



*The Magic
of Christmas*



The Magic of Christmas

**Charity
Gala**

2024

**2024 Event
Sponsorship
Package**



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Gala**
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The Magic of Christmas will be hosting our inaugural charity gala on Saturday, September 28, 2024 and is looking to raise \$25,000.

We need the help of generous organizations like yours to meet our goal.

Please consider making a donation to fund all of our programs.

Benefits of donating to The Magic of Christmas:

- Demonstrate your impact in our community
- Prioritizing social responsibilities
- Foster positive reputation with your employees and in your business

Please review the information contained in this package to learn more about our charity and mission.

Thank you! We look forward to hearing from you soon.



About Us



How it all started...

In 1983, a man named Bob Johnson launched a charity called The Spirit of Christmas. Bob wanted to fight the despair that can be found even during the most joyous time of the year – Christmas.

Bob believed in Christmas beyond material goods; he believed in the spirit that the holiday brings. And those who knew Bob know that he wasn't one to sit around – his incredible heart and ideas always generated action.

Eager to give his daughters something positive to think about on Christmas Eve, Bob rounded up a Santa suit and a few small gifts. Together, they went to cheer up a troubled family in the neighbourhood. After witnessing the tremendous joy he brought to them, Bob sought other families who could use a visit from Santa to brighten up their Christmas Eve.



Our mission

Our mission is to deliver Christmas spirit into the homes and hearts of those who need it most and invite everyone to believe (again!) in the true spirit and The Magic of Christmas.

Who do we visit

Santa and his elves bring Christmas cheer into the homes and hearts of Calgarians who need it most. We share donations with recipients who are coping with emotional, physical or financial issues. There may have been a death in the immediate family, a lost job, or difficult medical diagnosis, or they might be spending Christmas in a care facility away from their loved ones.

No matter the reason, we work hard to provide each person with festive loving, caring and sharing during a time of year that is supposed to be joyful. With the help of our volunteers, we ensure the spirit of Christmas spreads to everyone on Santa's route.

Sponsorship Levels

Platinum Sponsor - \$8,500

Package includes:

- "Platinum Sponsor" presented by "your company name here"
- One table of eight guests with VIP seating
- Logo recognition in marketing collateral (dedicated event web page, display screens, and slideshow presentation)
- Five social media posts featuring your company
- Prominent signage of company name and logo onsite
- Half page advertisement in program
- Inclusion in news releases as appropriate
- Recognition of your generosity by the emcee

Gold Sponsors - \$5,000

Package includes:

- Four tickets to the Gala with preferred seating
- Logo recognition in marketing collateral (dedicated event web page, display screens, and slideshow presentation)
- Three social media posts featuring your company
- Prominent signage of company name and logo onsite
- Quarter page advertisement in program
- Recognition of your generosity by the emcee

Sponsorship Levels

Silver Sponsors - \$2,500

Package includes:

- Two tickets to the Gala
- Logo recognition on dedicated event web page, program and slideshow presentation
- Two social media posts featuring your company
- Recognition of your generosity by the emcee

Bronze Sponsors - \$1,000

Package includes:

- Name recognition on dedicated event web page, program and slideshow presentation
- One social media posts featuring your company
- Recognition of your generosity by the emcee

Contact Information

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Email: info@themagicofchristmas.org

Website: www.themagicofchristmas.org

Connect with us:

 facebook.com/TheMagicOfChristmasCharity

 @magicochristmas

 linkedin.com/company/moc-calgary

Our board



President: Scott Perley

Vice-President: Jeff Mackenzie

Treasurer: Mardie D'Andrea

Secretary: Shani Sheppard

Volunteer Coordinator: Courtney Kane