendous impact on the lives of local people.

Whether it's financial and backbone support to one of our 50 funded partner agencies, collecting winter gear for our Coats for Kids & Families program, or running 211 Alberta, United Way rolls up its sleeves and helps improve the community daily. This is possible in part because of fantastic corporate partners like you.

It would be our honour to work with you to find a meaningful partnership that aligns your organization's social purpose with real action in community.



RED TIE GALA THURSDAY, APRIL 3, 2025 EDMONTON EXPO CENTRE

Since 2001, our annual Red Tie Gala signature event has been a hallmark of celebration and inspiration in the Alberta Capital Region. Red Tie Gala recognizes and celebrates individuals and organizations for their outstanding contributions to United Way during the previous year through workplace campaigns, leadership giving, community events and initiatives, and volunteer-led philanthropy. At the event, the Awards of Distinction are presented to recognize exceptional individuals and groups who truly embrace the notion that ordinary people have the power to create positive change in our community.

Your support of Red Tie Gala puts you in front of hundreds of volunteers, donors, and community leaders from business, industry, labour, government, post-secondary, and the social sector, who are living their social purpose through United Way. Aligning your brand with United Way on this event demonstrates your respect and appreciation of those community members and organizations whose generosity enables United Way to build a strong and vibrant community where no one is left behind.

Event promotion via digital and social media will help to grow your brand recognition, affinity, and workforce attraction potential among this connected and influential audience by displaying your commitment to doing local good. (Attendee surveys at past events indicate direct improvement in opinions toward sponsors following this event.)

Come be a part of this event and let's change lives together!



TAKE CENTRE STAGE AS PRESENTING SPONSOR

With the close of United Way's workplace fundraising campaign season, Red Tie Gala shines a spotlight on the changemakers in our community and celebrates their achievements.

As Presenting Sponsor, you will be front and centre, standing alongside United Way in recognition of our supporters' hard work, generosity, and the incredible journey each participating organization has undertaken.

COMMIT TO A PRESENTING SPONSORSHIP FOR \$25,000

United Way is committed to ensuring you maximize your sponsorship investment by offering you the opportunity to select additional sponsorship products for Red Tie Gala at a 20% discount.



SPONSORSHIP OPPORTUNITIES & BENEFITS

\$25,000 - \$7,500 Packages

Sponsorship levels below are available for Red Tie Gala as indicated. Packages can be tailored to meet your needs, and we look forward to working with you to find the perfect way to help your organization support and celebrate United Way's valued donors, volunteers, and partners and our signature event!

	Presenting Sponsor \$25,000	Reception Sponsor \$15,000	Community Impact Sponsor \$15,000	Menu Sponsor \$10,000	Entertainment Sponsor \$7,500
Exclusive naming recognition specific to sponsor opportunity	✓	✓	✓	✓	✓
Logo featured in all pre- and post-event marketing materials (once agreement has been contracted)	✓	✓	✓	✓	✓
Social media recognition with YOUR COMPANY's handles	✓	✓	✓	✓	✓
Complimentary tickets to attend the event + discount on additional ticket purchases	10	8	8	6	4
Verbal recognition by emcee during program	✓	✓	✓	✓	✓
Logo featured on in-event visuals and signage	✓	✓	✓	✓	✓
Backstage meet-and-greet opportunity with emcee, event keynote speaker(s), and/or entertainer(s)	✓				✓
1-minute onstage remarks on behalf of YOUR COMPANY	✓				
Introduction of United Way community impact segment by YOUR COMPANY + 1 minute remarks to share why you support United Way			✓		
Logo / signage displayed in Reception Area		✓			

SPONSORSHIP OPPORTUNITIES & BENEFITS

\$5,000 Packages

	Photo Booth \$5,000	Celebration Activation \$5,000	Closed Captioning \$5,000
Exclusive naming recognition specific to sponsor opportunity	✓	✓	✓
Logo featured in all pre- and post-event marketing materials (once agreement has been contracted)	✓	✓	✓
Social media recognition with YOUR COMPANY's handles	✓	✓	✓
Complimentary tickets to attend the event + discount on additional ticket purchases	2	2	2
Logo featured on in-event visuals and signage	✓	✓	✓
Verbal recognition by emcee during program	✓	✓	✓
Logo featured on customized stickers / frames for photo booth	✓		
Logo on photos printed at photo booth	✓		
Logo featured on in-kind parting gift to guests		✓	
Logo on signage at each guest table recognizing sponsorship of closed captioning			✓

Thank You
for considering a sponsorship with
United Way of the Alberta Capital Region!

Questions? Contact us to learn more.
servicehub@myunitedway.ca | 780-990-1000