



Shoe Bank Canada's *"My Canvas Has Laces"* **Sponsorship** Package

To Whom It May Concern,

My Canvas Has Laces 2018 Sponsorship Opportunities



Shoe Bank Canada believes every Canadian should have access to a decent pair of shoes. We invite you to flex your social responsibility muscle by becoming a sponsor of a buzz-worthy initiative of ours called [My Canvas Has Laces](#) where artists create works of art out of a pair of Converse shoes.

We've distributed 50,000 pairs of shoes to people in need across Canada with help from hard working social agencies, the Kelowna Sunrise Rotary Club and retired Telus volunteers. Just as the need is great, so is our commitment to helping our less fortunate citizens. To impact more lives, we're expanding from our small warehouse in Kelowna, BC and have set down roots in the Vancouver Lower Mainland, thanks in part to help from Evolution Fulfillment, our warehouse partner.

It is with great pleasure that we invite you and your organization to our second annual **My Canvas Has Laces** gala fundraiser on the evening of Saturday October 20th at the Okanagan Innovation Centre. Our annual fundraiser will feature music by Adam Meachem, live painting, edibles by Start Fresh Kitchen as well as a silent auction. The shoes will be up for auction online on October 17th with live auction results during the gala.

To make this event a success, we are looking for help from various organizations and stores within our communities. We are seeking support in the following:

- **Silent Auction Sponsorship**
Donations such as store gift cards or merchandise that can be featured in the silent auction.
- **Financial Sponsorship**
This type of Sponsorship will be used to help us reach our profit goals for the event.

In return for your generosity, we would love to make you a part of our event. Please see the attached page for sponsorship benefits.

If you are able to provide support in any way, please do not hesitate to contact Sue at sue@shoebankcanada.com

On behalf of Shoe Bank Canada, I would like to thank you for your consideration. It is through the support of our local businesses and organizations that we are able to nurture and serve our communities. Thank you for supporting those in need.

Sincerely,

Sue Ross

Director of Operations

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Shoe Bank Canada is a federally registered charitable social enterprise #841846330RR0001

www.shoebankcanada.com :: www.mycanvashaslaces.com

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Sponsorship Title	Commitment Value:
Merchandise	Merchandise Sponsorship for Silent Auction (Minimum Donation Value \$100.00+)
Bronze	Monetary Sponsorship Worth \$250.00+
Silver	Monetary Sponsorship Worth \$500.00+
Gold	Monetary Sponsorship Worth \$1000.00+
Diamond	Monetary Sponsorship Worth \$5000.00+

	M E R C H	B R O N Z E	S I L V E R	G O L D	T I T L E
Logo Placement on Signage At Event					
Logo Placement on My Canvas Has Laces Website					
Promotional post on our Facebook page in week leading up to event					
2 Free Tickets To Our Event					
Featured on Our Instagram Page					
Prioritized Name and Logo Placement on All Event Marketing Material					
4 Free Tickets To Our Event					
Verbal Name Recognition During Event Opening and Closing					
Name recognition on all Press Releases related to event					
8 Free Tickets To Our Event					
Event Presenter Status (My Canvas Has Laces; Present By)					

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