

50TH
ANNIVERSARY
CPALBERTA

*Life Without Limits
for Individuals with Disabilities*

2025 **ANNUAL**

SPONSORSHIP PACKAGE

Making a difference
Together



our sponsors

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The Oswego Hotel
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Yoga Santosha
5 Senses Ramen and Sushi Bar
Willow Park Wine & Spirits
WinSport
World of Spa
Yoga Santosha
5 Senses Ramen & Sushi
Bar



2025 annual event sponsorship

Together with our generous community supporters, we are building a better world for tomorrow - today!

Cerebral Palsy Alberta hosts a variety of fundraising events throughout the year, uniting the three key pillars of our society—business, community, and government—to make a meaningful impact in the lives of individuals with disabilities.

We invite your support because, as a business leader, your commitment to fostering inclusion for people with disabilities is invaluable. Your partnership will not only highlight your role as a dedicated community leader but also help advance the inclusion of individuals with disabilities across all areas of society—from online spaces to workplaces, classrooms, and neighborhoods. Our annual fundraising events play a vital role in strengthening Alberta’s nonprofit sector by engaging a diverse audience and fostering collaboration that benefits the entire community.

We are excited to announce our Annual Sponsorship Opportunities for our major events this year. These initiatives thrive thanks to the generosity of businesses like yours. With your support, we can empower individuals in the disability community to embrace a Life Without Limits.

For more information on our unique sponsorship opportunities, to explore a custom package that aligns with your corporate brand, or to discuss hosting your own third-party fundraising event, please reach out to Cindy Turnquist, Director of Development & Communications, at cturnquist@cpalberta.com or (403) 219-3611.

Thank you for considering this opportunity to make a lasting impact!

Warm regards,



Cindy Turnquist
Director of Development & Communications
Cerebral Palsy Alberta

hush gala

PICTURES FROM THE 2024 18th ANNUAL HUSH GALA
- AUSTIN POWERS THEME



Date: Oct 18th, 2025

Location: Calgary, AB

Attendance: Over 250 guests

Audience primarily business decision makers and engaged community members

Amount raised in 2024: \$80,000 | Goal for 2025: \$100,000

2025 THEME: We're keeping it HUSH!

ALL PACKAGES BELOW INCLUDE:

(Packages can be customized
on request)

- Additional tables can be purchased for a special discounted price
- Name on the CPAA website (cpalberta.com)
- Name in the annual report
- Thank you and promotion of your company via CPAA social media outlets and eJourneys publication (distributed to 40,000+ followers monthly)

Presenting Sponsor - \$8,000

Limited to one sponsor

*First right of refusal as the annual presenting sponsor in subsequent years

- Name/Logo as Presenting Sponsor of HUSH Gala on all event marketing and media materials (where possible)
- Logo on all silent auction bidding software, event screens, photo backdrop and event night signage
- Logo in the event program and on your table signage
- Message in the event program and opportunity to address guests at the event
- Emcee thank you
- Logo and link to your website on the event website (hushgala.com)
- VIP reserved seating for 12 people
- Exclusive access to VIP Lounge for 12 people
- VIP parking opportunity for up to 4 vehicles

Interactive Auction Sponsor or VIP Experience Sponsor - \$7,000

Limited to one sponsor per category

- Logo on live/silent auction bidding website and event screens or VIP Lounge signage and/or package
- Logo on photo backdrop
- Logo in the event program and on your table signage
- Emcee thank you
- Logo and link to your website on the event website (hushgala.com)
- VIP reserved seating for 10 people
- Exclusive access to VIP Lounge for 10 people
- VIP parking opportunity for up to 3 vehicles

Banquet Sponsor - \$6,000

Limited to one sponsor

- Logo on Banquet menu
- Logo on photo backdrop
- Logo in the event program and on your table signage
- Emcee thank you
- Logo and link to your website on the event website (hushgala.com)
- VIP Reserved seating for 8 people
- Exclusive access to VIP Lounge for 8 people
- VIP Parking opportunity for up to 2 vehicles

Entertainment Sponsor - \$5,000

Limited to one sponsor

- Logo on 'Brought to you by' signage
- Logo on photo backdrop
- Logo in the event program and on your table signage
- Emcee thank you
- Logo and link to your website on the event website (hushgala.com)
- VIP Reserved seating for 6 people
- Exclusive access to VIP Lounge for 6 people
- VIP Parking opportunity for up to 2 vehicles

Additional HUSH Gala Opportunities

Table Sponsor **\$3,000**

Auction Item
Sponsor **\$1,500**

- Logo on Auction Item signage (if applicable)
- Logo on photo backdrop
- Logo in the event program and on your table signage
- Emcee thank you
- Logo and link to your website on the event website (hushgala.com)
- VIP Reserved seating for 2 or 4, depending on the level, and Exclusive access to VIP Lounge and VIP parking

In-Kind Sponsorship with Brand Category Exclusivity available for media/advertising, décor, print, audio/visual, photography and live auction. The value and recognition for the In-Kind Sponsorship will be customized.

golf without limits tournaments

PICTURES FROM THE 2024 6th ANNUAL GOLF WITHOUT LIMITS TOURNAMENT



Edmonton, June 5th: Eagle Rock Golf Course

Calgary, June 16th: Blue Devil Golf Club

Attendance: 144+ players / tournament

Audience primarily business decision makers
and engaged community members

Amount raised in 2024: \$75,000 | **Goal for 2025:** \$100,000

ALL PACKAGES BELOW INCLUDE:

(Packages can be customized on request)

- Emcee thank you and logo in event program
- Logo and link to your website on the event website (golfwithoutlimits.ca)
- Opportunity to contribute items for the player gift bags
- Name on the CPAA website (cpalberta.com)
- Name in the annual report
- Thank you and promotion of your company via CPAA social media outlets and CPAA's eJourneys publication (distributed to 40,000+ followers monthly)

Tournament Sponsor - \$5,000

Limited to one sponsor

*First right of refusal as the annual presenting sponsor in subsequent years

- Name/Logo as Presenting Sponsor of Golf Without Limits Tournament on all event marketing and media materials (where possible)
- Logo placement on official tournament rules and hole designation sheet placed in each cart.
- Golf experience for 2 foursomes (8 players)
- Dedicated signage, representation and product placement (if appropriate) at 2 designated holes.

Opportunity to purchase up to an additional 8 golfers at a discounted price
Corporate volunteer opportunities

Golf Cart Sponsor - \$4,000

Limited to one sponsor

- Name/Logo on golf carts and dedicated signage at golf cart pick up/drop off location
- Dedicated signage, representation and product placement (if appropriate) at 1 designated hole
- Golf experience for 2 foursomes (8 players).

Opportunity to purchase up to an additional 4 golfers at a discounted price
Corporate volunteer opportunities

Banquet Sponsor - \$3,500

Limited to one sponsor

- Name/Logo on banquet signage
- Dedicated signage, representation and product placement (if appropriate) at 1 designated hole
- Golf experience for 1 foursome (4 players)

Opportunity to purchase up to an additional 4 golfers at a discounted price
Corporate volunteer opportunities

Swag Bag Sponsor or Lunch Sponsor - \$2,000

Limited to one sponsor per category

- Name/Logo on Swag Bag signage (where possible)
- Dedicated signage, representation and product placement (if appropriate) at 1 designated hole
- Golf experience for 1 foursome (4 players)

Opportunity to purchase up to an additional 4 golfers at a discounted price
Corporate volunteer opportunities

Additional Golf Without Limits Tournament Opportunities

Hole Sponsor	\$500
Hole In One Sponsor	Cost of Prize Insurance

- Dedicated signage, representation and product placement (if appropriate) or the opportunity to host an activity at 1 designated hole

Hole Sponsor & Hole in One Sponsor can register golfers at a discounted price
Corporate volunteer opportunities

In-Kind Sponsorship with Brand Category Exclusivity available for media/advertising, print, tee gifts, golf shirts, photography and beer/wine/spirits. The value and recognition for the In-Kind Sponsorship will be customized.

superhero stRoll



Date: National Superhero Week - Sept 6th & 7th

Location: Calgary, Edmonton & Virtually

Attendance: Over 200 participants

Targeting local families, area businesses and engaged community professionals

Goal for 2025: \$35,000

ALL PACKAGES BELOW INCLUDE:

(Packages can be customized on request)

- Logo on the donor insert distributed to all participants
- Emcee thank you during the event
- Logo and link to your website on the event website
- Prominent placement of company banner/signage at event if provided
- Name on the CPAA website (cpalberta.com)
- Name in the annual report
- Thank you and promotion of your company via CPAA social media outlets and CPAA's eJourneys publication (distributed to 40,000+ followers monthly)

Superhero StRoll Presenting Sponsor - \$5,000

Limited to one sponsor

*First right of refusal as the annual presenting sponsor in subsequent years

- Right to use the "Official Sponsor of the Superhero StRoll" brand in your publications, websites, emails and mailouts
- Name/Logo as Presenting Sponsor of Superhero StRoll on all event marketing and media materials and prizing (where possible)
- Opportunity to set up a display booth and to distribute brochure, promo materials or samples to participants
- 10 complimentary registrations to both Calgary and Edmonton Superhero StRoll
- Recognized in event press release as the presenting sponsor
- Opportunity to address guests at the event

Corporate Volunteer Opportunities

Superhero StRoll Swag Sponsor - \$1,000

Limited to one sponsor

- Opportunity to set up a display booth and to distribute brochure, promo materials or samples to participants
- 2 complimentary registrations to both Calgary and Edmonton Superhero StRoll

Corporate Volunteer Opportunities

Superhero StRoll Prizing Sponsor - \$2,500

Limited to one sponsor

- Opportunity to set up a display booth and to distribute brochure, promo materials or samples to participants
- 4 complimentary registrations to both Calgary and Edmonton Superhero StRoll
- Name/Logo on trophy (where possible)

Corporate Volunteer Opportunities

Superhero StRoll Medal Sponsor - \$2,000

Limited to one sponsor

- Opportunity to set up a display booth and to distribute brochure, promo materials or samples to participants
- 4 complimentary registrations to both Calgary and Edmonton Superhero StRoll
- Name/Logo on participation medals (where possible)

Corporate Volunteer Opportunities

Additional Superhero StRoll Opportunities

Food or Volunteer Sponsor	\$500
Virtual Sponsor	\$500

- Opportunity to set up a display booth and to distribute brochure, promo materials or samples to participants
- Corporate volunteer opportunities

In-Kind Sponsorship with Brand Category Exclusivity available for media/advertising, print, entertainment and photography. The value and recognition for the In-Kind Sponsorship will be customized.

poker & go green for cpaa



early intervention therapy



poker for a cause tournaments

The Poker for A Cause Tournaments take place in both Calgary and Edmonton twice a year. This event is all about having fun while making new connections. Whether you bring your friend group or use this as a team building activity its a great event to support.

Date: Spring & Fall 2025

Location: Calgary and Edmonton

Attendance: Over 80 participants

Targeting local poker enthusiasts and engaged community members

Goal for 2025: \$15,000

Prize Sponsor - \$4,000 Annually

- Logo on marketing materials for grand prize sponsor
- Logo on event signage
- Logo and link to your website on the event website (pokerforacause.ca)
- Name on the CPAA website (cpalberta.com)
- Name in the annual report
- Thank you and promotion of your company via CPAA social media outlets and CPAA's eJourneys publication (distributed to 40,000+ followers monthly)

go green for cpaa

CP Alberta operates the 'Go Green For CPAA' social enterprise; a clothing donation and beverage container recycling program. Our collection trucks travel throughout each of the four quadrants of the city & surrounding areas daily, which gains your business key exposure and identifies your corporate philanthropic ideals.

Location: Calgary & Edmonton

Size: Approx height 15" x length (TBD)

Brand Category Exclusivity

Reach a broad audience! Our trucks travel all over the city, which means every day many people of all ages, genders, and socioeconomic backgrounds will see your brand message. This gains you key exposure within the city at 40,000 impressions daily which equates up to \$41,400 worth of value equivalent to standard transit advertising rates!

**Go Green For CPAA Truck Sponsor- Calgary OR Edmonton - \$5,000
(Includes cost of 2 decal/vehicle & installation)**

- Logo on truck
- Name on the CPAA website (cpalberta.com)
- Name in the annual report
- Thank you and promotion of your company via CPAA social media outlets and CPAA's eJourneys publication (distributed to 40,000+ followers monthly)

early intervention therapy

The Early Intervention Therapy Program (EITP) is a new initiative of the CPAA that is designed for children aged 5 and under and is FREE to members of the CPAA. This program is specifically designed to support this crucial phase of development, ensuring children receive the tools and guidance they need to thrive during this pivotal time and is led by a team of Occupational, Speech and Physiotherapists.

Date: Quarterly, 2025

Location: Calgary & Edmonton

Attendance: Over 100 children

Targeting local families with young children

Early Intervention Therapy Sponsor - \$5,000/city

- Logo on marketing materials
- Name on the CPAA website (cpalberta.com)
- Name in the annual report
- Thank you and promotion of your company via CPAA social media outlets and CPAA's eJourneys publication (distributed to 40,000+ followers monthly)



50TH
ANNIVERSARY
CPALBERTA

Life Without Limits
for Individuals with Disabilities

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