

EVENT SPONSORSHIP

Consent Event Proposal

May 25, 2024 | 8 am - 2 pm | Broadmoor Lake

Presented by:
SAFFRON Centre Ltd.



Saffron
Centre





About Saffron

The Saffron Centre works to support the healing and empowerment of those who have been affected by sexual violence as well as providing proactive education to surrounding communities.

Vision: We aspire to live in safe communities free from sexual violence, where everyone is treated with dignity and respect.

Mission: Saffron Centre existing to provide compassionate and specialized counselling, education, and advocacy for those impacted by sexual violence as we journey together towards healing and justice.



About Event

Saffron Centre is pleased to announce its 9th Annual Consent Event. This is a 3/5K Family walk/run to raise awareness about sexual violence in our community. All proceeds will go to counselling, education, and justice navigation programs.

Event Venue



Broadmoor Lake

Conveniently located the centre of Sherwood Park, this fully paved trail loops around Broadmoor Lake.



Title Sponsor

\$5,000

Deliverables

1. Naming rights of the Community Event, Saffron Consent Event brought to you by [company name].
2. Prominent placement of company logo on:
 - Print - One (1) ½ page news print advertisement to register and thank event sponsors;
 - Separate individual Social Media posts including Instagram, Facebook, and Twitter (minimum of 2 on each platform);
 - Saffron website w/ link to Title Sponsors company page;
 - T-Shirts: 150 Attendees / 25 Volunteers / 5 Staff – sponsor logo on front;
3. Four (4) course signage (provided by Title Sponsor);
4. Six (6) individual registrations.
5. One (1) tent / signage and the invitation to have recognizable volunteers in attendance.
6. Announcements – Start of Walk “Saffron Consent Event brought to you by [company name] would like to thank participants and sponsors ...”.
7. Opportunity to distribute corporate logoed water along the course – provided by sponsor.
8. Opportunity to insert or distribute promotional materials/products in our event “swag bag”.
9. First right of refusal for 2024 Saffron Consent Event.

Title Sponsorship Fee: \$5,000.00

Platinum Sponsor

\$1,500

Deliverables

1. Large placement of company logo on:
 - Print One (1) ½ page Thank You Sponsors;
 - Saffron website;
 - Social Media posts including Instagram, Facebook, and Twitter (Sponsor Individual Thank You);
 - T-Shirts: 150 Attendees / 25 Volunteers / 5 Staff;
2. Four (4) individual registrations.
3. One (1) tent or table w/ signage.
4. Announcements – Start of walk thank you to participating sponsors.
5. Opportunity to insert materials/products in our event “swag bag”.

Platinum Sponsorship Fee: \$ 1,500.00

Gold Sponsor

\$1,000

Deliverables

1. Large placement of company logo on:
 - Print One (1) ½ page Thank You Sponsors;
 - Saffron website;
 - Sponsor Thank You on Social Media posts including Instagram, Facebook, and Twitter;
 - T-Shirts: 150 Attendees / 25 Volunteers / 5 Staff;
2. Two (2) individual registrations.
3. One (1) table w/ signage.
4. Announcements – Start of walk thank you to participating sponsors.
5. Opportunity to insert materials/products in our event “swag bag”.

Gold Sponsorship Fee:

\$ 1,000.00

Silver Sponsor

\$500

Deliverables

1. Medium placement of company logo on:
 - Print One (1) ½ page Thank You Sponsors;
 - Saffron website;
 - Sponsor Thank You on Social Media posts including Instagram, Facebook, and Twitter;
 - T-Shirts: 150 Attendees / 25 Volunteers / 5 Staff;
2. Opportunity to insert materials/products in our event “swag bag”.

Silver Sponsorship Fee: \$ 500.00

Official Warm Up Sponsor

\$750

Deliverables

1. Saffron Consent Event warm up brought to you by [company name].
2. Small placement of company logo on:
 - Print - One (1) ½ page reminder to register and thank event sponsors;
 - Saffron website w/ link to Sponsors company page;
 - Social Media posts including Instagram, Facebook, and Twitter;
 - T-Shirts: 150 Attendees / 25 Volunteers / 5 Staff;
3. One (1) table w/ signage.
4. Announcements – Start of Walk “Saffron Consent Event warm up brought to you by [company name].
5. Opportunity to insert or distribute promotional materials/products in our event “swag bag”.
6. First right of refusal for 2025 Saffron Consent Event.

Official Warm Up Sponsorship Fee: \$ 750.00

Thank You



Roxane Tiessen

Executive Director

As a charitable organization, we rely on the generosity of our donors and funders to bring hope and healing to those impacted by sexual violence. In 2023, we facilitated healing from sexual trauma to almost five hundred clients by providing compassionate counselling and advocacy through police and court support. Another significant focus is prevention through education and empowering the community toward ending sexual violence. With the delivery of over six hundred sexual violence prevention presentations to 18,000 participants, we have made a huge impact on our community.

Thank you for considering joining in our important work by sponsoring our 9th Annual Consent Event.

A handwritten signature in black ink, appearing to read "R. Tiessen".

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