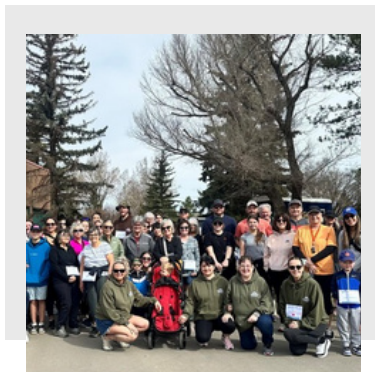


Sponsorship Guide 2026-2027



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A YEAR OF COMMUNITY CONNECTION

OCTOBER
15
2026

SPORTS & SKORTS BINGO

Themed bingo, local prizes and 320+ guests at the sold-out 2025 event.

APRIL
2027

MRS. ROPER'S ROMP

Dinner, dancing, entertainment and a joyful community fundraiser.

MAY
2-8
2027

NATIONAL PALLIATIVE CARE WEEK

Regional education, outreach and public awareness.

MAY
2
2027

HIKE FOR HOSPICE

Remembrance, connection and family-friendly community fundraising.

May 8th
(tentative)
2027

DRILLS & GRILLS

A sold-out oilfield burger competition and signature community event.

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Alberta Northwest Palliative Care Society 2026-2027 Sponsorship Opportunities

Partnering with Compassion. Strengthening Our Region.

Palliative care is not limited to hospice care or the final days of life. It can support people of any age and at any stage of a life-limiting illness, including while they are receiving treatment. It helps people live as fully and comfortably as possible while also supporting their families and caregivers.

The Alberta Northwest Palliative Care Society provides education, grief support, volunteer programs, practical assistance and community awareness throughout Northwest Alberta. Our programs and services help individuals and families feel informed, supported and less alone and are available at no cost. When you partner with us, you are doing more than sponsoring an event or placing your logo on promotional material. You are helping challenge misconceptions about palliative care, begin important conversations earlier and ensure people know where to find support when they need it.

Our 2026-2027 sponsorship opportunities bring businesses and community members together through memorable events, public education and awareness initiatives. Each partnership offers meaningful local visibility while supporting a cause that can affect every family, workplace and community. Your support stays close to home. Together, we can turn compassion into practical action and help people of every age live with dignity, comfort and connection throughout serious illness.

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PUT YOUR BRAND BESIDE COMPASSION

A sponsorship with the Alberta Northwest Palliative Care Society connects your organization with practical, compassionate support for individuals and families throughout northwest Alberta.



CARE

Help keep palliative care programs and services available at no cost.



EDUCATION

Support public awareness, learning opportunities and community outreach.



CONNECTION

Be visible at welcoming events that bring local people and businesses together.



TRUST

Show your employees and customers that your business invests locally and leads with heart.

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COMMUNITY IMPACT

LOCAL EVENTS. PRACTICAL SUPPORT. COMPASSION CLOSE TO HOME.

In 2025 and 2026, community participation and local business support helped the Society grow awareness, strengthen partnerships and keep compassionate care at the centre of community life.



WHISKEY, WINE AND BITES BINGO

A sold-out community event

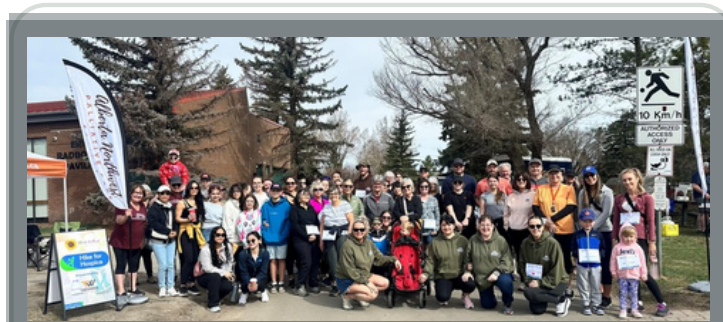
More than 320 guests gathered for themed bingo, local prizes and community connection. Prizes were sourced from local businesses, multiplying the event's impact close to home.



DRILLS & GRILLS

Oilfield pride in action

Six industry competitors took part, celebrating teamwork and the businesses that power the region while raising visibility for local palliative care.



Hike For Hospice

Turning Every Step Into Lasting Hospice Impact

Funds raised through Hike for Hospice help replace aging hospice equipment, improving comfort, dignity and safety for patients and caregivers. Every step helps ensure compassionate care remains available close to home.

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TOGETHER, WE MAKE COMPASSION POSSIBLE.

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COMMUNITY IMPACT

LOCAL EVENTS. PRACTICAL SUPPORT. COMPASSION CLOSE TO HOME.

HOW FUNDRAISING BECOMES COMMUNITY IMPACT

Money raised helps the Society sustain programs, share knowledge and connect people with support.

EDUCATION MATERIALS

Develop, update, print and share clear resources, handouts and presentation materials about palliative care, grief and available supports.

AWARENESS & OUTREACH

Support public campaigns, information booths, community presentations and online outreach so people know where to turn for help.

PROGRAMS & SERVICES

Continue palliative care support, grief services, volunteer programs and practical assistance for individuals and families at no cost.

COMMUNITY CAPACITY

Help coordinate volunteers, respond to community needs and strengthen local partnerships that extend the Society's reach.

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Opportunities

Sports & Skorts Bingo

Thursday October 15th 2026



About the Event

Sports & Skorts Bingo celebrates Grande Prairie's love of recreation, sports, fitness, and the outdoors. From fishing and golfing to hiking, camping, curling, and everything in between, this fun-filled evening brings the community together for themed bingo, exciting raffles, local prizes, great food, and plenty of laughs.

This year's theme focuses on sports and fitness, recognizing the important role that movement, recreation, and shared activities can play throughout the palliative care journey. Whether through gentle activity, time outdoors, cheering on a favourite team, or simply sharing memories, these experiences can nurture joy, connection, dignity, and quality of life for patients and their loved ones.

Building on the success of our sold-out 2025 event, which welcomed more than 320 guests, all prizes are sourced from local businesses supporting the businesses that support our community.

Resourced from local businesses to support the businesses that support our community.

Sponsorship Opportunities

Title Sponsor - \$3,500

- Logo placement on all promotional materials and event signage
- Recognition on social media and event marketing
- Verbal recognition during event announcement
- 8 event tickets



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Opportunities

Supporting Sponsor - \$1,500

- Logo placement at the event and on select digital materials
- Recognition on social media
- 4 event tickets

Bingo Round Sponsor - \$500

- Verbal recognition during one bingo round
- Logo placement near bingo stage
- Social media recognition
- 2 event tickets

Photobooth Sponsor - \$500

- Verbal recognition during event
- Logo placement near photobooth
- Social media recognition.

Prize or Raffle Donor

- Gift cards
- Experiences
- Merchandise
- Gift baskets
- Services
- Products of any value

Donors will be recognized at the event



and items.



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Mrs. Roper's Romp April 2027

About the Event

Mrs. Roper's Romp is a lively, laughter-filled evening inspired by the beloved television character Mrs. Helen Roper. Guests are encouraged to dress in their brightest caftans, boldest wigs, and most colourful accessories for a night of fun, friendship, music, and community spirit.

The event features dinner, entertainment, dancing, prizes, and plenty of opportunities to embrace your inner Mrs. Roper while supporting compassionate palliative care programs and services throughout northwest Alberta.

Simple joy is a meaningful part of our mission and purpose. During the palliative care journey, moments of laughter, connection, comfort, and celebration can make an enormous difference for patients and their loved ones. Funds raised through this event help create these moments while supporting care that promotes dignity, compassion, and quality of life.

Whether guests come dressed to impress or simply to enjoy the fun, this unique fundraiser promises an unforgettable evening for an important cause.

Sponsorship Opportunities

Presenting Sponsor - \$4,000

- Exclusive naming recognition as Presenting Sponsor
- Premier logo placement on all promotional materials and event signage
- Recognition on social media, website, and event advertising
- Verbal recognition throughout the evening
- Opportunity to provide promotional items for guest swag bags
- Reserved table for 8 guests

Entertainment Sponsor - \$2,000

- Logo recognition near entertainment area
- Recognition during event announcements
- Social media recognition
- Reserved seating for 4 guests

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Supporting Sponsor - \$1,000

- Logo placement on event signage and select promotional materials
- Social media recognition
- Recognition during the event
- 4 event tickets

Cocktail Sponsor- \$500

- Recognition as sponsor of the signature drink
- Recognition in event program and on social media
- Social media recognition
- 2 event tickets

Photobooth Sponsor -\$500

- Verbal recognition during event
- Logo placement near photobooth
- Social media recognition.

Prize or Silent Auction Donor

- Gift baskets
- Experiences
- Gift cards
- Products and services
- Event prizes of any value

Donors will be recognized at the event, on social media, and alongside donated items.

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National Palliative Care Week May 2-8 2027

About the Campaign:

National Palliative Care Week raises awareness about the importance of palliative care and the programs, services, and supports available within our community. Activities may include educational events, presentations, information booths, community outreach, and public awareness campaigns.

This week is important because palliative care is about more than end-of-life care it is about helping people live as fully and comfortably as possible while facing a life-limiting illness. It can provide relief from pain and other symptoms, emotional and practical support, and compassionate guidance for patients, families, and caregivers.

By encouraging open conversations and sharing reliable information, National Palliative Care Week helps reduce fear and misunderstanding, connects people with support sooner, and reminds our community that no one should have to navigate the palliative care journey alone.

Sponsorship Opportunities

Presenting Sponsor - \$15,000

This sponsorship underwrites and is recognized across all marketing, educational materials, and advertising throughout the week.

- Sponsor recognition in radio advertising (tagline mention such as: "Palliative Care Week is proudly presented by [Sponsor Name]")
 - Logo inclusion in paid social media advertisements (where format allows)
 - Logo on all print and digital promotional materials
 - Recognition in media releases and community communications including radio interviews
 - Featured placement on website and social media
 - Verbal recognition at all Palliative Care Week events
 - Dedicated sponsor spotlight post
 - Exclusive category (one sponsor only) Premier visibility
- Regional leadership. Meaningful impact.

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Hike for Hospice May 2nd 2027

About the Event

Hike for Hospice is a family-friendly community fundraising event that brings people together to honour loved ones, remember those who have passed, and support local hospice and palliative care services. Participants walk in support of compassionate care while celebrating memories and community connections.

Sponsorship Opportunities

Presenting Sponsor - \$5,000

- Exclusive event naming recognition
- Premium logo placement on all marketing materials
- Recognition in media releases and social media campaigns
- Opportunity to address participants at opening ceremonies
- Event booth space
- Team registration for up to 10 participants

Trail Sponsor - \$2,500

- Logo placement along the walking route
- Recognition in promotional materials and social media
- Event booth space
- Team registration for up to 6 participants

Community Sponsor - \$1,000

- Event signage recognition
- Social media recognition
- Team registration for up to 4 participants

Memory Lane Sponsor - \$500

- Recognition along memorial display area
- Social media recognition



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Drills & Grills May 2027



About the event

Drills & Grills is one of Grande Prairies premier community fundraisers and a true celebration of Alberta's oilfield spirit. This sold-out event recognizes the hardworking crews, companies, and individuals who help power our region through an exciting oilfield burger competition.

Oilfield crews go head-to-head, firing up their grills and serving their best burgers to attendees and judges as they compete for bragging rights. The event highlights the teamwork, pride, generosity, and community-minded values that make Alberta's energy sector so strong.

In 2026, competitors included Liberty Energy, Semerra, Badger Infrastructure, FTI Piling Solutions, Nordic Energy, and RDI (Red Deer Ironworks).

Drills & Grills is especially meaningful because the strength of our palliative care community depends on people and organizations coming together. Funds raised help provide compassionate programs, practical support, comfort, and moments of simple joy for patients and families throughout their palliative care journey. By supporting this event, Alberta's oilfield community helps ensure that no one in northwest Alberta has to face that journey alone.



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Sponsorship Opportunities

Title Sponsor - \$10,000

- Exclusive title sponsorship recognition
- Premier logo placement on all event materials
- Recognition in all advertising and media campaigns
- Speaking opportunity during opening ceremonies
- Premium booth space
- Recognition throughout event programming



Platinum Sponsor - \$5,000

- Prominent logo placement on event marketing
- Recognition on social media and website
- Event signage recognition



Gold Sponsor - \$2,500

- Logo on event signage and promotional materials
- Social media recognition

Silver Sponsor - \$1,000

- Logo on select event materials
- Social media recognition

T- Shirt Sponsor - \$500

- Recognition on Shirt
- Recognition Signage
- Social media recognition



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MENU OF OPTIONS

SPORTS & SKORTS BINGO

- ☐ Title Sponsor **\$3,500**
- ☐ Supporting Sponsor **\$1,500**
- ☐ Bingo Round Sponsor **\$500**
- ☐ Prize / Raffle Donor **In-kind**
- ☐ Photobooth **\$500**

MRS. ROPER'S ROMP

- ☐ Presenting Sponsor **\$4,000**
- ☐ Entertainment Sponsor **\$2,000**
- ☐ Supporting Sponsor **\$1,000**
- ☐ Cocktail Sponsor **\$500**
- ☐ Prize / Auction Donor **In-kind**
- ☐ Photobooth **\$500**

PALLIATIVE CARE WEEK

- ☐ Presenting Sponsor **\$15,000**

HIKE FOR HOSPICE

- ☐ Presenting Sponsor **\$5,000**
- ☐ Trail Sponsor **\$2,500**
- ☐ Community Sponsor **\$1,000**
- ☐ Memory Lane Sponsor **\$500**

DRILLS & GRILLS

- ☐ Title **\$10,000**
- ☐ Platinum **\$5,000**
- ☐ Gold **\$2,500**
- ☐ Silver **\$1,000**
- ☐ T-Shirt **\$500**

ESTIMATED TOTAL INVESTMENT:

Scan the QR Code or Copy
the Link to Sponsor
(please add what its for in the
notes)



ABNWPCS Sponsorship Package 2026-2027

Let's Do Something Meaningful Together

Behind every sponsorship is a person, caregiver or family who feels less alone.

Thank you for choosing to stand with people in our community during some of life's most difficult moments.

START THE CONVERSATION

Rachel Boutilier

Director of Marketing and Community Engagement

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780-897-0066 ext. 104

Text 587-335-1788



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