



SPONSORSHIP PACKAGES

This sponsorship package outlines opportunities for businesses and community partners to support our year-round programs, events, and Christmas Eve mission while making a meaningful impact in our community.

Contact

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Address	Bay #32, 4216 54 Ave SE

2026

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About Us

The Magic of Christmas is a 100% volunteer-powered, non-denominational Calgary charity dedicated to bringing Christmas spirit into the homes and hearts of those who need it most.

Our most recognized tradition takes place on Christmas Eve, when Calgary Transit buses are transformed into “reindeer buses” and filled with gifts, food, Santas, elves, and volunteers. Together, they travel throughout the city delivering Christmas spirit directly to families and individuals in need. Our support also extends to hospitals, shelters, care centres, community events, and other programs throughout the year.

Mission

Every year, when Christmas-time comes, many Calgary families (for various reasons) struggle to find the joy of the season. In addition, Calgary seniors and others living in continuing care can feel especially isolated during the Holidays. The reasons vary, but we know all can benefit from a magical visit from Santa and the elves.



Our Board



Scott Perley
President



Jeff Mackenzie
Vice President



Mardie D'Andrea
Treasurer



Courtney Kane
Volunteer Coordinator



Juliette Eilers
Secretary



Leona Lee
Marketing & Communications



What Your Partnership Makes Possible

Each year, the generosity of our sponsors, donors, volunteers, and community partners makes our work possible. Support comes in many forms, including financial contributions, gifts, food, event support, services, publicity, and volunteer time. Every contribution plays a role in helping us serve thousands of Calgarians through our programs and Christmas season activities.

Corporate sponsorship is an important part of sustaining and growing this work. Whether supporting a specific program, event, operational need, or providing unrestricted funding where it is needed most, every partnership helps us create meaningful moments of joy, connection, and hope.

Impact in
2025

832 FAMILIES
VISITED

5196 BEARS
DELIVERED

750 FOOD HAMPERS
DELIVERED

29 HEALTHCARE
FACILITIES VISITED

Sponsorship Levels & Benefits

Each sponsorship level includes a range of recognition and engagement benefits designed to acknowledge your support. Opportunities can also be customized to align with your organization's goals and level of involvement.

North Star Sponsors (\$15,000)

- Premier sponsor recognition across The Magic of Christmas communications and selected major events.
- Company logo featured on The Magic of Christmas sponsor webpage, including:
 - Link to your company website
 - Featured company profile or write-up
- Priority logo placement on selected event signage and promotional materials.
- Company logo featured in the Elf Rally presentation.
- Six social media mentions across The Magic of Christmas platforms, with applicable tags and hashtags.
- Dedicated sponsor spotlight in our volunteer newsletter.
- Company logo featured in our year-end impact report and related promotional materials.
- Verbal recognition at selected major events, where appropriate.
- Opportunity to coordinate a corporate volunteer experience for your team.

Sponsorship Levels & Benefits

Golden Sleigh Sponsors (\$7,500)

- Company logo featured on The Magic of Christmas sponsor webpage, including:
- Link to your company website
- Company profile or write-up
- Company logo featured in the Elf Rally presentation.
- Company logo included on selected event or promotional materials, where applicable.
- Three social media mentions across The Magic of Christmas platforms, with applicable tags and hashtags.
- Company logo featured in our year-end impact report and related promotional materials.

Silver Bell Sponsors (\$3,000)

- Company name or logo featured on The Magic of Christmas sponsor webpage, including:
- Link to your company website
- Company name or logo featured in the Elf Rally presentation.
- One social media mention across The Magic of Christmas platforms, with applicable tags and hashtags.
- Company name or logo featured in our year-end impact report and related promotional materials.

Event Sponsorships



Elf Rally

\$5,000

The Elf Rally is an annual event that all volunteer elves and Santas are asked to attend. Attendance at the Elf Rally averages 300 – 400 people. The rally is an opportunity to build excitement for Christmas Eve, to train volunteers, and to recognize sponsors and other supporters.

The Magic of Christmas Annual Charity Gala

\$800 – \$8,000

The Magic of Christmas Charity Gala is an annual evening that brings together supporters, community partners, and volunteers to celebrate our impact and raise funds to help bring Christmas spirit to Calgarians who need it most. Gala sponsorship opportunities may include presenting sponsorship, centrepiece sponsorship, photobooth sponsorship, entertainment sponsorship, silent auction sponsorship, raffle sponsorship, décor or experience sponsorship, and gift-in-kind partnerships; please contact the Gala Team for current availability.





Signature Program Sponsorships

MOC Bears

Every year, in addition to visiting families in need on Christmas Eve, Santa and his elves hand-deliver Magic of Christmas branded teddy bears to patients and residents at hospitals, shelters and care centres throughout Calgary. Approximately 5200 teddy bears are delivered annually. This is a great opportunity for a named sponsor to get a logo on each teddy bear. **We are accepting sponsorship requests for this for the 2026-2027 order.**

Santa's Workshop

Santa's Workshop is the year-round home of The Magic of Christmas and the heart of our operations. It is where donations are received, gifts are sorted and prepared, volunteers come together, and Christmas Eve deliveries begin. Sponsorship helps support the ongoing costs of keeping the workshop open, organized, and ready to make the magic happen.



Christmas Eve Sponsorships

Food & Turkey Hampers

Each Christmas season, The Magic of Christmas provides approximately 600 food hampers and 150 turkey dinner hampers to families across Calgary. Sponsors can support this program through either partial or full hamper sponsorships, helping provide families with essential groceries and the opportunity to enjoy a special Christmas meal together.

Santa's Hot-Shot

Sometimes the magic requires a special delivery. Santa's Hot-Shot helps transport large, urgent, or last-minute items such as bicycles, Christmas trees, and other gifts that cannot travel on our regular Christmas Eve routes. Sponsors will receive logo recognition on the Hot-Shot vehicle, creating visible support for this important part of our Christmas Eve operation.



Thank You

for partnering with The Magic of Christmas and helping bring joy, hope, and Christmas spirit to Calgarians who need it most. Together, we can help more Calgarians believe in the Magic of Christmas again.

Have other sponsorships ideas?

Let us know! We would love to work with you and your creativity.

Contact

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