



LET THE
MUSIC
MOVE
YOU



Produced by John Cameron Changing Lives Foundation

SPONSORSHIP OPPORTUNITIES

June 15, 2024

Alberta
Children's
HOSPITAL  
FOUNDATION  

CRESCENDO™

**IGNITED BY KELLER CONSTRUCTION LTD.
FUELED BY OVINTIV.**

**Enjoy classic rock and pop tunes performed by the
top vocalists and musicians our province has to offer!**

We invite you to be part of CRESCENDO, a one-of-a-kind musical event in support of mental health resources and programming for children, youth and families.

This inspiring evening stirs compassion and hope for young people facing challenges in our community. Through powerful performances of some of your favourite hit songs and personal storytelling, we can build understanding, reduce stigma, and support children and youth struggling with their mental health.

Now that the doors are open at **The Summit: Marian & Jim Sinneave Centre for Youth Resilience**, funds raised at CRESCENDO will help provide a nurturing environment for kids and families as well as programs to promote self-esteem for youth. Building on best practices from world-leading mental health organizations and in consultation with youth and family advisors, Child Life specialists will offer expressive arts, horticultural therapy and other supports for those accessing care at this research-intensive, community-based mental health centre unique to Calgary.

**Join us as a sponsor at CRESCENDO and showcase your
leadership and commitment to providing world-class mental
health care for kids and families.**



SATURDAY, JUNE 15, 2024 • 7:00 PM • ARTS COMMONS JACK SINGER CONCERT HALL

SPONSORSHIP OPPORTUNITIES

Please contact Catherine Feenstra to confirm your sponsorship at cfeenstra@achf.com or 403.955.8886.

SOLD OUT IMPRESARIO \$50,000	VIRTUOSO \$25,000	MAESTRO \$10,000	CONCERTMASTER \$5,000	ENSEMBLE \$2,500	SOLOIST \$1,000
30 Tier One tickets for the performance and after-party with 2 drink vouchers per guest	20 Tier One tickets for the performance and after-party with 2 drink vouchers per guest	6 Tier Two tickets for the performance and after-party with 1 drink voucher per guest	4 Tier Two tickets for the performance and after-party with 1 drink voucher per guest	4 Tier Two tickets for the performance and after-party with 1 drink voucher per guest	2 Tier Three tickets for the performance and after-party with 1 drink voucher per guest
An additional 30 tickets for the performance at 20% off	An additional 20 tickets for the performance at 20% off	An additional 12 tickets for the performance at 20% off	An additional 8 tickets for the performance at 20% off	An additional 8 tickets for the performance at 20% off	An additional 4 tickets for the performance at 20% off
Logo recognition on ACHF/JCE website	Logo recognition on ACHF/JCE website	Logo recognition on ACHF/JCE website	Logo recognition on ACHF/JCE website	Name recognition on ACHF/JCE website	Name recognition on ACHF/JCE website
Prominent logo on ACHF hospital screens	Logo recognition on ACHF hospital screens	Logo recognition on ACHF hospital screens	Name recognition on ACHF hospital screens		
Tagged posts on social media	Tagged posts on social media	Recognition on social media	Recognition on social media		
Prominent logo recognition on print and digital event signage	Logo recognition on print and digital event signage	Logo recognition on print and digital event signage	Name recognition on print and digital event signage	Name recognition on print event signage	
Featured logo on dedicated event signage	Featured logo on dedicated event signage				
Full-page ad in event program	Half-page ad in event program	Half-page ad in event program	Quarter-page ad in event program		
Speaking opportunity and recognition from the podium	Recognition from the podium				
Post event prominent logo recognition in the Calgary Herald	Post event logo recognition in the Calgary Herald	Post event logo recognition in the Calgary Herald			
Cheque presentation opportunity and tour at ACH*	Cheque presentation opportunity and tour at ACH*				
Volunteer opportunities for 10 at the event*	Volunteer opportunities for 6 at the event*				



**Dependent on current health and safety recommendations.*

Alberta Children's Hospital (ACH) | Alberta Children's Hospital Foundation (ACHF) | John Cameron Experience (JCE)



Through events like CRESCENDO, the Alberta Children's Hospital Foundation inspires our community to invest in excellence in child health, research and family-centred care. Together, we can create the best health and best future for all children and families.

A JOHN CAMERON EXPERIENCE

MAKING POSITIVE IMPACT THROUGH MUSIC

The John Cameron Changing Lives Foundation impacts mental health initiatives by connecting mental health organizations with invested community members. Through their production of remarkable events, they are able to support fundraising efforts and benefit the community in meaningful ways.



CONTACT US

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