

Variety's

ILLUMINATION
BALL

*Light The Moment Everything
Changes*

2026 Sponsorship Opportunities

Honoring Gregg & Lana Maidment

Wednesday, April 29, 2026



Presented by:



Variety's

ILLUMINATION
BALL

For 47 years, Variety, the Children's Charity of Manitoba has been bridging the gap between diagnosis and access giving children with disabilities the support they need to thrive.

In Manitoba, families often face long waitlists, complex systems, and overwhelming costs after receiving a diagnosis for their child. Without help, kids are left without the tools they need to learn, communicate, and grow. We step in where systems fall short providing life-changing therapy, mobility support, inclusive recreation, and relief for families stuck in the waiting.

Join us for a powerful evening on Wednesday, April 29, 2026 that transforms what's possible for children with disabilities. When you support this night you'll light the path from exclusion to inclusion, from waiting to thriving, from "not yet" to right now.

You can be the spark that changes everything!



APRIL 29 , 2026
THE RBC CONVENTION CENTRE -
CITYVIEW ROOM
VIP RECEPTION 5:00 PM
EVENING RECEPTION 5:30 PM
AFTER PARTY TO FOLLOW



2026 LIFETIME ACHIEVEMENT
AWARD RECIPIENTS



An Evening Honoring

Gregg and Lana Maidment

For more than four decades, Gregg and Lana Maidment have been shining lights in Manitoba's charitable community. Through their leadership at Charity Auction Group and their tireless volunteerism, they have helped countless organizations across the province — always with a steadfast commitment to children and families.

At Variety Manitoba, the Maidments' dedication runs deep. For years, they have stood beside children living with disabilities and economic challenges, ensuring that every child has the chance to thrive. Their generosity has touched every corner of our work and their leadership has left a legacy that will endure for generations. Gregg and Lana were instrumental in creating the Fund-a-Child program at our Illumination Ball, a moment that continues to inspire guests to give directly to the needs of children. What began with their vision has now transformed countless young lives, providing access to essential therapies, specialized equipment, and opportunities that would not have been possible otherwise.

In recognition of their extraordinary service and unwavering support, Variety is proud to present Gregg and Lana Maidment with the 2026 Lifetime Achievement Award. Their legacy of compassion, community spirit, and philanthropy continues to inspire all of us to do more, give more, and create a brighter future for every child.

Specialty Levels

	LUMINARY	RADIANCE	BEACON	SPARK	GLOW
# of Sponsorships	1 REMAINS	1 2/ REMAINS	2	1 3/ REMAINS	2 4/ REMAINS
	\$50,000	\$25,000	\$15,000	\$12,500	\$6,000
Complimentary Table of 8	2	2	1	1	1
Complimentary Tickets for VIP Reception	16	16	8	8	0
Company featured in event program	Full Page	Full Page	Half Page	Half Page	Quarter Page
Personalized Table Service for Dinner					
Opportunity to meet a Variety Family					
Verbal Recognition by Event Emcee					
Company on-screen mentions throughout event					
Social media mentions throughout event					
Company featured on venue signage					
Company featured on event website					
Post Event Recognition					

Specialty Sponsorships

Looking for a unique way to shine at the Illumination Ball?

	VIP RECEPTION	AFTER PARTY	DINNER WINE	ENTERTAINMENT	SILENT AUCTION
	\$10,000	\$4,500 SOLD	\$4,500 SOLD	\$6,500	\$5,000
# of Sponsorships	1	1	1	1	1 REMAINS
1 Table for 8					
8 Tickets for the VIP Reception					
Company featured in event program	Half Page	Half Page	Quarter Page	Quarter Page	
Event feature presented by recognition signage					
Event feature verbal recognition by event emcee					
Company featured on event website					
Social media recognition					
Opportunity to highlight your company through immersive brand integration tied directly to this sponsorship feature					
Post Event Recognition					

Table and Ticket Options

Corporate Table

- 1 Table of 8
- Company featured on table signage
- Company featured on event website
- Company name featured in event program
- Company logo in Post Event Thank you

\$4,500

VIP Individual Ticket

- Access to the VIP Cocktail Reception with preferred seating location
- Name recognition in evening program
- Partial Tax Receipt

\$550

Individual Ticket

- Partial Tax Receipt

\$375

Sponsor a Variety Family to Attend

- Receive a personal thank you message from the family
- Tax Receipt
- Help a family to attend Gala

\$2,000



Donation Options

Join us in making a difference through our charity auction! Every bid helps fund vital programs that bring joy, support, and opportunity to children and families in need. Donate an item or experience today—your generosity will spark excitement, inspire giving, and create lasting impact in our community. Together, we can turn every auction item into hope.

Silent Auction Donation

- Silent Auction items will be in our online auction as well as displayed at the event along with item description and your logo on signage

Live Auction Donation (\$ 2,500 minimum value)

- Live Auction items will be highlighted on our rotating screens with company logos throughout the event and during the live auction as well
- Live Auction items will have a ½ page ad in the evening program

To find the right sponsorship opportunity for your organization or for more information.

CONTACT:

Amanda Henry
Director of Development

Direct 204-471-0488/ Office **204-982-1050**
or by email at ahenry@varietymanitoba.com

ABOUT

Variety

Children living with disabilities in Manitoba often face many barriers including a lack of access to the essential therapies and equipment they need. As a result, kids are left waiting while families try to bear the crushing financial burdens. At Variety, we ensure no child is left behind. We work alongside families to deliver timely support that helps children participate, thrive, and feel like they truly belong.

We work to remove barriers that prevent children living with disabilities and economic disadvantage from participating fully in childhood by:

Access

Providing the therapy, mobility, and communication supports that open the door to learning, connection, and independence.

Inclusion Through Play

Offering programs like Bike Camp, Volt Hockey, and Summer Camp to build belonging, confidence, and social skills.

Family Relief

Stepping in with urgent support to ease financial burdens, shorten wait times, and help families navigate a complex system.

Confidence

Empowering kids to connect, express themselves, and grow in confidence. We build a community where inclusion is expected, not optional.

SPONSORSHIP REGISTRATION FORM

(you can also complete online, see next page for QR code)

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

- Luminary Sponsor: \$50,000
- Radiance Sponsor: \$25,000
- Beacon Sponsor: \$15,000
- Spark Sponsor: \$12,500
- Glow Sponsor: \$6,000
- VIP Reception Sponsor: \$10,000
- After Party Sponsor: \$ **SOLD**
- Dinner Wine Sponsor: \$ **SOLD**
- Entertainment Sponsor: \$6,500
- Silent Auction Sponsor: \$5,000

OTHER OPPORTUNITIES

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

- Variety Corporate Table: \$4,500
- Sponsor a Variety Family to attend: \$2,000
- VIP Individual Ticket: \$550
- Individual Ticket: \$375
- Live Auction Donor
- Silent Auction Donor

Name or Corporation (As preferred for program): _____

Contact Name: _____ Phone: _____

Address: _____ City: _____ Province: _____

Postal Code: _____ 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 (enter information below) VISA MC AMEX

Name on Card: _____

Credit Card Number: _____ Expiry Date: _____

Return Completed Registration Form To:

Variety, the Children's Charity of Manitoba Attention: Amanda Henry
Email: ahenry@varietymanitoba.com Mail: 440A Don Ave, Winnipeg, MB R3L 0S4



Help Us Light the Path from Waiting to Thriving

Scan the QR code below to complete sponsorship registration, table or ticket purchase.



CONTACT US

(204) 982-1050
admin@varietymanitoba.com

FOLLOW US

[@VARIETYMANITOBA](#)

