

Variety's  
*Gold Heart*  
**GALA**

**Tuesday May 4, 2019**

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York Ballroom  
**RBC Convention Centre**

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**5:00pm**

VIP Cocktail Reception

**DRESS CODE**

**5:30pm**

Evening Reception

Formal Attire

**6:30pm**

Evening Dinner & Program

*Afterparty to Follow*

[www.varietymanitoba.com](http://www.varietymanitoba.com)

**PRESENTED BY:**

*Pratt's*  
WHOLESALE  
FOOD SERVICE  
A Family Company Since 1910

 **variety**  
the children's charity



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## COMMITTEE

**Lisa Cefali**  
**Ashley Irwin**  
**Jeff Liba**  
**Laura Loconte**  
**Peter MacKenzie**  
**Lana Maidment**  
**Rosa Molinari**

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## WHO WE ARE AND WHAT WE DO

Variety, the Children's Charity of Manitoba's mission is to step in where government, healthcare and other funding ends to provide direct assistance to children in Manitoba living with special needs and experiencing economic disadvantage. Variety recognizes that for children living with special needs support is essential, early intervention is critical and families we assist struggle to deal with the overwhelming cost of care. Under our three core program areas, Variety works with organizations and individuals to provide and deliver life-saving, life-changing and life-enriching equipment, supplies and services. Our programs support children living with special needs in breaking down barriers and creating equal opportunities for participation, so all children have the ability to realize their full potential.

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## ABOUT THE EVENT

The Variety Gold Heart Gala offers guests a glamorous evening featuring hors d'oeuvres and cocktails, a gourmet three course meal, fine wines, exciting entertainment, grand prize raffle and live & silent auctions. All funds raised from the evening support equipment and services for Manitoba children who are living with special needs and economic disadvantage.



## THE IMPACT OF VARIETY'S PROGRAMS IN 2018

900+

Campers received the gift of time away at Variety's Camp Brereton

317

Children and their families received life-changing equipment and services they needed through Variety's Special Needs Program

2,220+

Children received free screening for potential oral health problems through Variety's Dental Outreach Program

263

Additional children were assisted by Variety thanks to your generous support at last year's Gala



**"Wow, wow, wow!! This is such amazing news. Thank you SO much. We're so excited to see Brody on his new bike. This means the world to us!"**

*Brody's Mom*

### VARIETY CHILD STORY

## BRODY

Brody is a sweet and cheerful 2 year old boy whose smile lights up any room! Brody happens to be living with Cerebral Palsy, visual impairment, seizure disorder and global developmental delay and is completely dependent on his family. Despite this, Brody is very active and just wants to move. After receiving a quote on the cost of an adaptive bike, Brody's family realized they would not be able to purchase this piece of equipment on their own. They reached out to Variety in hopes of securing funding and making Brody's dream of independently riding a bike, a reality.

It was a touching moment to gift this bike to Brody and his family during last year's Gold Heart Gala. With funding through Variety's Freedom Program, Brody now has the FREEDOM to move on his own and enjoy the success of riding a bike just like any other child. He spent many days this summer doing so with his family by his side.

# SPONSORSHIP LEVELS

## Presenting Sponsor EXCLUSIVE

**\$25,000\***

- 2 reserved tables of 10 with priority seating
- Corporate logo placement on all marketing materials and social media
- Corporate table signage on your tables and evening slide show
- Verbal recognition at VIP cocktail reception and event
- 20 tickets for access to our exclusive VIP Cocktail Reception
- Full page colour ad in evening program (4.625"w x 7.625"h)
- Opportunity to display marketing materials at the event
- Opportunity to gift item to Variety Child at VIP Cocktail Reception
- First right of refusal for 2020 Gold Heart Gala event

## Dinner Sponsor EXCLUSIVE

**\$20,000\***

- 2 reserved tables of 10 with priority seating
- Corporate logo placement on all marketing materials and social media
- Full page colour ad in evening program (4.625"w x 7.625"h)
- Corporate table signage on your table and evening slide show
- Verbal recognition at the event by emcee
- 20 tickets for access to our exclusive VIP Cocktail Reception
- First right of refusal for 2020 Gold Heart Gala event

## Platinum Sponsor EXCLUSIVE

**\$15,000\***

- 1 reserved table of 10 with priority seating
- Corporate logo featured on select marketing materials
- Full page colour ad in evening program (4.625"w x 7.625"h)
- Corporate table signage on your table and evening slide show
- Verbal recognition at the event by emcee
- 10 tickets for access to our exclusive VIP Cocktail Reception
- First right of refusal for 2020 Gold Heart Gala event

## Gold Sponsor EXCLUSIVE

**\$10,000\***

- 1 reserved table of 10 with priority seating
- Corporate logo featured on select marketing materials
- 1/2 page colour ad in evening program (4.625"w x 3.75"h)
- Corporate table signage on your table and evening slide show
- Verbal recognition at the event by emcee
- 10 tickets for access to our exclusive VIP Cocktail Reception
- First right of refusal for 2020 Gold Heart Gala event

## Silver Sponsor EXCLUSIVE

**\$7,500\***

- 1 reserved table of 10 with priority seating
- Corporate logo featured on select marketing materials
- 1/2 page colour ad in evening program (4.625"w x 3.75"h)
- Corporate table signage on your table and evening slide show
- Verbal recognition at the event by emcee
- 10 tickets for access to our exclusive VIP Cocktail Reception
- First right of refusal for 2020 Gold Heart Gala event



## VIP Cocktail Reception

### Sponsor EXCLUSIVE

**\$7,500\***

- 1 reserved table of 10 with priority seating
- Corporate logo featured on select marketing materials
- 1/2 page colour ad in evening program (4.625"w x 3.75"h)
- Corporate table signage on your table and evening slide show
- Verbal recognition at the event by emcee at VIP Cocktail Reception
- 10 tickets for access to our exclusive VIP Cocktail Reception
- First right of refusal for 2020 Gold Heart Gala event

## Entertainment Sponsor

### EXCLUSIVE

**\$7,500\***

- 1 reserved table of 10 with priority seating
- Corporate logo featured on select marketing materials
- 1/4 page colour ad in evening program (4.625"w x 3.75"h)
- Corporate table signage on your table and evening slide show
- 10 tickets for access to our exclusive VIP Cocktail Reception
- Verbal Recognition at the event by emcee
- First right of refusal for 2020 Gold Heart Gala event

\*We'd be pleased to work with you to customize your sponsorship to help meet your business objectives.

## After Party Sponsor EXCLUSIVE

**\$5,000\***

- 1 reserved table of 10 with priority seating
- 1/4 page colour ad in evening program (4.625"w x 3.75"h)
- Corporate table signage on your table and evening slide show
- Logo on After Party Sponsor signage at event
- First right of refusal for 2020 Gold Heart Gala event

## Evening Reception Sponsor

### EXCLUSIVE

**\$5,000\***

- 1 reserved table of 10 with priority seating
- 1/4 page colour ad in evening program (2.25"w x 3.75"h)
- Logo on cocktail napkins during reception
- Corporate table signage on your table and evening slide show
- First right of refusal for 2020 Gold Heart Gala event

## Wine Sponsor EXCLUSIVE

**\$5,000\***

- 1 reserved table of 10 with priority seating
- Corporate logo featured on select marketing materials
- 1/4 page colour ad in evening program (2.25"w x 3.75"h)
- Corporate table signage on your table and evening slide show
- Verbal recognition at the event by emcee
- First right of refusal for 2020 Gold Heart Gala event

## Bronze Sponsor

**\$4,000**

- 1 reserved table of 10 with priority seating
- 1/4 page colour ad in evening program (2.25"w x 3.75"h)
- Corporate table signage on your table and evening slide show
- First right of refusal for 2020 Gold Heart Gala event

## Variety Corporate Table

**\$3,500**

- Reserved table of 10
- Corporate table signage on your table and evening slide show
- Name recognition in the evening program

## VIP Individual Ticket

**\$500**

- Golden Ticket for access to VIP Cocktail Reception
- Priority Seating for dinner
- Name recognition in evening program
- Partial Tax Receipt

## Individual Ticket

**\$300**

- Partial Tax Receipt

## Live Auction Donor

- Live auction items will be highlighted on our rotating screens with your logo throughout the evening and during the live auction as well as on any live auction item signage
- Charitable tax receipt in the amount of your donation upon request with a receipt

## Silent Auction Donor

- Silent Auction items will be displayed at the event along with item description and your logo on signage
- Charitable tax receipt in the amount of your donation upon request with a receipt



## BE A SPONSOR

As a sponsor, your support will provide vital programs and services for children in Manitoba with special needs. Since 1978, Variety, the Children's Charity of Manitoba has raised over \$32 million in Manitoba and has touched the hearts of over 820,000 children through its Programming and Special Needs initiatives.

### 2018 VARIETY GOLD HEART GALA SPONSORSHIP OPPORTUNITIES

I would like to support Variety, the Children's Charity of Manitoba in the following way:

- |   |  |
|---|--|
| <input type="radio"/> Presenting Sponsor (Exclusive): \$25,000            | <input type="radio"/> Entertainment Sponsor (Exclusive): \$7,500     |
| <input type="radio"/> Dinner Sponsor (Exclusive): \$20,000                | <input type="radio"/> After Party Sponsor (Exclusive): \$5,000       |
| <input type="radio"/> Platinum Sponsor: \$15,000                          | <input type="radio"/> Evening Reception Sponsor (Exclusive): \$5,000 |
| <input type="radio"/> Gold Sponsor: \$10,000                              | <input type="radio"/> Wine Sponsor (Exclusive): \$5,000              |
| <input type="radio"/> Silver Sponsor (Exclusive): \$7,500                 | <input type="radio"/> Bronze Sponsor (Exclusive): \$4,000            |
| <input type="radio"/> VIP Cocktail Reception Sponsor (Exclusive): \$7,500 |  |

### 2018 VARIETY GOLD HEART GALA OTHER OPPORTUNITIES

I would like to support Variety, the Children's Charity of Manitoba in the following way:

- |  |  |
|--|--|
| <input type="radio"/> Variety Corporate Table: \$3,500 | <input type="radio"/> Live Auction Donor   |
| <input type="radio"/> VIP Individual Ticket: \$500     | <input type="radio"/> Silent Auction Donor |
| <input type="radio"/> Individual Ticket: \$300         |  |

### Name or Corporation (As preferred for program):

Contact Name:	Phone:	
Address:	City:	Province:
Zip:	Email Address:	

- ☐ I would like to be **invoiced**.
- ☐ **Cheque** enclosed. (Payable to: Variety, the Children's Charity of Manitoba)
- ☐ I would like to pay by **Credit Card** (please check and enter in your information below): ☐ VISA ☐ MC ☐ AMEX

Name on Card:	
Credit Card Number:	Expiry Date:

**Guests names for seating, check-in & meal requirements requested by April 18th, 2018.**

Please email or mail the completed form to: Ashley Irwin at Variety, the Children's Charity.

Email [airwin@varietymanitoba.com](mailto:airwin@varietymanitoba.com) / Mailing address: 440a Don Ave, Winnipeg, MB, R3L 0S4





**Thank you for your time and  
consideration in supporting  
Variety's Kids.**

For more information about the 2019 Gold Heart Gala please contact:

**Ashley Irwin** – Volunteer & Community Event Coordinator

Direct: 204-999-7973 / Office: 204-982-1050 or by mail at [airwin@varietymanitoba.com](mailto:airwin@varietymanitoba.com).

[www.varietymanitoba.com](http://www.varietymanitoba.com)