



Abbotsford Hospice
& Grief Support Society

SPONSORSHIP PACKAGE

Moments of Hope Gala NIGHT IN RED

Celebrating 40 Years

April 11, 2026 / Reflections Banquet Hall

ABOUT THE GALA



Families Supporting Families Celebrating 40 Years

Our Moments of Hope Gala is an annual fundraising gala hosted by Abbotsford Hospice & Grief Support Society (AHGSS) that is dedicated to raising funds to support our programs and services which we offer free-of-charge to individuals and families in our community of Abbotsford, BC and the Fraser Valley.

Join us and over 300 compassion champions for a fun and impactful evening celebrating “A Night in Red: The Ruby Year of Hospice,” in honour of our 40th anniversary. This event is more than just a night of entertainment - it is an opportunity to make a lasting impact on the incredible city we call home.

This year's theme, "A Night in Red," brings a luxurious twist to our celebration. Think James Bond meets Vegas glamour - a bold and elegant evening where ladies shine in striking red dresses and gentlemen turn heads in red tuxedos and sharp formalwear. Dress to impress and embrace the red-carpet flair as we mark 40 years of compassionate care in style.

Why Sponsor?

- **Visibility:** Your brand will be prominently featured in all promotional materials, including event program, numerous social media posts, and press releases. AHGSS currently has over 6,000 social media followers across our 4 major platforms (Facebook, Instagram, LinkedIn, and Twitter). We also have over 10,000 unique visitors to our website yearly.
- **Networking Opportunities:** Connect with influential individuals, community leaders, and potential clients/customers.
- **Social Responsibility:** Demonstrate your commitment to social causes and local community development.
- **Exclusive Benefits:** Depending on the sponsorship level, enjoy perks such as VIP tables, logo placement on event banners, and recognition during the event.

AHGSS Fast facts: (last fiscal year May 1, 2023 - April 30, 2024) - Unique individuals impacted:



Abbotsford Hospice
& Grief Support Society



Adults reached in
the community
through grief and
loss services

910



Children reached in
the community
through grief and
loss services

1049



Patients
admitted to
palliative care

435

Total individuals
impacted through
AHGSS*

21,546

For each client served, 9 members of the client's personal circle are directly impacted - taken from the BC Hospice Palliative Care Association 2021 Provincial & Territorial Grief and Bereavement Report

PRESENTING SPONSOR

SOLD - VANDEVEN FINANCIAL SOLUTIONS

\$25,000



Sponsorship Includes:

- Logo prominently displayed on all promotional materials
- Exclusive mention in press releases
- Full-page ad in the event program
- 1/4-page "Thank You to Our Presenting Sponsor" ad in The Abbotsford News (\$550 value)
- Two (2) tables with for 8 guests per table (\$4400 value)
- Verbal recognition during the event
- Opportunity to present in person at the event
- Inclusion in video appeal (details TBD) segment at the gala, published post-event on the AHGSS website
- Logo to be included on promotional material for AHGSS Raffle fundraiser (details to be confirmed)
- Opportunities to reach an new demographic with a focus on our agricultural community in print, digital marketing and support from The Abbotsford News, The Patrika multicultural newspaper, and Rogers Media
- Six (6) pre-event posts on AHGSS social media (Instagram, Facebook and LinkedIn) that include your logo and hyperlink or URL to your website
- Opportunity to work with AHGSS to develop engaging social media content to promote your sponsorship, maximize engagement or increase impressions for your brand

PILLAR SPONSOR

ONE (1) AVAILABLE

\$17,500

Sponsorship Includes:

- Logo prominently displayed on all promotional materials
- Mention in press releases
- Full page ad in the Moments of Hope event program
- 1/4-page ad in The Abbotsford News (pre-event) (\$550 value)
- Inclusion in our full-page "Thank You to Our Sponsors" ad in The Abbotsford News (post-event)
- Two (2) full tables for 16 valued guests (\$4400 value)
- Verbal recognition during the event
- Four (4) pre-event announcements of your support on AHGSS social media (Instagram, Facebook and LinkedIn), including your logo
- Opportunity to work with AHGSS to develop engaging social media content to promote your sponsorship, maximize engagement or increase impressions for your brand
- Exclusive promotional video for pre-event social platform use

HOSPICE HEROES SPONSOR

ONE (1) AVAILABLE

\$12,500

Sponsorship Includes:

- Logo prominently displayed on all promotional materials
- Mention in press releases
- Full page ad in the event program
- 1/4-page “Thank You to Our Hospice Heroes Sponsor” ad in The Abbotsford News (pre-event) (\$550 value)
- Inclusion in our full-page “Thank You to Our Sponsors” ad in The Abbotsford News (post-event)
- Two tables:
 - One (1) table for seating for 8 of your organizations guests (\$2200 Value)
 - One (1) table for seating for 8 members of the clinical staff at Abbotsford Regional Hospital and Cancer Centre (ARHCC) which your organization will be sponsoring (\$2200 Value)
- Opportunity to introduce the guests from ARHCC, share a message of thanks and gratitude for their commitment to patient care and support for our hospice
- Verbal recognition during the event
- Three (4) pre-event announcements of your support on AHGSS social media (Instagram, Facebook and LinkedIn), includes your logo
- Opportunity to work with AHGSS to develop engaging social media content to promote your sponsorship, maximize engagement or increase impressions for your brand

RUBY SPONSOR

ONE (1) AVAILABLE

\$10,000

Sponsorship Includes:

- Logo prominently displayed on all promotional materials
- Mention in press releases
- Full page ad in the event program
- 1/4-page “Thank You to Our Hospice Heroes Sponsor” ad in The Abbotsford News (pre-event) (\$550 value)
- Inclusion in our full-page “Thank You to Our Sponsors” ad in The Abbotsford News (post-event)
- Two tables:
 - One (1) table for seating for 8 of your organizations guests (\$2200 Value)
- Verbal recognition during the event
 - Along with logo displayed on the screen during formal program and presentation
- Three (3) pre-event announcements of your support on AHGSS social media (Instagram, Facebook and LinkedIn), includes your logo
- Opportunity to work with AHGSS to develop engaging social media content to promote your sponsorship, maximize engagement or increase impressions for your brand

PLATINUM SPONSOR

\$8,000

Sponsorship Includes:

- Logo displayed on all promotional materials
- Mention in press releases
- 1/2 page ad in the event program
- Feature ad in The Abbotsford News (pre-event)
- Inclusion in our full-page “Thank You to Our Sponsors” ad in The Abbotsford News (post-event)
- One (1) table for 8 guests (\$2200 value)
- Verbal recognition during the event
- Two (2) pre-event announcements of your support on AHGSS social media (Instagram, Facebook and LinkedIn), includes your logo
- Opportunity to work with AHGSS to develop engaging social media content to promote your sponsorship, maximize engagement or increase impressions for your brand

DINNER SPONSOR

ONE (1) AVAILABLE

\$7,000

Sponsorship Includes:

- Logo displayed on all promotional materials
- Exclusive signage on all dinner tables featuring your logo/design as Dinner Sponsor
- Mention in press releases
- 1/4 page ad in the event program
- Mention in ad in The Abbotsford News (pre-event)
- Inclusion in our full-page “Thank You to Our Sponsors” ad in The Abbotsford News (post-event)
- One (1) table for 8 guests (\$2200 value)
- Verbal recognition during the event
- Two (2) pre-event announcements of your support on AHGSS social media (Instagram, Facebook and LinkedIn), includes your logo
- Opportunity to work with AHGSS to develop engaging social media content to promote your sponsorship, maximize engagement or increase impressions for your brand

GOLD SPONSOR

\$5,500

Sponsorship Includes:

- Logo displayed on all promotional materials
- Mention in press releases
- 1/4 page ad in the event program
- Mention in ad in The Abbotsford News (pre-event)
- Inclusion in our full-page “Thank You to Our Sponsors” ad in The Abbotsford News (post-event)
- One (1) table for 8 guests (\$2200 value)
- Verbal recognition during the event
- Two (2) pre-event announcements of your support on AHGSS social media (Instagram, Facebook and LinkedIn), includes your logo
- Opportunity to work with AHGSS to develop engaging social media content to promote your sponsorship, maximize engagement or increase impressions for your brand

ENTERTAINMENT SPONSOR

ONE (1) AVAILABLE

\$4,000

Sponsorship Includes:

- Logo displayed on all promotional materials
- Logo in the event program
- Inclusion in our full-page “Thank You to Our Sponsors” ad in The Abbotsford News (post-event)
- Four (4) tickets to the gala for your organization or guests (\$1100 value)
- Verbal recognition during the event from our Entertainer
- Two (2) pre-event announcements of your support on AHGSS social media (Instagram, Facebook and LinkedIn), includes your logo
- Opportunity to work with AHGSS to develop engaging social media content to promote your sponsorship, maximize engagement or increase impressions for your brand

WINE SPONSOR

ONE (1) AVAILABLE

\$3,000

Sponsorship Includes:

- Wine bottle with logo placed on every table
- Logo displayed on all promotional materials
- Logo in the event program
- Inclusion in our full-page “Thank You to Our Sponsors” ad in The Abbotsford News (post-event)
- Four (4) tickets to the gala for your organization or guests (*\$1100 value*)
- Verbal recognition during the event
- One (1) pre-event announcements of your support on AHGSS social media (Instagram, Facebook and LinkedIn), to over 6,000 social media followers
- Opportunity to work with AHGSS to develop engaging social media content to promote your sponsorship, maximize engagement or increase impressions for your brand

SILVER SPONSOR

LIMITED AVAILABILITY

\$2,500

Sponsorship Includes:

- Logo displayed on all promotional materials
- Logo in the event program
- Inclusion in our full-page “Thank You to Our Sponsors” ad in The Abbotsford News (post-event)
- Four (4) tickets to the gala for your organization or guests (*\$1100 value*)
- Verbal recognition during the event
- One (1) pre-event announcements of your support on AHGSS social media (Instagram, Facebook and LinkedIn), includes your logo
- Opportunity to work with AHGSS to develop engaging social media content to promote your sponsorship, maximize engagement or increase impressions for your brand

RED CARPET SPONSOR

ONE (1) AVAILABLE

\$2,000

Sponsorship Includes:

- Signage as you enter the venue starting from the valet parking to the Photo-Op
- Logo in the event program
- Permanent name on a butterfly on our Wall of Hope
- Inclusion in our full-page “Thank You to Our Sponsors” ad in The Abbotsford News (post-event)
- Two (2) tickets to the gala for your organization or guests (\$550 value)
- Verbal recognition during the event
- One (1) pre-event announcements of your support on AHGSS social media (Instagram, Facebook and LinkedIn), includes your logo
- Opportunity to work with AHGSS to develop engaging social media content to promote your sponsorship, maximize engagement or increase impressions for your brand

WALL OF LIQUOR SPONSOR

ONE (1) AVAILABLE

\$2,000

Sponsorship Includes:

- Signage in front of the Wall of Liquor all night that will be raffled off
- Logo in the event program
- Permanent name on a butterfly on our Wall of Hope
- Inclusion in our full-page “Thank You to Our Sponsors” ad in The Abbotsford News (post-event)
- Two (2) tickets to the gala for your organization or guests (\$550 value)
- Verbal recognition during the event
- One (1) pre-event announcements of your support on AHGSS social media (Instagram, Facebook and LinkedIn), includes your logo
- Opportunity to work with AHGSS to develop engaging social media content to promote your sponsorship, maximize engagement or increase impressions for your brand

WINGS OF HOPE SPONSOR

\$1,500

Sponsorship Includes:

- Logo in the event program
- Permanent name on a butterfly on our Wall of Hope
- Inclusion in our full-page "Thank You to Our Sponsors" ad in The Abbotsford News (post-event)
- Two (2) tickets to the gala for your organization or guests (\$550 value)
- Verbal recognition during the event
- One (1) pre-event announcements of your support on AHGSS social media (Instagram, Facebook and LinkedIn), includes your logo
- Opportunity to work with AHGSS to develop engaging social media content to promote your sponsorship, maximize engagement or increase impressions for your brand

OUR MEDIA PARTNERS

The Abbotsford Hospice and Grief Support Society's media partnerships for our Moments of Hope gala represent an exciting development that brings significant value to both sponsors and the organization.



Key benefits and value propositions associated with these partnerships include:

- Increased Visibility and Exposure:
 - Sponsors will benefit from increased brand exposure and recognition, reaching potential customers and clients who may not have been aware of their products or services.
- Multi-Channel Promotion:
 - Multi-channel promotion, including interviews, articles, social media coverage, and promotional ads. This comprehensive approach ensures that the event and sponsors are promoted through various mediums, maximizing exposure.
- Community Engagement:
 - Partnerships with local media outlets can strengthen ties with the community. Local news coverage and features can help build a sense of community involvement and support for both Abbotsford Hospice and Grief Support Society and our gala sponsors.
- Digital Presence and Engagement:
 - In the digital age, media partnerships often include online platforms and social media. This not only extends the reach but also allows for real-time engagement with the outlet's audience, creating a buzz leading up to the event.