

Sponsorship Guide

TRU Williams Lake Gala 2023

A Night under the *Stars*



THOMPSON RIVERS UNIVERSITY

Introduction

The TRU Williams Lake Gala, supporting student scholarships and awards, is a semi-formal affair that brings together more than 150 individuals for a spectacular evening. Funds raised support students and positively impact the overall student experience at Thompson Rivers University Williams Lake campus. Over the past eight years, this event has raised over \$150,000 for student support. This year, the theme is “A Night Under the Stars.”

Support
students in
Williams Lake

The TRU Williams Lake Gala is taking place on Saturday, October 14, 2023 at TRU’s gymnasium in Williams Lake, on T’exelcenc territory within Secwepemcúl’ecw, the traditional and unceded territory of the Secwépemc.

Oct. 14,
2023

Your support is essential to this event’s success. By providing sponsorship to cover event costs, you enable more of the funds raised to benefit students.

Standard guest tickets are also available for purchase at \$120 each or \$960 per table of eight. In addition to sponsorship opportunities, there is also a philanthropic opportunity for your organization. During the event we will be hosting a “Fund-A-Need” reverse-auction, where everyone wins because everyone gives at the amount of their own bidding. We invite you to be recognized at the event with a matching gift, which will, in turn, encourage others to give in support of students at TRU Williams Lake.

Tickets
\$120 each

About the Guests

This event hosts 120-177 guests from Williams Lake and surrounding communities. It sees a number of business owners, academic administrators, and philanthropists in attendance.



Considerations

High-resolution logo files must be provided in Vector format, along with any applicable brand guidelines or graphic standards. Details of our requirements for logo files will be provided upon confirmation of sponsorship. Business receipts are available upon request.

Presenting Sponsor

Investment: \$8,000

One available

Exclusive Benefits

- Opportunity to speak at the dinner
- Logo in the evening program listed as Presenting Sponsor
- Opportunity to provide company-branded pens which will be set on the table for every guest (this cost covered by sponsor)
- Logo included in email banner for official TRU Williams Lake Gala email communications from time of agreement
- Name mention in radio advertising

Other Sponsor Benefits

- Logo in all print advertising
- Logo on the TRU Williams Lake Gala website
- Logo on the sponsor board placed in a prominent location at the event
- Name mentioned throughout the evening
- Preferred seating for any event tickets purchased by your organization



Photos from 2019 "Masquerade"

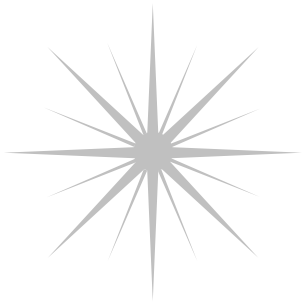


Dazzling Star

Investment: \$5,000

Sponsor Benefits

- Logo in all print advertising, billboard excepted, from time of agreement
- Logo in the evening program listed as a “Dazzling Star” sponsor
- Logo on the sponsor board placed in a prominent location at the event
- Logo on the TRU Williams Lake Gala website
- Name mentioned by MC during the event
- Business receipt
- Preferred seating for any event tickets purchased by your organization
- Logo presented larger than Glittering and Twinkling Star sponsor logos

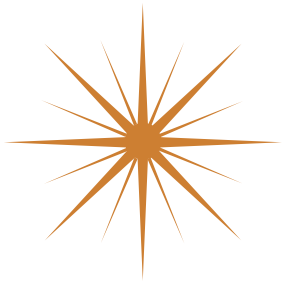


Glittering Star

Investment: \$3,500

Sponsor Benefits

- Logo in all print advertising, billboard excepted, from time of agreement
- Logo in the evening program listed as a “Glittering Star” sponsor
- Logo on the sponsor board placed in a prominent location at the event
- Logo on the TRU Williams Lake Gala website
- Name mentioned by MC during the event
- Business receipt
- Preferred seating for any event tickets purchased by your organization
- Logo presented larger than Twinkling Star sponsors



Twinkling Star

Investment: \$2,000

Sponsor Benefits

- Logo in the evening program listed as a “Twinkling Star” sponsor
- Logo on the sponsor board placed in a prominent location at the event
- Logo on the TRU Williams Lake Gala website
- Name mentioned by MC during the event
- Business receipt
- Preferred seating for any event tickets purchased by your organization
- Logo presented smaller than Glittering Star sponsors

Other Support Opportunities

Fund-A-Need Matching Gift

Investment: \$5,000+

The Need this year is student support. By donating to the Fund-A-Need, you will be supporting students as they further their education while studying locally. The money raised from this event will directly impact students in need who are studying in Williams Lake.

This is a philanthropic commitment and is eligible for a charitable tax receipt. By committing in advance to a Fund-A-Need gift you could be announced during the Fund-A-Need portion of the event.

For example, the MC would announce: "all gifts at the \$1,000 level will be matched by COMPANY NAME, up to a total of \$5,000"

Event Tickets

Patron Table

\$1,500

Includes:

- 8 tickets to the Gala
- Extra bottle of wine for the table
- Corporate name displayed at the table
- Name listed in the programs as a "Patron Table"

2018 "Spring Dreams" Gala



Standard Tickets

\$120 each

Table of 8 for \$960.

Fund-A-Need Paddle Raise at the 2023 TRU Foundation Gala in Kamloops



At-A-Glance

Recognition	Presenting \$8000	Dazzling \$5000	Glittering \$3500	Twinkling \$2000	Matching \$5000+
Speaking Opportunity	YES				
Listed as Presenting Sponsor	YES				
Distribute Pens	YES				
Email Banner	YES				
Radio Ads	YES				
Print Ads	YES	YES	YES		
Website	YES	YES	YES	YES	
Sponsor Board	YES	YES	YES	YES	
MC Mention	YES	YES	YES	YES	YES
Business Receipt	YES	YES	YES	YES	
Charitable Tax Receipt					YES

Contact

We want to build a sponsor experience that works to meet your goals.
Please call or email me to discuss. Thank you for your time and consideration.

Kelly de Chantal
Director of Development,
TRU Williams Lake



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kdechantal@tru.ca



THOMPSON RIVERS UNIVERSITY

1210 Western Ave
Williams Lake, BC V2G 1H7

tru.ca/williamslake/gala

TRU's Williams Lake campus is situated on the traditional and unceded lands of the T'exelc (Williams Lake First Nation) within the traditional territory of the Northern Shuswap people.