

Inaugural **Saint John**
FIRE DEPARTMENT
IN SUPPORT OF THE SALVATION ARMY'S COMMUNITY OUTREACH PROGRAM
Gala

Saturday, October 5th, 2013
Trade and Convention Centre
SAINT JOHN, N.B.

Wow, after 227 years of existence, the Saint John Fire Department is hosting its inaugural Fire Department Gala. The program for the Gala reads like a celebration of the Fire Service, but the underlying purpose of the event is to raise funds in support of The Salvation Army's Community Outreach Program. As you know, The Salvation Army has been a real presence in our community for over 125 years, constantly working behind the scenes, assisting those living on the margins of society and in great need. Through innovative and practical programs, The Salvation Army continues to help every day of the year to alleviate the struggle of those most vulnerable in our community; those with mental illness, physical disabilities, addictions and many others who find themselves forgotten in our society. The Army strives to meet the real life needs of these individuals. Your local Salvation Army currently supports the following outreach programs:

- **Christmas** - This past year The Salvation Army assisted over 500 families with groceries and gifts for children.
- **Hope Café** - Open weekdays providing food and a social backdrop to about 60 people a day.
- **Emergency Assistance** - Annually, over 6,000 individuals are helped with food, personal items, prescriptions, furniture, hydro, rent, etc.
- **50+ Club** - A weekly program that includes outings & activities followed by a meal.
- **Free Tax Preparation** - Available year-round to low income families/individuals.
- **Chapel** - A weekly user-friendly church service followed by a meal.
- **Holiday Camp** - A week of camping adventure in Nova Scotia geared towards children who normally would not have the camp adventure opportunity.
- **Advocacy** - Mediation between clients and landlords, hydro providers, Social Workers etc. to speak for those unable to articulate for themselves.
- **Referrals** - With a focus on networking with community partners, The Salvation Army is able to make intelligent referrals to specific peoples within organizations.

It is anticipated that ticket sales will cover the cost to run the Gala, but will only generate a modest level of support for The Salvation Army's Community Outreach Program. This is where your sponsorship support will make a difference. This document contains the general details of our sponsorship program. Please help us help our community.



Sponsorship Opportunities

- | | | |
|----|-------------------------|--------------|
| 1. | Executive Sponsor | \$15,000 |
| 2. | Event Co-Sponsor | \$7,500 each |
| 3. | Reception Sponsor | \$3,500 |
| 4. | Donnie and the Monarchs | \$3,200 |
| 5. | Master of Ceremony | \$2,000 |
| 6. | Table Sponsorship | |
| | a. Hero's Table | \$800 each |
| | b. Friends of the Gala | \$800 each |

Sponsorship Descriptions

Executive Sponsor

As the Executive sponsor, the event will be equally billed as the "Company X / Saint John Fire Department Gala, in support of The Salvation Army's Community Outreach Program". Your logo will appear on all official e-materials and printed materials, as well as in official radio or print event advertisements. Printed materials will include the event poster and program. Your logo will have top billing on all sponsor sign boards.

Event Co-sponsor

As the Event Co-Sponsor, your logo will appear on all official e-materials and printed materials, as well as your logo will have next to top billing on all sponsor boards. In the event there is no Executive Sponsor, your logo will become the dominant logo, where applicable. Printed materials will include the event poster and program.

Reception

A red carpet will be rolled out, the venue will be decked out with Fire Fighter décor, and picture opportunities will be abound. What better way to take credit for this setting than to sponsor the Reception portion of the Gala. In addition to being listed in the event program and on the sponsor board, your name or your company's name will be placed on the tables located throughout the reception area.

Entertainment (*Donnie and the Monarchs*)

You traveled afar to see them and then you thought they retired. All it took was a Fire Department Gala in support of The Salvation Army's Community Outreach Program to have *Donnie and the*



Monarchs come out of retirement. Wow, you can take credit for securing what is considered the best dance band in New Brunswick. In addition to being listed in the event e-brochure, event program and on the sponsor board, your name or your company's name/logo will be placed on-stage, behind the band.

Master of Ceremony

No Gala would be complete without a notable Master of Ceremony to lead the event, promote the silent auction, and to enhance bids during our brief live auction. By sponsoring the Master of Ceremony, you or your company will receive credit with securing the event MC. In addition to being listed in the e-brochure, event program, and on the sponsor board, the MC will acknowledge your sponsorship on stage while your logo is being projected on the big screen at random times.

Table Sponsorship (Hero's Tables)

It is after all a Fire Department Gala and we do plan to celebrate the Fire Service, in part by acknowledging meritorious acts. Fire Fighting is, by its nature an inherently dangerous profession, and yes we do expect Fire Fighters to put themselves in harm's way while performing their duties. Putting that aside, there are times when the actions of Fire Fighters are more than just doing their duty (to aid others), there are times when their response to a crisis is merit worthy or even heroic. During our Gala, we plan to acknowledge a number of Fire Fighter's for past meritorious or heroic acts.....and it would be nice if their families could participate in the recognition process. We need your support to sponsor a table or two.

In addition to being listed in the event program and sponsor board, your name or your company's name/logo will be displayed on the big screen at random times, as well as posted on the table(s) being sponsored.

Table Sponsorship (Friends of the Gala)

As with all events, there are members of the community who have contributed so much to the community (more specifically the Fire Service and The Salvation Army community), and should be invited to the event. Help us to be a good host. In addition to being listed in the event program, and on the sponsor board, your name or your company's name/logo will be displayed on the big screen at random times as well as, posted on the table(s) being sponsored.



Draw Prize Donation Opportunities

To enhance ticket sales, the organizing committee plans to incorporate a significant draw prize into the ticket sale process. Besides purchasing a ticket to the Gala, you will also be receiving a chance to win a prize package, to be drawn at the Gala.

By donating this significant prize, your company logo and prize package offering will be incorporated into the ticket sale pitch. Your logo will appear on all official e-materials and printed materials include the sponsor board and event program.

It is envisioned that the value of the draw prize package (associated with the Gala ticket) will be in the \$3,000 to \$5,000 range (or more) and that the prize package can be made up of donations from multiple donors. If you are interested in donating all or a portion of the Gala ticket draw prize, please contact Dan LeBlanc at (506) 658-2961 or dan.leblanc@saintjohn.ca to discuss this opportunity.

Silent and Live Auction Donation Opportunities

In addition to sponsorship support, the Gala Organizers are also soliciting donations of high quality goods and/or services to be auctioned off in either a silent or live auction. Donor names will be listed in the event program as well as displayed alongside the respective donated item. If you would like to donate a product or service to the auction, please contact Dan LeBlanc at (506) 658-2961 or dan.leblanc@saintjohn.ca to discuss the process.



Sponsorship Request Form

Company Name: _____
Contact Name: _____
Address: _____
Contact Tel. # _____ **Fax #:** _____
Email: _____

- Please mail me a receipt for tax purposes (if applicable)
- Do not bother mailing me a receipt for tax purposes
- Please invoice me for my sponsorship support and/or my ticket purchases

Sponsorship Opportunities (please select one or more)

- Executive Sponsor \$15,000
- Event Co-sponsor \$ 7,500
- Reception \$ 3,500
- Donnie and the Monarchs \$ 3,200
- Master of Ceremony \$ 2,000
- Hero's Table \$ 800 x _____
- Friend of the Gala Table \$ 800 x _____

General Gala Sponsorship

- \$1,500 \$1,000 \$750 \$500

Sponsorship support can be in-kind, financial or a combination of both. Where applicable, tax receipts are available through The Salvation Army.

Gala Ticket Prize or Auction Item Donation

- Please contact me to discuss the donation of all or a portion of the Gala Ticket prize....
- Please contact me to discuss the donation of an auction item(s).....

- Besides being a sponsor, I would like to purchase a table for my company. Please send 8 tickets (\$800) to the above address.



General Information:

- 1) Please make your cheque payable to the **"Fire Department Gala "**
- 2) Please send your cheque to: Saint John Fire Department
45 Leinster Street
Saint John, N.B. E2L 1H9
Attention: Fire Department Gala
- 3) Payment by Visa or Master Card is also accepted. Please contact Dan LeBlanc (see below) to coordinate payment.
- 4) Email a digital copy of your corporate logo to: dan.leblanc@saintjohn.ca
With the subject line: Gala Sponsorship – (Company Name)
- 5) All sponsorship financial support and logos must be received by September 13, 2013 to ensure company name and logo placement in the program.

Acknowledgement:

Company Name: _____
Contact Name: _____
Date: _____

Please fax or email the Sponsorship Request Form (pages 5 and 6) to the Fire Department Gala event coordinator.

MAIL: Saint John Fire Department
45 Leinster Street
Saint John, N.B. E2L 1H9
Attention: Fire Department Gala

FAX: (506) 658-2916 – attn: Dan LeBlanc

EMAIL: dan.leblanc@saintjohn.ca

