

Presents



SPONSORSHIP

For more information, contact:

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ReProm is back! Our first ever ReProm in February 2020 was the last, best party of the year before the pandemic. It was a gala event for 2SLGBTQ+ adults and allies alike to re-experience prom on their own terms and raise funds for the Centre's important diversity and inclusion work.

This time it's prom and a birthday bash all rolled into one. It's the Centre's 50th anniversary year in 2022. We're recognizing five decades of boldly advocating (and marching!) for women's rights, 2SLGBTQ+ inclusion, and social justice.

Whether your era was the 70's, 80's, 90's, 00's, 10's or today, the Centre has always been there – unapologetically providing factual sexual health education, counselling support, and innovative programs.

Since 1972, we've been BOLD. Now we're GOLD.

Re-Prom GOLD 2022 will celebrate how far we've come and will support the work we still need to do to build safer, more inclusive communities.

Re-Prom GOLD 2022 supports Calgary's 2SLGBTQ+ community and raises funds for the Centre for Sexuality. Your corporate partnership with ReProm positions your brand as a champion of equity, diversity, and inclusion and demonstrates your commitment to creating communities where people can express their authentic selves.

Re-Prom GOLD 2022

- When** Saturday, October 22, 2022
- Where** Crystal Ballroom, Fairmont Palliser Hotel, Calgary
- What** Glitz, glam and gold. High school prom theme with a sophisticated adult vibe, delicious food, live entertainment, photo booths, candy tables, and celebrating 50 years of the Centre by dancing to five decades of tunes.
- Dress** Whatever best expresses your individual self. Go retro or modern. Glitzy or chill.
- Who** Our prom party-goers likely graduated from high school more than 15 years ago. They're successful professionals, business builders, community changemakers and influencers who are at the peak of their careers or emerging as new leaders. No matter their era, they are passionate about diversity and inclusion. They are committed to workplaces and life spaces where people can show up as their authentic selves.

Sponsorships range from \$1,000 to \$25,000. Ticket prices are \$175 per ticket, \$2,000 for a table of 8.

Join the Class of 2022 and help the Centre for Sexuality celebrate a half century of community impact. Secure your sponsorship space today.

“Gold and Bold” Lead Sponsor | \$25,000

- ★ Pre-event original content delivery across all digital and traditional platforms, for sharing on corporate channels. This includes:
 - First right of refusal to provide content for ReProm’s visual campaigns (Instagram and Facebook) – for example, employee engagement opportunity to submit old prom photos.
 - Sponsor social polls and surveys – share prom horror stories, what you wore, who you brought as your date. Ask employees to help craft an ultimate prom playlist, sponsored by your company.
 - The Centre will provide the content and work with your communications team to share the ReProm story and promote your brand.
- ★ Centre for Sexuality will tag Gold and Bold Sponsor in all Centre-curated content in promotional social media posts with hashtags #PromRoyalty and #RePromClassof2022
- ★ Centre for Sexuality can provide Diversity and Inclusion training at your workplace to help all employees bring their authentic selves to your company
- ★ Media coverage across all digital and traditional platforms
- ★ Exclusive speaking opportunity addressing guests during prom
- ★ Prominent logo positioning in multiple areas throughout the venue
- ★ 16 tickets

“Glitter” Sponsor | \$10,000

- ★ Exclusive branding of decor – includes elements such as balloon arches, welcome area, other high-impact decor areas
- ★ Pre-event media coverage across all digital and traditional platforms
- ★ Centre for Sexuality will tag Glitter Sponsor in all Centre-curated content in promotional social media with #RePromClassof2022
- ★ 8 tickets

“Glam” Sponsor | \$10,000 **SOLD**

- ★ Exclusive branding of photo booth – includes logo on digital photos sent to guests in real time for sharing on social media, logo on graffiti backdrop
- ★ Pre-event media coverage across all digital and traditional platforms
- ★ Centre for Sexuality will tag Glam Sponsor in all Centre-curated content in promotional social media with #RePromClassof2022
- ★ 8 tickets

“Gold Rush” Sponsor | \$10,000

- ★ Exclusive branding of candy and dessert table – includes branded desserts (i.e., cupcake or donut flags), unique AV logo displays
- ★ Pre-event media coverage across all digital and traditional platforms
- ★ Centre for Sexuality will tag Gold Rush Sponsor in all Centre-curated content in promotional social media with #RePromClassof2022
- ★ 8 tickets

“Ultimate Playlist” Sponsor | \$10,000

- ★ Exclusive branding of all entertainment – “shout out” from DJ, branding on stage
- ★ Pre-event media coverage across all digital and traditional platforms
- ★ Centre for Sexuality will tag Ultimate Playlist Sponsor in all Centre-curated content in promotional social media with #RePromClassof2022
- ★ 8 tickets

“Half Century” Sponsor | \$5,000

- ★ Logo recognition on screens, signage and in event program
- ★ 8 tickets

“Birthday Sparklers” | \$1,000

- ★ Name recognition only (no logo) on screens, signage and in event program
- ★ 2 tickets

Benefit Overview

Benefits	Gold and Bold	Glitter	Glam	Gold Rush	Ultimate Playlist	Half Century	Birthday Sparklers
16 guest tickets with preferred seating	★						
8 guest tickets		★	★	★	★	★	
2 guest tickets							★
Greeting and message to guests on stage	★						
Pre-event content delivery and involvement	★						
Logo and message in print program	★	★	★	★	★	★	
Name listing in print program							★
Table sign	★	★	★	★	★	★	★
Logo on event website	★	★	★	★	★	★	
Logo on digital sponsor loop	★	★	★	★	★	★	
Name only on digital sponsor loop							★
Inclusion on all signage	★	★	★	★	★	★	★
Recognition in social media	★	★	★	★	★		
Sponsorship of unique component of the gala		★	★	★	★		
Limo transportation to and from the gala	★						
Predominant display of logo on venue wall	★	★	★	★	★		
Diversity and Inclusion training from Centre for Sexuality	★						

To ensure we are able to provide all benefits listed within your sponsorship level, sponsorship agreements and logos must be submitted no later than September 1, 2022.

To discuss your involvement, please contact:

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