

**Gala Chair**

Shannon Young

**Gala Task Force**

Jill Angevine  
Kaylee Astle  
Shannon Burton  
Heather McDermid  
Bonita Paquette  
Siobain Quinton  
Shaun Richards  
Michelle Rodgeron

**Founding Gala Chair**

Jane McCaig

**YW Calgary Board Chair**

Rebecca Morley

**Past Speakers**

2011 Michaëlle Jean  
2012 Gloria Steinem  
2013 Naomi Judd  
2014 Erin Brockovich  
2015 Martin Luther King III  
2016 Monica Lewinsky  
2017 Marcia Clark

Dear Friend,

YW Calgary would like to invite you to partner with us as a sponsor of one of Calgary's most impactful evenings.

On Tuesday, November 20, 2018 we will proudly present **Terry Crews** as our keynote speaker at the **8<sup>th</sup> annual YWHISPER Gala**. This YW Calgary event is significant for both fundraising and for raising awareness of vulnerable women and children.

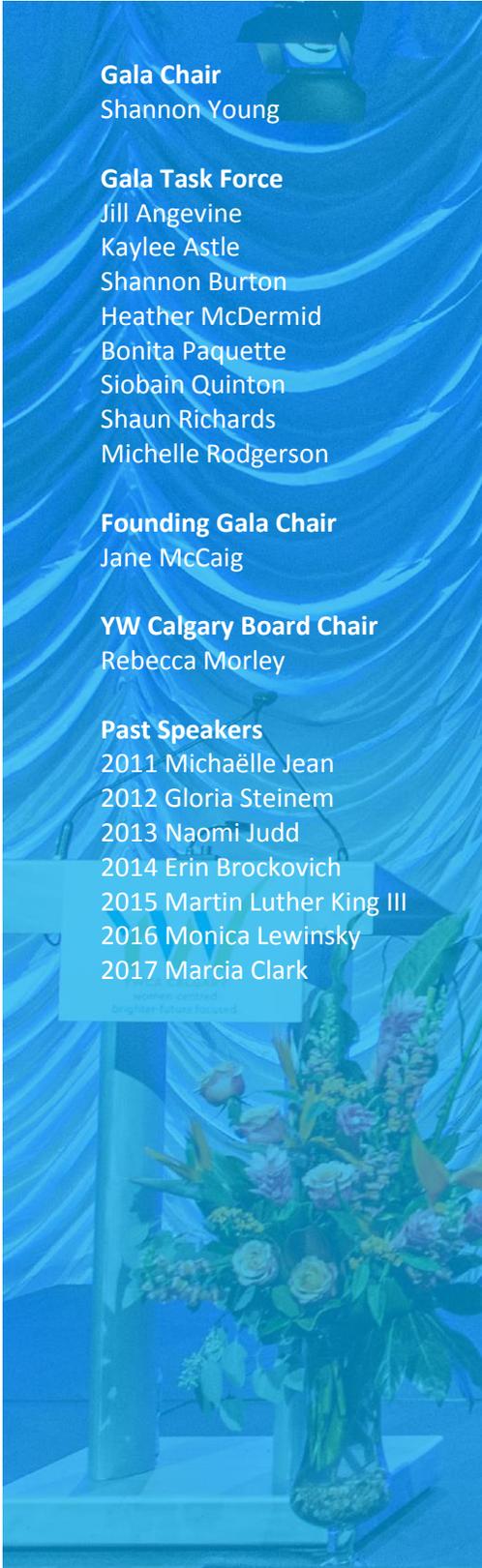
For more than 107 years, YW Calgary has focused on enhancing women's safety and well-being while advocating for equity. In 2017 alone we helped nearly 6,000 women move from crisis to stability by providing shelter, supportive housing, counselling, child development, childcare, education and employment programs in partnership with our donors, government and other social agencies.

Actor, retired NFL player, author and activist, **Terry Crews**, will present to an audience of more than 700 of Calgarians at this year's **YWHISPER Gala**. Terry speaks with passion and commitment on masculinity in our culture and how men can help create brighter futures for women and girls - as well as boys. We are thrilled to bring him to Calgary.

**YWHISPER Gala** has raised more than **2.6 million dollars** during the past seven years and you can be part of the success of the 2018 event.

Enclosed is an outline of sponsorship opportunities available. If you have further questions, please feel free to contact me.

Robyn Jackson, Senior Development Officer  
YW Calgary  
[rjackson@ywcalgary.ca](mailto:rjackson@ywcalgary.ca); p: (403)705-0138



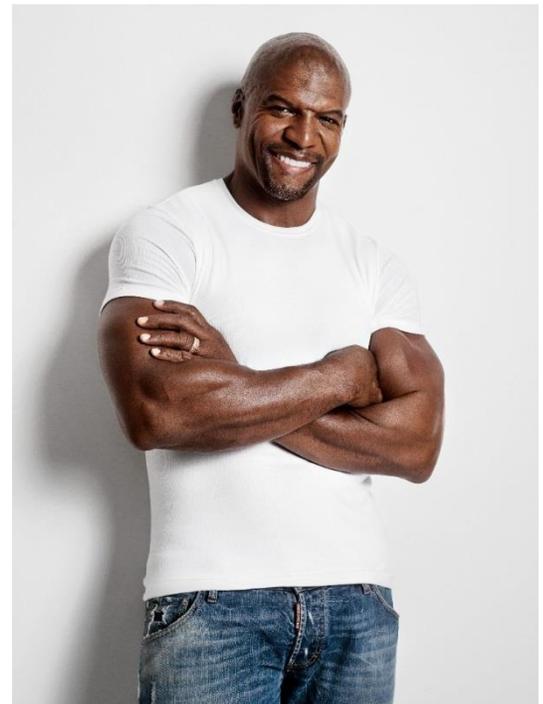


Terry Crews has been redefining masculinity for the last several years, long before it was trendy to do so.

He is a man of many talents; action-movie hero, sitcom star, game show host, pitchman, former NFL player and best-selling author. He is perhaps best known for his action and comedy roles on film and television including “The Expendables” movies, hit television series “Everybody Hates Chris”, and currently on “Brooklyn Nine-Nine”.

In 2014, Crews added author to his impressive resumé with the release of his book, ***Manhood: How to be a Better Man or Just Live with One***. This publication received critical acclaim with Terry being referred to as “one of the most progressive and thoughtful voices in gender criticism”. Terry has continued to question strict gender roles since he published this book, and he has regularly called out sexism, supported sexual assault survivors, and advocated for feminism.

In 2017 Terry was one of TIME Magazine’s **2017 “Person of the Year”** honourees, recognizing him as one of the “Silence Breakers”. Terry has become the face of men and the #MeToo movement, vocal about his own experiences, and encouraging others to do so as well.



Crews is the caring husband of 28 years to wife Rebecca and proud father of five children. He speaks passionately and eloquently about masculinity in relation to gender equality and feminism, and about men’s roles as advocates for women’s issues.

## Event Details

Join more than 700 Calgarians at this quick to “sell out” exclusive event.

<b>When:</b>	Tuesday, November 20, 2018
<b>Where:</b>	Calgary TELUS Convention Centre, Exhibition Hall
<b>Time:</b>	Reception 6:00 pm, Dinner 7:00 pm
<b>Guest Speaker:</b>	Terry Crews
<b>Tickets:</b>	\$325 before June 30; \$350 after July 1



## Presenting Sponsor: \$50,000

*One sponsorship opportunity available.*

- **Corporate Logo Placement**
  - Save-the-Date evite (distribution 10,000+) and postcard (500+ printed)  
*Note: we require commitment by May 31 in order to meet design and print deadlines for the June distribution, August 15 for the September distribution*
  - YWHISPER Gala website with link to corporate website
  - VIP Reception tickets (100+ printed)
  - Event program (700+ printed)
  - Sponsor screen at the event
  - Event signage at the event
- **Pre-Gala Promotion**
  - YW Calgary to create a 30 second video highlighting the sponsor's support of the YWHISPER Gala. The video will be featured on the YWHISPER Gala website and all YW social media (Facebook, Twitter, Instagram, LinkedIn (14,000+ total followers)). The video will also be available for the sponsor to use for their own internal and external communications.
  - 1 feature post on YW's Facebook page and mention on all other YW social media, as well as a blog post on the YW Calgary website.
- **YWHISPER Gala**
  - Twenty-two tickets to the VIP Reception
  - Twenty tickets to the dinner seated at prominent tables, including two seats at the Head Table with the keynote speaker
  - Two drink tickets for each sponsor guest
  - Opportunity for corporate representative to address guests from the podium
  - Verbal recognition from emcee
  - Table Signage
- Framed photo of Mr. Crews and sponsor guests for sponsor to display in their office
- Personal tour of YW facilities and a "Lunch & Learn" for sponsor employees on YW Calgary or a topic of your choosing.



*In 2017, YW Calgary helped 1,516 families build healthy relationships, including 650 men*



## Gold Sponsor – VIP Reception: \$25,000

*One sponsorship opportunity available.*

An intimate group of YWHISPER Gala sponsors and select guests will have the opportunity to meet and have their photo taken with Mr. Crews. A complimentary cocktail and hors d'oeuvres will be served.

- Industry Exclusivity at Gold Sponsor Level
- **Corporate Logo Placement**
  - YWHISPER Gala website with link to corporate website
  - VIP Reception tickets (100+ printed)
  - Event program (700+ printed)
  - Sponsor screen at the event
  - Event signage at the event
- **YWHISPER Gala**
  - Ten tickets to the VIP Reception
  - Opportunity for corporate representative to address guests from the podium at the VIP Reception
  - Ten tickets to the Gala dinner seated at prominent tables
  - One drink ticket for each sponsor guest
  - Verbal recognition from emcee
  - Table signage
- Framed photo of Mr. Crews and sponsor guests for sponsor to display in their office
- Personal tour of YW facilities and a “Lunch & Learn” for sponsor employees on YW Calgary or a topic of your choosing.

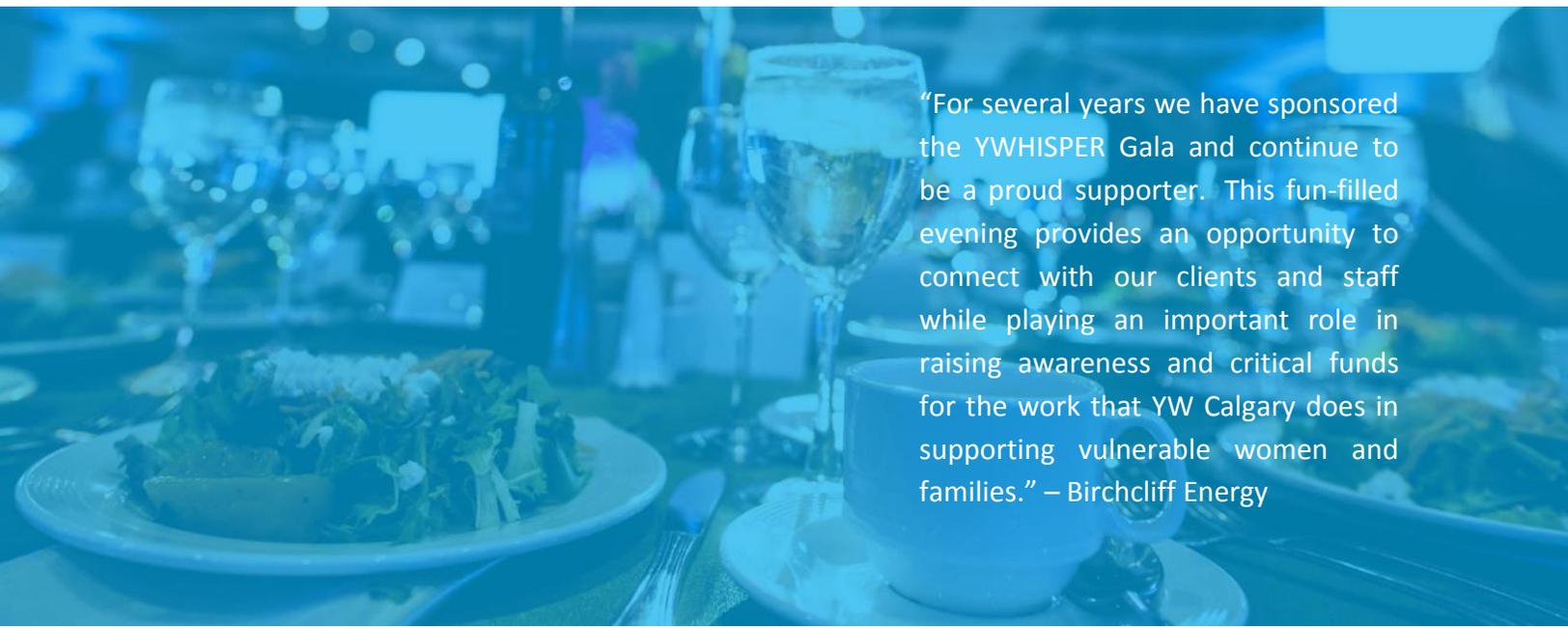




## Gold Sponsor – Venue: \$25,000

*One sponsorship opportunity available.*

- Industry Exclusivity at Gold Sponsor Level
- **Corporate Logo Placement**
  - YWHISPER Gala website *with link to corporate website*
  - Event program (700+ printed)
  - Sponsor screen at the event
  - Event signage
- **YWHISPER Gala**
  - Exclusive opportunity for ten sponsor employees to volunteer at the event. This will include a pre-event orientation at the YW complete with tour.
  - Ten tickets to the VIP Reception
  - A table of ten at the dinner, seated in a prominent location
  - One drink ticket for each sponsor guest
  - Verbal recognition from emcee
  - Table signage
- Framed photo of Mr. Crews and sponsor guests for sponsor to display in their office
- Personal tour of YW facilities and a “Lunch & Learn” for sponsor employees on YW Calgary or a topic of your choosing.



“For several years we have sponsored the YWHISPER Gala and continue to be a proud supporter. This fun-filled evening provides an opportunity to connect with our clients and staff while playing an important role in raising awareness and critical funds for the work that YW Calgary does in supporting vulnerable women and families.” – Birchcliff Energy



## Silver Sponsor - \$10,000

*Multiple opportunities available*

- **Corporate Logo Placement**
  - YWHISPER Gala website with link to corporate website
  - Event program (700+ printed)
  - Sponsor screen at the event
  - Event signage
- **YWHISPER Gala**
  - Four tickets to the VIP Reception
  - A table of ten at the dinner, seated in a prominent location
  - One drink ticket for each sponsor guest
  - Verbal recognition from emcee
  - Table signage

## Bronze Sponsor - \$5,000

*Multiple opportunities available*

- **Corporate Name Recognition**
  - YWHISPER Gala website *with link to corporate website*
  - Event program (700+ printed)
  - Sponsor screen at the event
  - Event signage
- **YWHISPER Gala**
  - A table of ten at the dinner, seated in a prominent location
  - Verbal recognition from emcee
  - Table signage

