



**EVENT  
SPONSORSHIP  
PACKAGE**



The Magic of Christmas

**Charity  
Gala**

2026



## *Be Part of the Magic*

The Magic of Christmas will be hosting our annual Charity Gala on Saturday, September 26, 2026. Our goal this year is to raise **\$30,000** to fund our programs—and we can't do it without you.

By sponsoring one or more of the unique opportunities outlined in this package, your organization can help transform lives while shining a spotlight on your commitment to community and compassion.

### **Why Partner With Us?**

- Showcase your company's leadership in community impact
- Reinforce your values of social responsibility
- Connect with like-minded supporters and community leaders

Please review the sponsorship levels enclosed and consider selecting one or more levels to support this year's celebration of generosity.

Thank you for helping us spread the Magic of Christmas. We look forward to partnering with you!





# 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

## Gold Sponsor (Title) - \$8,500

Available: 1

Be the headlining name of the evening with this exclusive opportunity.

### *Package includes:*

- **Event Naming Rights:** “The Magic of Christmas Charity Gala” presented by “your company name here”
- **VIP Access:** Four tickets with priority seating at a reserved table
- **On-Stage Recognition:** Check presentation moment and social media photo opportunities
- **Brand Visibility:**
  - Logo on digital and printed invitations
  - Event website, slideshow, and event signage
  - Half page advertisement in event program
  - Inclusion in news releases as appropriate
- **Social Media Promotion:** Five featured sponsor spotlight
- **Verbal Recognition:** Highlighted by emcee during the event





# Sponsorship Levels

## Silver Sponsor - \$5,000

Available: 3

Make a significant impact with excellent brand visibility and access.

### *Package includes:*

- **Premium Access:** Two tickets with reserved seating
- **Brand Visibility:**
  - Prominent logo on digital and printed invitations
  - Event website, slideshow, and event signage
  - Quarter page advertisement in event program
- **Social Media Promotion:** Three featured sponsor spotlight
- **Verbal Recognition:** Acknowledgement by emcee during the event

## Bronze Sponsor - \$1,750

Available: Unlimited

Support the event and gain meaningful recognition.

### *Package includes:*

- **Brand Visibility:**
  - Name on event website, slideshow, and printed program
- **Social Media Promotion:** One featured sponsor spotlight
- **Verbal Recognition:** Acknowledgement by emcee during the event





# Sponsorship Levels

## **Wine Sponsor - \$4,000**

Available: 1

Raise a glass to your brand—your company will be associated with a moment of celebration.

### *Package includes:*

- **Brand Visibility:**
  - Custom logo sticker on every wine bottle (2 per table)
  - Logo in printed program
  - Branded signage at the wine station
- **Verbal Recognition:** Acknowledgement by emcee during the event

## **Photo Booth Sponsor - \$1,250**

Available: 1

Create lasting memories while keeping your brand front and center.

### *Package includes:*

- **Brand Visibility:** 18x24" sign displayed beside the photo booth
- **Printed Recognition:** Name listed in event program
- **Optional (Additional \$250):** Logo in printed/digital photo frames





# Sponsorship Levels

## Dance Floor Sponsor - \$1,000

Available: 1

Take center stage as the night heats up on the dance floor.

### *Package includes:*

- **Brand Visibility:** 18x24" sign displayed beside the dance floor
- **Printed Recognition:** Name listed in event program
- **Optional (Additional \$100):** Shoutout during DJ set/dancing segment

## Welcome Drink Sponsor - \$800

Available: 1

Be the first impression guests toast to.

### *Package includes:*

- **Brand Visibility:** Sign prominently placed at the welcome drink station
- **Printed Recognition:** Name listed in event program
- **Optional (Additional \$200):** Signature drink co-naming opportunity (e.g., "[Company] Sparkle")





# Sponsorship Levels

## **Appetizer Sponsor - \$800 per tray service**

Available: 4

Put your brand in every guest's hand—literally.

### *Package includes:*

- **Brand Visibility:** Name & logo on serving trays used by wait staff
- **Printed Recognition:** Name listed in event program
- **Optional (Additional \$50):** Verbal recognition during dinner service

## **Gift-in-Kind Sponsor**

Support us with your services, expertise, or goods. Recognition based on the value and visibility of your contribution.

### *Sponsorship Benefits:*

- **Custom Visibility:** Tailored signage and acknowledgments depending on gift
- **Program Inclusion:** Logo or name listed based on value in event program
- **Social Media Promotion:** For major contributions, a feature post or story mention



# Example of Sponsorships



# Contact Information

Phone: 403-803-1619

Email: [volunteer@themagicofchristmas.org](mailto:volunteer@themagicofchristmas.org)

Website: [www.themagicofchristmas.org](http://www.themagicofchristmas.org)

## Connect with us:

 [facebook.com/TheMagicOfChristmasCharity](https://facebook.com/TheMagicOfChristmasCharity)

 [@magicochristmas](https://@magicochristmas)

 [linkedin.com/company/moc-calgary](https://linkedin.com/company/moc-calgary)

## Our board



**President:** Scott Perley

**Vice-President:** Jeff Mackenzie

**Treasurer:** Mardie D'Andrea

**Secretary:** Juliette Eilers

**Volunteer Coordinator:** Courtney Kane