



August 12th, 2018



RE: Empower Us: 2018 Women Empowerment Gala Sponsorship

Dear Sponsor,

The Empower US Gala will empower the next generation of women and entrepreneurs, and will be the first of its kind in Calgary on Saturday November 17th, 2018. The gala will feature 12 inspirational, high-caliber women making a difference, and impact in our community. These women have overcome adversity, defied the odds and are now successfully leading influential businesses/non-profit organizations in Canada. The Empower Us Gala will highlight the stories of these “Agents of Change”, provide networking and mentorship opportunities, engage the women in a panel discussion, and feature an influential keynote speaker, art show and music. For more information regarding the 12 women and event please visit <http://greensparrowcare.com/empower-us/>.

All proceeds of the event will be going towards the registered non-profit organization Green Sparrow Care’s project “Little Sparrows Entrepreneurship Program”. Green Sparrow Care aims to support communities by creating and maintaining sustainable initiatives. The Little Sparrows Entrepreneurship pilot program took place from September 2017-June 2018. Seventeen Grade 2 students from the Sturgeon Heights School in St. Albert were taught entrepreneurship skills, and worked together to start their small businesses and sell their products. They successfully raised over a \$1000 in profit, and donated it to an international school for orphan girls.

While the pilot project was a success, Green Sparrow Care needs funds to continue to run the initiative in schools in Calgary, Edmonton, and internationally. If you choose to be a sponsor for the Empower US Gala this November 2018, please know that your support will have a major impact: promoting life-skills in local youth, and sparking individuals to become agents of change. Your funds for the youth entrepreneurship program will have a cascading effect. Not only will students learn important lifelong skills, but also the profits generated from their projects will go towards supporting a social cause. Thus, creating a domino effect in helping to educate and empower others.

Be one of the first sponsors to participate in this first annual event. You or your company/organization will benefit through partnership and sponsorship with Green Sparrow Care’s Empower US Gala by:

- Enhancing brand connection and emotional appeal with customers
- Increasing customer and employee engagement and loyalty
- Garnering positive exposure for your business
- Increasing recognition as a corporate leader in empowering woman, and encouraging an entrepreneurial spirit

Please review the attached package that includes details on the various sponsorship opportunities we have available for the Empower US Gala. I look forward to hearing back from you to discuss our request in more detail, and to further customize recognition for your support based upon your decided contribution.

Thank you for your consideration.

Sincerely,

Hena Qureshi
Founder & Executive Director
Green Sparrow Care



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About the Empower US Gala

12 inspirational and successful business-minded Calgarian women with diverse backgrounds from non-profit organizations to private industry will be featured at the gala. They are recipients of an “Agents of Change” award. These women have not only overcome adversity, and are running a successful business/non-profit organization, but have also become agents of change, proactively helping to create a healthy community. These women did achieve success overnight. It was a gradual process through supportive networks, and resources that they were able to increase their capacity to make choices and transform those choices into desired actions and outcomes. They were inspired to be innovative and creative, and now they want to pass on those knowledge and skills to the next generation. All proceeds of the event will be going towards the non-profit organization Green Sparrow Care’s project “Little Sparrows Entrepreneurship Program”.

The “**Little Sparrows Entrepreneurship Program**” provides the tools and resources needed to encourage an entrepreneurial spirit in children. Children generate creative, viable and sustainable business solutions to address socio-economic issues in Canada and abroad. The program will foster an entrepreneurial thinking culture, provide the opportunity for students to apply their knowledge in a practical setting, and engage in social giving. The successful pilot program took place with a Grade 2 class at Sturgeon Heights School, and is now seeking funding to expand to more classrooms both in Calgary and Edmonton.

Join Green Sparrow Care as a sponsor of the Empower US Gala to support and empower the next generation of women and entrepreneurs. The Empower Us Gala will highlight the stories of these 12 “Agents of Change” women, engage the women in a panel discussion, provide a networking opportunity, and a chance to win a mentorship time with each woman in a silent auction. Wear formal black or white attire at the event, be entertained by music, and an art show hosted by Armand Flores, founder of PROfolio Photography. In addition enjoy food, cocktails, and raffle draw.

Tickets for the event can be bought at Eventbrite:

<https://www.eventbrite.ca/e/empower-us-2018-women-empowerment-gala-tickets-48825160369>. Links are also provided on the Green Sparrow Care website.

For more information regarding the 12 women and event please visit <http://greensparrowcare.com/empower-us/>.

Event Details

Location

KannaVolve

4140 6th Street NE
Calgary, AB T2E 8C8

Date

Saturday, Nov. 17, 2018

Time

7:00pm



Empower US Gala 2018 – Sponsorship benefits

Sponsorship Benefits for Each Package Level

Local Sponsor Benefits	Diamond \$5,000 (5 sponsors only)	Gold \$3,000	Platinum \$1,500	Silver \$500-1000	Gift in Kind less than \$500
Cash or gift in kind	Cash or GIK	Cash or GIK	Cash or GIK	Cash or GIK	Cash or GIK
Official sponsor certificate	•	•	•	•	•
Opportunity to display gala promotional materials at your place of business	•	•	•	•	•
Staff volunteer opportunities	•	•	•	•	•
Social media recognition on website and gala (TV screens, printed materials, social media accounts)	•	•	•	•	
Complimentary tickets	5	3	2	1	
Event sponsor recognition banner	Logo	Logo	Name		
Opportunity to provide guests with corporate swag/premiums at the event	•	•	•		
Company banner onsite	1	1			
Logo featured on social media wall at gala and in FCM magazine (Filipino Canadian Magazine with a reach of over 12,000 people)	•				

*Please note that receipts for income tax purposes cannot be issued for sponsorships due to Canada Revenue Agency regulations. *

If you are interested in becoming a sponsor for the 2018 Empower US Gala, payments can be made either on our website, mailed to us by check or can be picked up from the sponsor. Invoices will be provided for all contributions. Checks can be made out to Green Sparrow Care, and in the memo please write “Empower Us: 2018 Women Empowerment Gala Sponsorship” and the level of sponsorship package you choose. Please also include information on how we can contact you.

On the website (www.greensparrowcare.com) click the “**donate**” button on the main page to make a payment either with a credit card or PayPal account. Once you have selected the method of payment, there will be a message box. In the message box please write “Empower Us: 2018 Women Empowerment Gala Sponsorship”, the level of sponsorship package you choose, and contact information.

Upon recipient of payment, Green Sparrow Care will send an email confirmation and an invoice.

For more information, questions or concerns, please contact:

Hena Qureshi

Founder, Green Sparrow Care

Tel 403-605-6467 Email info@greensparrowcare.com