



SPONSORSHIP OPPORTUNITIES



THE PEOPLE WHO WILL FIND HOPE

November 26 at 7:30 p.m.
Bella Concert Hall
Mount Royal University



JOIN US AS TOM JACKSON AND SPECIAL GUESTS CELEBRATE THE HOLIDAY SEASON
WITH THE HURON CAROLE CONCERT SERIES IN SUPPORT OF ALPHA HOUSE.



ON MONDAY, NOVEMBER 26, TOM JACKSON'S SMOOTH BARITONE WILL FILL THE BELLA CONCERT HALL TO CELEBRATE THE HOLIDAY SEASON AS HE BRINGS THE HURON CAROLE CONCERT SERIES TO CALGARY IN SUPPORT OF ALPHA HOUSE.

Tom Jackson, founder of The Huron Carole Concert Series is a musician, beloved TV personality, activist and producer. His boundless passion for creating and inspiring change has generated over \$200 million in combined cash / in-kind donations for food banks, disaster relief and service agencies.

Proceeds from this concert will support Alpha House, a non-profit, charitable agency that provides safe and caring environments for individuals who lives are affected by alcohol and other drug dependencies.



“31 YEARS AGO I LIVED IN A HOLE IN THE GROUND. THE CREATOR SPOKE TO ME AND SAID, I’LL MAKE YOU A DEAL. I WILL SEND YOU AN ANGEL WHO IS WORSE OFF THAN YOU. IF YOU HELP HIM, I WILL HELP YOU. I TOOK THE DEAL.”

- TOM JACKSON, FOUNDER OF THE HURON CAROLE

ALPHA HOUSE OFFERS PROGRAMS AND SUPPORTS TO THOSE WHO NEED IT MOST IN THE CALGARY COMMUNITY.

We strive to develop relationships of trust with our clients, working on client-identified issues from withdrawal management to mental health concerns, and from treatment to housing needs. We seek to provide hope through direct service and the promotion of well-being.

Our programs provide help along the continuum of care from outreach to shelter to detox and transitional supports to our housing program.



ONE OF THE PROGRAMS BENEFITTING FROM THE FUNDRAISER IS THE DOWNTOWN ADDICTIONS OUTREACH PARTNERSHIP (DOAP) PROGRAM, OF WHICH JACKSON IS A VOLUNTEER.

The DOAP Team is an alternative and more appropriate response to substance abuse issues and public intoxication, resulting in reduced pressure on Calgary Police Services (CPS), Emergency Medical Services (EMS), Transit, Bylaw and local city hospitals. The team seeks to remove barriers for individuals with multiple risk factors, such as street issues, by coordinating access to a range of medical, shelter, housing, and addiction programs. Finding someone a safe place to stay creates the opportunity to connect them with the social support that could help facilitate a positive change for them. In 2014, a third party Social Return on Investment study showed that the DOAP Team creates a social value of \$9.43 for each \$1 invested.

Having lived on the streets of Winnipeg, Jackson's personal search for identity led to bonds with those outcast and marginalized. This experience has created a deep connection with Alpha House clients. He has been taking regular shifts with the DOAP Team that travels the downtown streets, providing support and coordinating access to a range of medical, shelter, housing, and addiction programs.

THE HURON CAROLE

Expect an evening of contemporary and signature Christmas music along with stories creatively crafted by Tom Jackson and his ensemble of musicians. The tour travels to 15 cities raising funds for local food banks and family service agencies.

Many remark that it's the perfect way to begin their Christmas season and get into the spirit of the holidays.

PROGRAM

5:45 p.m. VIP Reception and Meet and Greet with Tom Jackson
6:30 p.m. Silent auction and cash bar in lobby
7:30 p.m. Concert begins

TICKETS

Purchase tickets at [TICKETS.MRU.CA/HURONCAROLE](https://tickets.mru.ca/huroncarole)

All tickets are reserved seating *Prices do not include service fees \$60 per ticket or \$100 per VIP ticket

OUR GOAL

Through this special evening, our goal is to raise \$30,000 which will directly to our programs.

OUR AUDIENCE

All Calgarians are welcome and invited to attend. This is a special evening that will kick off the festive Holiday Season.

SPONSORSHIP OPPORTUNITIES

CALGARY PRESENTING SPONSOR **\$5,000** ONE AVAILABLE

- Eight complimentary tickets to The Huron Carole and VIP Reception
- First and feature logo recognition at the event (program, signage)
- Eight mentions in social media posts preceding event
- Logo recognition and feature recognition on Alpha House blog

CALGARY GOLD SPONSOR **\$3,000** ONE AVAILABLE

- Six complimentary tickets to The Huron Carole and VIP Reception
- Feature logo recognition at the event (program, signage)
- Six mentions in social media posts preceding event
- Logo recognition and feature recognition on Alpha House blog

CALGARY SILVER SPONSOR **\$2,000** TWO AVAILABLE

- Four complimentary tickets to The Huron Carole
- Feature logo recognition at the event (program, signage)
- Four mentions in social media posts preceding event
- Logo recognition and feature recognition on Alpha House blog



BACKSTAGE & SOUNDCHECK EXPERIENCE **\$1,500** ONE AVAILABLE

- Four complimentary tickets to The Huron Carole
- Backstage access to meet the performers and listen to the final part of soundcheck
- Two mentions in social media posts preceding event
- Logo recognition and feature recognition on Alpha House blog

CALGARY BRONZE SPONSOR **\$1,000** THREE AVAILABLE

- Two complimentary tickets to The Huron Carole
- Feature logo recognition at the event (program, signage)
- Two mentions in social media posts preceding event
- Logo recognition and feature recognition on Alpha House blog

DONATE ITEMS TO OUR SILENT AUCTION.

We are accepting silent auction donation items from local businesses and invite you to contact Bonnie to discuss your generous support.

Not sure what to give? We are happily accepting items such as restaurant gift cards, artwork, jewelry, sports or concert tickets, signed sports jerseys, etc.

Please email bonnie@bonnieelgie-pr.com to start the donation process. Thank you for your support!