



**dancing
with
the stars**

FOR  **HOSPICE**

Sponsorship Opportunities

Event: November 9, 2024

www.hospicecapebreton.org

Why Hospice and Palliative Care?

The people of this community deserve to have the best possible care when dealing with a life-threatening illness. They deserve options that will allow them to make the most of every precious moment. This includes the time at the end of life. That's why we have raised the funds needed to build a Hospice for the people of our community. This residence provides a home-like environment for those needing end-of-life care.

With this dream realized, we have refocused our efforts on maintaining and broadening the comfort and compassionate support we provide for patients and their families when it is most needed. At any one time there are approximately 250 patients in the palliative care service in Cape Breton County in An Cala, Hospice, hospitals, long-term care, and at home.

The Society continues to support our music therapy, equipment and family financial assistance, and volunteer and staff education programs. The total annual expenditures of the Society on programs and Hospice maintenance is approximately \$550,000. Additionally, we are currently refreshing the An Cala Palliative Care Unit that opened at the regional hospital in 2008. The Society has committed to investing \$225,000 in this project.

With your support, we can continue our Circle of Caring for patients and their families!



Why This Event?

Dancing with the Stars is a fun, fresh fund-raising event that promises to be a night to remember! Professional dancers have been paired with local individuals to show us their very best dance moves. Every type of dance is represented—from ball room to tap, from the tango to hip hop! The dances are as diverse as the personalities who will be performing. The pair with the largest number of votes takes home the trophy—and the bragging rights that go with it—all with the knowledge they have helped to raise much needed funds for the continuation of exemplary palliative care in our community.

Why Sponsor?

As a sponsor, you'll be a part of a fun-filled gala that promises to be the talk of the town. With approximately 500 people in attendance, and an online audience in the thousands, your company will be visible for all the right reasons. Along with recognition at the event, your sponsorship guarantees visibility in a range of media leading up to the event. This is an opportunity to showcase your company and cement your reputation as a caring organization.



What Level?

CIRCLE CHAMPIONS

As a sponsor at the \$25,000 level you'll receive:

- Most prominent table(s) at the event
- Recognition as the primary sponsor(s) of the event
- Four bottles of wine on the table
- Your logo on all banners, billboards and digital signage
- Your business name and logo in print and radio advertising
- Promotion and recognition through a paid Facebook advertising campaign
- Your logo and name displayed on hospicecapebreton.ca
- On-air promotional opportunities through local radio stations
- Exposure through earned media, and through news releases/ interviews
- Recognition at the event and in post wrap-up advertising

SUNFLOWER SPONSORS

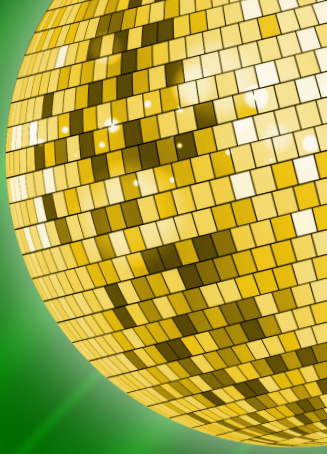
As a sponsor at the \$10,000 level you'll receive:

- A select table at the event
- Four bottles of wine on the table
- Your logo on all banners, billboards and digital signage
- Your business name and logo on social media advertising
- Periodic promotion and recognition through a paid Facebook advertising campaign
- Your logo and name displayed on hospicecapebreton.ca
- Exposure through earned media, and through news releases/ interviews
- Recognition at the event and in post wrap-up advertising.

HOSPICE HELPERS

As a sponsor at the \$5,000 level you'll receive:

- A table at the event
- Your business name and logo recognized at the event
- Periodic promotion and exposure through social media
- Your logo and name displayed on hospicecapebreton.ca
- Recognition at the event and in post wrap-up advertising



Thank you for your
consideration.

CONTACT:

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