

# Dancing with the Vernon Stars

## 2018 SPONSORSHIP PACKAGE

North Okanagan Hospice Society  
**CONTACT INFORMATION**

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## **Why we do what we do**

North Okanagan Hospice Society (Hospice) provides quality end-of-life services for the residents of the North Okanagan. When medical intervention can no longer add days to life, Hospice strives to add more life to each day. This service touches many lives and hearts in our community.

The community takes great pride and comfort in knowing that Hospice is here to serve. This is why they support Dancing with the Vernon Stars which is our signature fundraising event. Over 400 residents of the North Okanagan attended our event last year and another 500+ provided support with donations and votes with one goal in mind - to assist us in raising funds and awareness for Hospice.

## **Hospice Funding**

Hospice is grateful for the core funding provided by the Province of BC. The majority of this funding is provided through a service contract with Interior Health Authority. However, this funding is only 55% of the amount required.

Hospice relies on donations and fundraised dollars to sustain our programs. Each year, donations and fundraised dollars of approximately \$600,000 are required to offset the costs of providing quality end-of-life care.

## **What you can do to help**

Your friends, families, co-workers and neighbors are impacted by the services that Hospice provides. Do you want to make a positive impact on the lives of those who are experiencing the death of a loved one?

Every year, Hospice provides care at Hospice House to more than 200 people from our community. In addition, Hospice provides grief counseling services and community outreach programs which support caregivers.

On Friday, September 28<sup>th</sup> 2018, we'll once again dance our hearts out at the 11<sup>th</sup> annual Dancing with the Vernon Stars event. We are asking you to join us by becoming a sponsor of Dancing with the Vernon Stars 2018.

## How NOHS can help you

As your marketing partner, we take our sponsorship agreement very seriously. You're making the promise to help families who use our services and in return we promise to deliver the best sponsorship and marketing benefits available. Let's build your custom sponsorship package!

## The Assets and Sponsorship Levels

Assets	Cost and Brand Value	√
<b>Print and on-site exposure</b>		
Logo on the event screen *	\$ 1000	
Logo on the award (exposure at event, social media and website)	\$ 1000	
Logo on the poster *	\$ 400	
Logo on stage	\$ 800	
Logo on table toppers/table numbers. Option: ad in memory of	\$ 500	
Logo on signboard *	\$ 500	
Logo on the voting cards (max 3 logos) *	\$ 500	
Logo in the promo video (max 3 logos)*	\$ 1000	
Logo in the highlight reel post event (max 3 logo)*	\$ 1000	
<b>Advertising</b>		
Full page in the program *	\$ 400	
Half page in the program	\$ 250	
Quarter page in the program	\$ 100	
Distribute corporate promotional brochure or flyers at the voting table (max 4 companies) *	\$ 500	
<b>Website</b>		
Logo and link on sponsor page *	\$ 500	
<b>At the event</b>		
Acknowledgement in welcome speech *	\$ 400	
Verbal recognition on the podium throughout the night *	\$ 250	
<b>Social Media</b>		
#ThankfulThursday post on Facebook (1)	\$ 250	
#ThankfulThursday post on Twitter (1)	\$ 250	
#ThankfulThursday posts on Facebook (2)	\$ 375	
#ThankfulThursday posts on Twitter (2)	\$ 375	
#ThankfulThursday posts on Facebook * (3)	\$ 450	

#ThankfulThursday posts on Twitter * (3)	\$ 450	
Host a prize giveaway or promote a sale on our social media channels *	\$ 500	
Naming Rights of the Events – Only One Available		
Included but not limited to: - All assets listed with an * above (value of \$7,850) plus: - Naming Rights: "Dancing with the Vernon Stars Presented by - ADD COMPANY NAME HERE " - Print and radio interview mentions - Logo prominently shown on the DWTVS website - Sponsorship speaker maximum 5 min at the event - Logo added to ticket - 8 event tickets for your VIP table (valued at \$1,000) - Corporate Gift Basket giveaway / collect business card (optional) and opportunity to personally hand out the giveaway bag (optional)	\$ 7500	

Your sponsorship package can be completely customized to ensure that your company's marketing goals are met. The total value of your custom sponsorship package will determine your sponsorship level.

Title Sponsor Level	\$ 7500
Diamond Sponsor Level	\$ 5000
Gold Sponsor Level	\$ 3500
Silver Sponsor Level	\$ 2000
Bronze Sponsor Level	\$ 750

The Gold, Diamond and Title sponsorship levels automatically include logo recognition in the NOHS Annual Report.

ALL sponsors:

1. Can purchase tickets before they are released to the public (payment deadline July 31<sup>st</sup>)
2. Are invited to attend the Launch Party on Wednesday, April 11<sup>th</sup>, 2018 at 7 pm where you'll meet the dance couples, coaches and judges.
3. Are invited to the Wrap Up Party on Thursday, October 11<sup>th</sup>, 2018 at 7 pm.