

# Health + Homecoming Gala

We invite you to stand with us  
—as a sponsor, as a changemaker,  
and as a community leader - in  
transforming how Victoria cares  
for our most vulnerable neighbours.

## Join us

Saturday, September 27, 2025  
Hotel Grand Pacific, Victoria, BC

## Sponsorship Opportunities

Join us for a powerful night of purpose and celebration, where health, housing, and community come together under one roof. The Health + Homecoming Gala is a signature fundraising event in support of Cool Aid's newest community health centre—a first-of-its-kind space that will deliver barrier-free, trauma informed team-based care to thousands of people who are often left behind by the traditional health care system.

For more information  
please contact:

Steven Seltzer  
Manager of Fund Development

+1250.882.8441  
sseltzer@coolaid.org

coolaid.

# Health + Homecoming —A Gala for Good

The Health + Homecoming Gala is a special evening to raise critical funds to complete the Dr. Joe Haegert Community Health Centre, located at Crosstown—Cool Aid's most ambitious integrated health and housing project to date.

This event will bring together community leaders, healthcare advocates, philanthropists, and local changemakers for a night of connection, impact, and inspiration. Guests will enjoy a fantastic dinner, live music, powerful storytelling, and the chance to be part of something transformative for Victoria.

All proceeds support the opening and operation of the new centre, which will deliver team-based, trauma-informed health care to people who face systemic barriers to wellness—whether due to homelessness, poverty, racism or complex health issues.

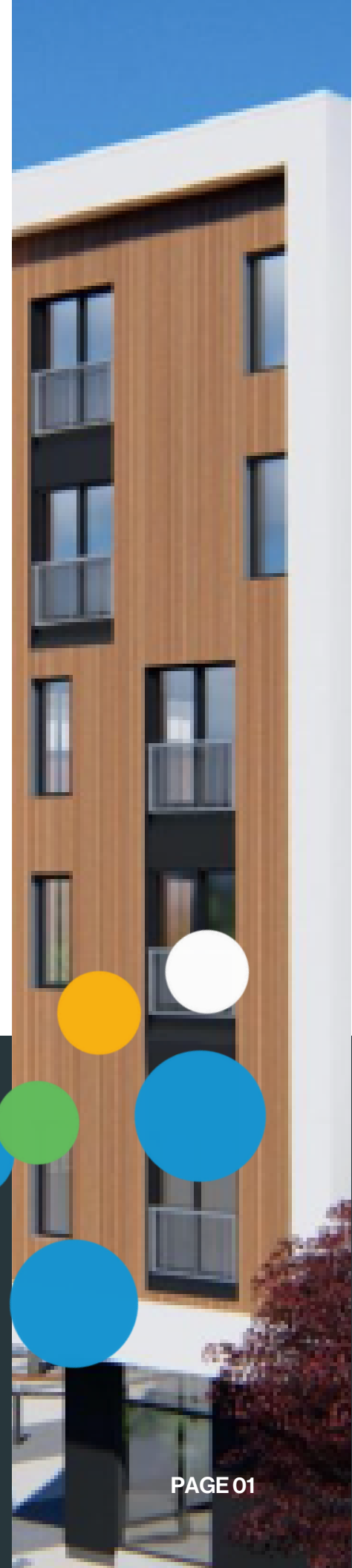
This is more than a gala. It's a statement about the kind of community we want to be.

Victoria Cool Aid Society

**coolaid:**  
[coolaid.org/crosstown-campaign](https://coolaid.org/crosstown-campaign)

Crosstown  
584 Burnside Road

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# Why Sponsor?

Sponsoring the Health + Homecoming Gala is more than a philanthropic gesture—it's a strategic opportunity to align your brand with one of the most respected and impactful organizations in the region.

As a sponsor, you'll demonstrate your commitment to community health, housing, and equity, while connecting with a highly engaged and values-driven audience. Your support will be seen, felt, and remembered—by our guests, by the media, and by the thousands of people whose lives are touched by Cool Aid.

## As a sponsor, you will:

- **Increase your brand visibility** through traditional and digital media before, during, and after the event.
- **Reach a diverse and influential audience** of community leaders, healthcare professionals, donors, and advocates.
- **Demonstrate leadership in social responsibility**, aligning with ESG, DEI, and community investment goals.
- **Create lasting impact**, helping open a vital health centre that will serve thousands in need every year.

## Your partnership sends a clear message:

You care about the health and wellbeing of our WHOLE community—and you're taking action to make it better.

## Audience Profile:

The Health + Homecoming Gala will bring together an influential and diverse group of community members who care deeply about creating real change in Victoria.

## Who Will Be There:

- 200+ guests including business and community leaders, health professionals, philanthropists, elected officials, and community champions
- Cool Aid's top donors and supporters
- Local media (including online platforms)

## Media & Marketing Reach:

- Times Colonist print & digital ads reaching 250,000+ monthly readers
- Cool Aid's social media: Featuring 9,000 engaged followers across Facebook, Instagram, and LinkedIn
- Email promotion to 5,000+ subscribers and supporters
- Promotion on the Health + Homecoming event page (the Victoria Cool Aid website sees over 5,000 monthly visitors)
- Potential press opportunities and photo features

Learn more at [coolaid.org](https://coolaid.org)

# Sponsorship Levels



BENEFITS	Champion of Care \$15,000	Wellness Advocate \$10,000	Healing Partner \$7,500	Health Provider \$5,000	Community Supporter \$2,500
Exclusive Naming Rights	"Presenting Sponsor" on All Materials.	×	×	×	×
Logo on event signage and screens	Premiere Placement	Prominent Placement	Featured	Standard Placement	Name Only
Times Colonist Ad Inclusion	Key Logo	Key Logo	Logo	Logo	Name Only
Social Media Campaigns	Dedicated Spotlight + Thanks	Multiple Posts	Group Post	Thankyou Mention	Group Mention
Event Program & Web Recognition	Fullpage Ad Plus Website Feature	Half Page Ad	Logo	Logo	Name Only
Verbal Recognition at Event	Emcee Thanks and Option to Speak	✓	✓	✓	×
Branded Swag Opportunity	✓	✓	×	×	×
Gala Tickets	6 Tickets	4 Tickets	2 Tickets	1 Ticket	×

## Add-On Visibility Opportunities

Custom sponsorships **designed to highlight your brand** in memorable ways. These unique opportunities allow your organization to stand out with targeted brand alignment at key moments during the Health + Homecoming Gala.

### Music & Entertainment Partner – \$5,000

Be the brand behind the vibe. Your sponsorship will be recognized before and after live performances, and on event signage near the stage. Includes:

- Verbal recognition from the emcee
- 1 Gala Ticket
- Logo on entertainment signage
- Thank-you in event program and slideshow

### Table Centrepiece Sponsor – \$2,500

Your logo will bloom at every table. Includes:

- Branded cards on each table
- Mention in event program and slideshow
- Thank-you post on social media

### Welcome Drink Sponsor – \$5,000

Everyone's first impression starts with you. Includes:

- Signage at bar
- Custom drink named after your business (optional)
- 1 Gala Ticket
- Social media shout-out + listing in program

### Auction Sponsor – \$2,000

Help raise funds and make it fun. Includes:

- Logo on auction signage and bid sheets
- Recognition in program
- Thank-you post on social media

### Photo Booth (X-Ray) Sponsor – \$5,000

Capture the joy—and have your brand in every shot. Includes:

- Logo on all printed and digital photo strips
- Signage at photo booth
- 1 Gala Ticket
- Social media thanks and post-event photo album inclusion

# The Impact of Your Support

Your sponsorship goes far beyond a single night. It helps open the doors to the **Dr. Joe Haegert Community Health Centre**—a new kind of care for people who have been systemically excluded from it.

Located at **584 Burnside Road East**, Crosstown is Cool Aid's most ambitious integrated development to date: a **154-unit community** offering both supportive and affordable housing, alongside wraparound services such as a commercial kitchen, and dedicated healing spaces.

At the heart of this community will be the **Dr. Joe Haegert Community Health Clinic**, delivering **barrier-free, team-based care** to people who too often fall through the cracks. It will include:

- Primary and preventative care
- Mental health and recovery pathways
- Physiotherapy and chronic condition management
- Social work and housing navigation
- Culturally safe, trauma-informed care

Funds raised through this event will also help purchase the essential medical equipment and furnishings needed to outfit the clinic—everything from exam tables and diagnostic tools to accessible furniture, ensuring that people are treated with dignity and respect. Every sponsorship dollar increases vital health services for those in need in our community.

**By standing with us, you're not just sponsoring an event—you're helping build a fully equipped, community-powered space where healing can begin.**

“

The Dr. Joe Clinic will be a healthcare hub. Patients will be seen in a real clinic—not a temporary room in a shelter.

Mary Chudley, Director of Health & Support Services, Cool Aid

# SPONSORSHIP FORM

## Contact Information:

Company Name/Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Address: \_\_\_\_\_

Email Address: \_\_\_\_\_ City: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Province: \_\_\_\_\_

Website: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Facebook, Instagram and LinkedIn Handles: @ \_\_\_\_\_ @ \_\_\_\_\_

## Preferred method of payment:

☐ Cheque Enclosed

Payable to Victoria Cool Aid Society

☐ Credit Card

(We will contact you to process credit card

## Select Sponsorship Level:

*(Please check the benefits you would like to receive in accordance with your sponsorship level.)*

*Don't see something that's the right fit? Let's chat. We're happy to work with you to create a customized opportunity that aligns with your brand and your impact goals.*

☐ Champion of Care

☐ Wellness Advocate

☐ Healing Partner

☐ Health Provider

☐ Community Supporter

☐ Music Therapy and Entertainment

☐ Welcome Prescribed Drink Sponsor

☐ Photo (X-Ray) Booth Sponsor

☐ Table Centrepiece Sponsor

☐ Auction Sponsor

**Total Amount Pledged: \$**\_\_\_\_\_.

## Agreement Terms:

By signing this Agreement, the Sponsor agrees to the terms and conditions outlined herein and commits to the sponsorship level selected. The Sponsor further agrees to pay the full sponsorship amount of \$\_\_\_\_\_ as outlined in the Sponsorship Package, payable by (Sep 15, 2025. Sponsorship benefits will only be confirmed upon receipt of payment, provided by The Victoria Cool Aid Society.

Charity Registration Number:

12820 5069 RR0001

Mail to:

101-749 Pandora Ave.,  
Victoria, BC V8W 1N9

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

For your sponsorship, please either make a payment by cheque to the Victoria Cool Aid Society or contact Steven Seltzer, Manager of Development at 250-882-8441, [sseltzer@coolaid.org](mailto:sseltzer@coolaid.org), to pay by credit card.

**For more information  
please contact:**

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Manager of Development  
Victoria Cool Aid Society

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**coolaid.**