

Health + Homecoming *Gala* 2026

Join us as we work together as sponsors, changemakers, and community leaders to transform how Victoria cares for people facing the greatest barriers.

Saturday, September 26, 2026
Hotel Grand Pacific

Sponsorship Opportunities

Health + Homecoming returns as Cool Aid's signature fundraising event, strengthening the full continuum of care we provide across Greater Victoria. With your support, people receive safe, stable homes and compassionate, accessible health services — the foundation thousands depend on each year.

This year's gala will help advance Cool Aid's housing and health initiatives, including operation of the soon-to-open Dr. Joe Haegert Community Health Centre. As a cornerstone of our integrated model of care, this centre at Crosstown will expand access to barrier-free, trauma-informed, team-based health services for people who are too often underserved by the traditional health system.

For more information:

Daniela Lara
Manager Philanthropy & Engagement
250-216-8110
dlara@coolaid.org
Or donate@coolaid.org / 250.414.4793

COOLaid

Health + Homecoming

The Second Annual Gala for Good

The Victoria Cool Aid Society invites your support for our 2nd Annual Health + Homecoming Gala in September 2026, with a goal of raising \$400,000 to sustain Cool Aid's essential housing and health services. A significant portion of this year's fundraising will help operate the soon-to-open Dr. Joe Haegert Community Health Centre, a fully integrated, team-based health hub at Crosstown.

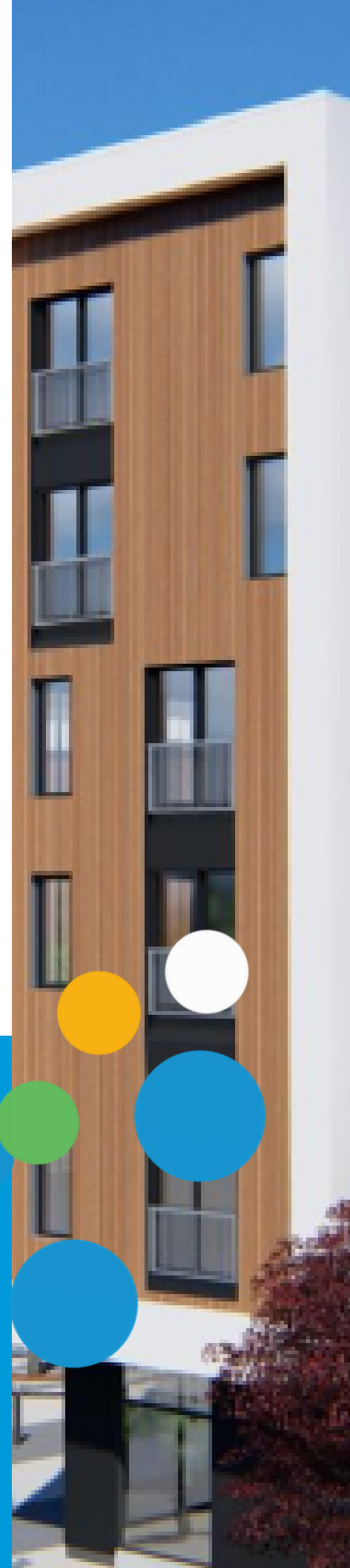
Cool Aid's work is grounded in one simple truth: housing and health care must go together. Stable housing creates the foundation for recovery, while compassionate, barrier-free care helps people remain housed, healthy, and supported. The new health centre will deliver primary care, mental health and recovery supports, culturally safe services, and access to a community pharmacy — all under one roof.

The gala brings together business leaders, health care champions, and community supporters for an inspiring evening of dinner, music, storytelling, and impact. Your sponsorship directly supports people facing homelessness, poverty, trauma, and complex health needs — and helps build a stronger, healthier community for everyone.

coolaid

coolaid.org/crosstown-campaign

Crosstown
584 Burnside Road





Why Sponsor?

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

As a sponsor, you 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 every year.

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 of people each year.

Your partnership sends a clear message:

You care about the health and well-being of our whole community — and you're taking action to make it stronger.

Audience Profile:

The Health + Homecoming Gala brings together an influential and diverse group of community members who care deeply about creating meaningful 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 and digital news platforms

Media & Marketing Reach:

Your brand will be showcased across multiple platforms with significant reach:

- **Times Colonist** print & digital ads reaching **250,000+ monthly readers**
- **Cool Aid social media:** 9,000 engaged followers across Facebook, Instagram, and LinkedIn
- **Email marketing** to **3,500+ subscribers and supporters**
- **Event page promotion** on coolaid.org (**5,000+ monthly visitors**)
- Opportunities for **press coverage, photography features, and on-site recognition** throughout the evening

Sponsorship Levels

BENEFITS	Champion of Care \$17,500	Wellness Advocate \$10,000	Healing Partner \$7,500	Health Provider \$5,500	Community Supporter \$3,000
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 – \$3,000

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 – \$5,500

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 – \$3,000

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 – \$5,500

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

When you support Health + Homecoming, you strengthen an entire continuum of care — from safe, stable housing to accessible, compassionate health, wellness and recovery services delivered across Cool Aid’s programs.

Each year, Cool Aid provides housing and wraparound supports to more than 1,000 people, and delivers care to 7,000 health patients and 3,000 dental patients. Your sponsorship will help to ensure that more people in Greater Victoria have what everyone deserves: a home, a warm meal, a trusted care team, and a place where they feel welcome and respected.

Cool Aid’s housing communities and health programs are intentionally designed to work together. With 154 homes at Crosstown and hundreds more across our 16 housing and shelter sites, residents receive integrated supports including meals, mental health care, recovery services, seniors programming, and pathways to independence — all rooted in dignity and connection.

This is a pivotal year. At the heart of our continuum is the soon-to-open Dr. Joe Haegert Community Health Centre, which will expand access to:

- Primary and preventative care
- Mental health and recovery supports
- Chronic disease and mobility management
- Social work and housing stabilization
- Culturally safe, trauma-informed care
- A community-access pharmacy

Your sponsorship helps launch and operate this vital health centre, while supporting the equipment, staffing, and infrastructure needed to deliver care with dignity — from exam rooms and community spaces to outreach supports.

This work does more than change individual lives. Integrated housing and health services reduce pressure on emergency rooms, policing, and crisis responses — strengthening the entire region and contributing to a healthier, more resilient community.

And behind every program is a human story. For many residents, Cool Aid is the first place they feel safe, seen, and supported — a turning point in rebuilding their lives.

Your sponsorship fuels:

Homes • Health care • Mental wellness • Recovery • Connection

Your investment creates moments of safety, connection, and possibility — one person, one home, one health visit at a time.



Your support helps create the stability, care, and connection that people like Lawrence depend on. Lawrence is a long-time Cool Aid resident whose story reflects the strength of our continuum of housing and health services.

Scan the QR code to meet Lawrence and hear his experience in his own words.



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 Credit Card
(payments)) Payable to Victoria Cool Aid Society (We will contact you to process credit card)

Select Sponsorship Level: Champion of Care Music Therapy and Entertainment
(Please check the benefits you would like to receive in accordance with your sponsorship level.) Wellness Advocate Welcome Drink Sponsor
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. Healing Partner Photo (X-Ray) Booth Sponsor
 Health Provider Table Centrepiece Sponsor
 Community Supporter 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, 2026. Sponsorship benefits will only be confirmed upon receipt of payment, provided by The Victoria Cool Aid Society.

Signature: _____

Date: _____

or your sponsorship, please either make a payment by cheque to the Victoria Cool Aid Society or contact Cool Aid at 250-414-4793 to pay by credit card

Charity Registration Number:
12820 5069 RR0001

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

**For more information
please contact:
Daniela Lara
Victoria Cool Aid Society**

250-216-8110
dlara@coolaid.org
or
donate@coolaid.org / 250.414.4793

coolaid.