

# 2024 COURAGE GALA

Curiosity. Imagination.  
Discovery.



Sponsorship Package

# ABOUT THE COURAGE GALA 2024

This year's Courage Gala is an evening of Curiosity, Imagination, and Discovery. Curiosity is the urge to investigate, to discover. It engages both imagination and intelligence, which are integral to advancing science, innovation, technology, and research.

Together, through an evening of Curiosity, Imagination, Discovery and the power of philanthropy, we can reimagine human ability through technology, innovation, and research.

Since its inception in 2010, in support of the Glenrose Hospital, the award-winning Courage Gala has raised more than **\$4 million** in support of technology, equipment, and research directly impacting the lives of patients undergoing rehabilitation. The Courage Gala was the 2017 winner of the Best Fundraiser through the Edmonton Events Awards.

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## 2024 COURAGE GALA

**Curiosity. Imagination. Discovery.**

Friday, April 12<sup>th</sup>, 2024  
Edmonton Convention Centre, Hall D

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"Truly curious people go beyond science into art, history, literature, and language as part of the practice of medicine. Both the science and the art of medicine are advanced by Curiosity... what is the reward of Curiosity? To the patient, it is the interest and physical propinquity of the physicians which is therapeutic in and of itself. To the physician, Curiosity leads not only to diagnoses but to great stories and memories, those irreplaceable "moments in medicine" that we all live for."

- Faith T. Fitzgerald, MD University of California, Davis, Medical Center

**"We are entering a new age for human ability.** We are on the precipice of a new era where advanced technologies have the potential to transform patient care and enhance outcomes. By cultivating a mindset of curiosity that both encourages and incentivizes innovation, we can reinvent how we provide rehabilitative care throughout the province."

- Mark Korthuis, President & CEO, Glenrose Hospital Foundation



# ABOUT THE GLENROSE HOSPITAL AND THE GLENROSE HOSPITAL FOUNDATION

The Glenrose Hospital is the largest freestanding, comprehensive tertiary rehabilitation center in Canada. It is Alberta's only hospital dedicated to rehabilitation. With over 100,000 patient visits yearly, Glenrose Hospital provides complex care for patients of all ages after a serious accident or illness and those living with lifelong conditions.

The Glenrose Hospital Foundation enables breakthroughs in human ability through innovation, research, and technology.

At the Glenrose Hospital Foundation, our focus is mobilizing resources to accelerate advances in human ability. We strongly believe that every individual, regardless of their circumstances, deserves an opportunity to reclaim their life and regain their physical and mental well-being. This belief has been the driving force behind our relentless pursuit of advancements in rehabilitation and our commitment to leveraging technology and research to enhance the quality of care we provide.

Reimagining human ability.

# THE EXPERIENCE

At this renowned and award-winning black-tie event, Guests can expect an exceptional meal and craft cocktails in a stunning and creative setting. An evening of Curiosity, Imagination, and Discovery will stimulate all senses through networking, inspiring food and drinks, décor, music, patient speeches, and examples of innovation and technology to invoke imagination, an urge to discover, and a sense of wonder.



Did you know that one in three individuals will require rehabilitation during their struggle with illness or injury, creating a significant and growing demand for rehabilitation services? The opportunity to address this demand lies in harnessing the power of innovation to transform care delivery.

The Courage Gala plays an integral role in building awareness in the community and beyond around the need for investment into rehabilitative treatments to continue advancing innovation, technology, and research.

# COURAGE GALA SPONSORSHIP

Do not miss your chance to play an integral part of the 2024 Courage Gala and the Exploration of Curiosity to advance the future of rehabilitation.

**Presenting Sponsor:** We would like to extend our gratitude to Qualico Developments for their year 2 of 3-year commitment as Presenting Sponsor of the 2024 Courage Gala.



## Available Sponsorship Options Per Tier

More than one option is available under each tier for your convenience.

- \$20,000** Production, Special Guest Speaker, Venue
- \$15,000** Drink Station, Wine, Circle of Courage, VIP Champagne Reception
- \$10,000** Welcome Cocktail, Appetizer, Main Course, Dessert, Décor, Table Favours, Guest Gift, After Party, Centre Pieces, Emcee, Sweets Table
- \$5,000** Entertainment, Signature Drink, Print & Signage, Volunteer, Reception Area, Photo Moments (3), Cause Video, Patient Sponsor
- \$3,500** Safe Ride Home, Design, Silent Auction QR Code, Digital Media, Guest Experience, Photographer

BENEFITS	30,000	20,000	15,000	10,000	5,000	3,500
Gala Tickets	10	8	6	4	2	-
VIP Reception	✓	✓	✓	✓	✓	✓
Logo in Marketing Materials Including Program and Hyperlinked on Website	✓	✓	✓	✓	✓	✓
Social Media Recognition	✓	✓	✓	✓	✓	✓
Logo in Event Slideshow	✓	✓	✓	✓	✓	✓
Logo Visibility on all Post Event Collateral and Communication	✓	✓	✓	✓	✓	-
Featured Social Media Business Profile and Promotion	✓	✓	✓	✓	-	-
Post-Event Photography of all Sponsored Materials and Attendees	✓	✓	✓	-	-	-
Acknowledgement from the Podium	✓	✓	✓	-	-	-
Private Tour of BCI and Chadi Centre	✓	✓	-	-	-	-
Access to Host Meeting at our Bill Black Auditorium	✓	-	-	-	-	-

Additional tickets can be purchased for \$450 each. A table for 10 guests is \$4,500. Early bird pricing will be available until February 28, 2024 at \$400 per ticket or \$4,000 per table.

## Additional Sponsorship Opportunities

### FRIENDS OF THE GLENROSE

Choose any amount \$1,000 + for your name and logo to be highlighted on the Courage Gala Website

### SILENT AUCTION and LUXURY RAFFLE ITEMS

An official tax receipt can be provided with invoice for the cost of donated item

**OR** your name and logo to be highlighted on the Courage Gala Website

### CONTACT INFORMATION

Renee Giroux-Wyton, Senior Philanthropy Officer | 587.589.0452 | renee.giroux-wyton@ahs.ca

## COURAGE GALA 2024

# Sponsorship Agreement

Sponsorship tier and specific opportunity:

\_\_\_\_\_

Yes, I would like to reserve rights to this sponsorship opportunity for three years

I would like donate a Silent Auction or Luxury Raffle item

Contact name and title: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

By signing below, I agree to sponsor Courage Gala 2024 as indicated

Signature \_\_\_\_\_ Date \_\_\_\_\_

### **PAYMENT PREFERENCE**

Cheque to follow (payable to Glenrose Rehabilitation Hospital Foundation)

Invoice me or my company at the address above

Process sponsorship on this credit card

Card Number: \_\_\_\_\_

Card Expiry and CVV: \_\_\_\_\_

Card Holder Name: \_\_\_\_\_

Card Holder Signature: \_\_\_\_\_

### **THANK YOU**

We're grateful for your support! Kindly return this form, with your logo and branding guidelines, to [renee.giroux-wyton@ahs.ca](mailto:renee.giroux-wyton@ahs.ca)