

13TH
ANNUAL

steps
to end
homelessness

In memory of Suzanne West and her commitment
to step-up to end family homelessness

TIME TO STEP UP AND
END FAMILY HOMELESSNESS

JOIN US AS A SPONSOR

Sunday, April 28, 2024
10am – 4pm

McHugh Bluff Stairs on
Memorial Drive

EndHomelessness.ca



Donations generously
matched by the
Power of One
Foundation

PRESENTED BY



tamarack valley ENERGY Ltd.

The logo for Tamarack Valley Energy Ltd. features a stylized green mountain range with three peaks of varying heights. Below the mountains, the company name "tamarack valley ENERGY Ltd." is written in a sans-serif font, with "ENERGY" in all caps and "tamarack valley" in lowercase.

Dear Potential Sponsor,

We are pleased to announce the return of our annual Steps to End Homelessness event. Steps to End Homelessness was founded in 2009 by community advocate Suzanne West - born out of her desire to change the world and her commitment to advocating for the less fortunate.

Steps to End Homelessness presented by Tamarack Valley Energy, has been one of Inn from the Cold's most significant fundraising events. Now hosted by Inn from the Cold, the event is in Suzanne's memory, with donations matched by Power of One Foundation - Suzanne's charitable foundation now operated by her family. This means every dollar you raise will be doubled, having twice the impact. **We are honoured to continue her legacy, and we hope you will join us for the 13th year to make this the most successful Steps to End Homelessness to date.**

For over 25 years, Inn from the Cold has been helping vulnerable families find stability in times of crisis. We empower independence and foster resilience, guided by our belief that every child and family should have a safe and stable place to call home. As the largest organization in the Calgary region that is dedicated solely to families experiencing a housing crisis, we believe that every child and family should have a safe and stable place to call home. To help bring our vision to life we provide three main programs: prevention and diversion, family shelter, and supportive housing. Trauma informed and housing first principles guide everything we do and we strive to adapt our programs to meet the unique needs of each family we serve. On any given night, approximately 120 families will sleep under an Inn from the Cold roof through our shelter and housing programs, with many others receiving support through our prevention and diversion program.

On **Sunday, April 28, at the McHugh Bluff staircase in Crescent Heights**, over 250 participants, after fundraising in support of their challenge, will tackle the stairs to complete their steps pledged in recognition of the families and children we support each year.

Sponsorships are available that include marketing benefits to provide a great profile to your company. We want to add sponsors to a growing list of Calgary's generous corporate supporters. We have outlined the various sponsorships available on the next page and hope you will join us in stepping up to end homelessness this April.

Together, let's end family homelessness. Together, let's end the need for Inn from the Cold.

Thank you for considering our request.

SPONSORSHIP OPPORTUNITIES

Level	Investment	Marketing Benefits
Presenting Sponsor - SOLD	\$20,000	<ul style="list-style-type: none"> You will receive logo and name recognition as the presenting sponsor in all event materials and paid advertising. <ul style="list-style-type: none"> This includes radio advertisements, billboard advertisements, posters, postcards, social media, website, event signage and participant t-shirts. 200-word write-up about your company included on the event webpage. You will have the opportunity to deliver remarks to participants at the event. You will get priority registration for your corporate team, with t-shirts for all team participants. You will be able to provide volunteers for the sponsored component of the event.
INNvaluable Sponsor (only 1 opportunity available)	\$10,000	<ul style="list-style-type: none"> You will receive logo recognition as the INNvaluable sponsor in the following event materials <ul style="list-style-type: none"> This includes posters, postcards, social media, website, event signage and participant t-shirts. Complimentary booth on event day You will get priority registration for your corporate team, with t-shirts for all team participants. You will be able to provide volunteers for the sponsored component of the event.
The INNer Circle (only three opportunities available)	\$5,000	<ul style="list-style-type: none"> You will receive logo recognition as an INNer Circle sponsor in the following event materials <ul style="list-style-type: none"> This includes posters, postcards, social media, website, event signage and participant t-shirts. You will get priority registration for your corporate team, with t-shirts for all team participants.
The INN Crowd (only five opportunities are available)	\$3,000	<ul style="list-style-type: none"> You will have the choice of logo recognition as a sponsor of one of the following event components: Registration Gift, Volunteers, BBQ, Kids Activity Zone or Water Station. Your logo is included on event signage and participant t-shirts. You will get Priority registration for your corporate team, with t-shirts for all team participants.
Event Champion	\$1,000	<ul style="list-style-type: none"> Your logo will be included on event signage and participant t-shirts.
Prizing/ Event Donation	\$250 & up	<ul style="list-style-type: none"> Your company name will be listed on event signage and participant t-shirts.

* Note that the above benefits are contingent upon confirming your commitment before print and publication deadlines. If you have any questions, please reach out to us at events@innfromthecold.org