

15TH
ANNIVERSARY



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 26, 2026
10am – 4pm

McHugh Bluff Stairs on
Memorial Drive

EndHomelessness.ca



Donations generously
matched by the
Power of One
Foundation



Dear Potential Sponsor,

Join us for the **15th annual Steps to End Homelessness**, with all sponsorships and donations generously matched by **Power of One Foundation in honour of Suzanne West**, on **Sunday, April 26**, at the **McHugh Bluff stairs in Crescent Heights!**

This iconic event brings together over **250 participants** fundraising and stepping in support of families and children experiencing homelessness.

Why your support matters:

- **Double your impact:** Sponsorships and donations are matched by the Power of One Foundation, Suzanne West's charitable foundation, which continues her legacy by supporting initiatives that create lasting change for vulnerable families.
- **Community impact:** Help support over 160 families each night through Inn from the Cold's shelter and housing programs, plus countless more through prevention and diversion services.
- **Recognition for your organization:** Sponsors receive visibility at the event and in promotional materials, showing your commitment to ending family homelessness while aligning your company with a meaningful community cause

About Steps to End Homelessness:

Founded in 2009 by community advocate Suzanne West, the event was born out of her tireless passion to end child and family homelessness. Now hosted by Inn from the Cold, Steps to End Homelessness continues Suzanne's mission, honouring her memory while inspiring Calgary to make a difference.

We are honoured to continue her legacy and invite you to step up with us to make this year's event the most successful yet.

Supported by: Power of One Foundation, in honour of Suzanne West

Check out our sponsorship opportunities on the next page to see how your organization can make a meaningful difference and be recognized for your support.

Together, we can end family homelessness.

Thank you for your consideration,

SPONSORSHIP OPPORTUNITIES

Level	Investment	Marketing Benefits
Presenting Sponsor	\$25,000	<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 web page. 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 three 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

* Inn from the Cold Society is planning to raise an estimated \$5.8 million in our 2025/26 fiscal year through fundraising activities, which will cost our organization an estimated \$670,000. The money we raise will help create brighter futures for children and families experiencing homelessness in our community.