

# SPONSORSHIP PROPOSAL

## YESTERDAY, TODAY & Tomorrow

### WHY SUPPORT THE CANCER ASSISTANCE PROGRAM?

In 2023 the Cancer Assistance Program saved 4,798 Registered Clients and their

families in our community a combined total of **\$907k**



\*Discontinued as of March 31, 2023

The Cancer Assistance Program (CAP) is a community-based, not-for-profit organization, providing FREE services to ease the physical, emotional, and economic impact of all those affected by cancer in the greater Hamilton area. Supports continue for as long as individuals require them.

With no sustainable government funding, CAP is challenged each year with raising more funds to meet our community's demand and we cannot do it alone.



# SPONSORSHIP LEVELS

**SOLD!**

**DIAMOND  
LEVEL**

Presenting Title Sponsor | \$15,000

**5 VIP experience bundles or 5 VIP in-person tickets**

- Prominent logo placement on marketing materials, event website, social posts and livestream if offered
- Mentioned in all event media; television, radio, print and press releases
- Social media posts mentioning sponsor across all CAP social channels
- Opportunity to provide greetings via in person or pre-recorded video at the event
- Opportunity to include branded materials in swag bags if available
- Recognition in Annual Report, Community Newsletter and Partner's Page on website

**PLATINUM  
LEVEL**

VIP Experience Bundle Sponsor | \$10,000

**4 VIP experience bundles or 4 VIP in-person tickets**

- Prominent logo placement on marketing materials, event website, social posts and livestream if offered
- Mentioned in all event media; television, radio, print and press releases
- Social media posts mentioning sponsor across all CAP social channels
- Opportunity to provide greetings via in person or pre-recorded video at the event
- Opportunity to include branded materials in swag bags if available
- Recognition in Annual Report, Community Newsletter and Partner's Page on website

**GOLD  
LEVEL**

AV or VIP Reception Sponsor | \$7,500

**3 VIP experience bundles or 3 VIP in-person tickets**

- Prominent logo placement on all AV screens and livestream if offered or VIP reception tables
- Logo placement on marketing materials, event website, social posts and livestream if offered
- Social media posts mentioning sponsor across all CAP social channels
- Opportunity to include branded materials in swag bags if available
- Recognition in Annual Report, Community Newsletter and Partner's Page on website

**SILVER  
LEVEL**

Entertainment - or Gratitude Wall Sponsor | \$5,000

**2 VIP experience bundles or 2 VIP in-person tickets**

- Prominent logo placement pre and post entertainment set or on gratitude wall
- Logo placement on event website, social posts and livestream if offered
- Social media posts mentioning sponsor across all CAP social channels
- Opportunity to include branded materials in swag bags if available
- Recognition in Annual Report, Community Newsletter and Partner's Page on website

**ENTERTAINMENT SPONSOR SOLD!**

**YESTERDAY, TODAY &  
*Tomorrow***



# SPONSORSHIP LEVELS

**BRONZE  
LEVEL**

Silent Auction or Mystery Envelope Sponsor | \$3,000

**Logo on silent auction platform or on all mystery envelopes**

- Logo placement on event website, social posts and livestream if offered
- Social media posts mentioning sponsor across all CAP social channels
- Opportunity to include branded materials in swag bags if available
- Recognition in Annual Report, and Community Newsletter

**COMMUNITY  
LEVEL**

Community Sponsor | \$2,000

**Logo on signage at the event**

- Name placement on event website, social posts and livestream if offered
- Opportunity to include branded materials in swag bags if available

**FRIEND  
LEVEL**

Friend Sponsor | \$500

- Name placement on event website, social posts and livestream if offered

**GIFT IN KIND  
SPONSOR**

Provide product for the VIP Experience Bundle or the take home thank you gift

## EVENT DETAILS

Live Entertainment



Silent Auction



Fund-a-Need



Mystery Envelopes



2023 VIP Bundles



Participate in person at Liuna Station or virtually from the comforts of home with a VIP Experience bundle.

hosted by Layne  
the Auctionista