

HARVEST

CELEBRATION

SPONSORSHIP PACKAGE

• 2021 •

IN SUPPORT OF THE



LOIS HOLE
HOSPITAL
FOR WOMEN



Each year surgical teams at the Lois Hole Hospital for Women perform more than 7,000 life-changing operating room procedures.

ABOUT HARVEST CELEBRATION 2021

To adhere to projected restrictions on large gatherings and best protect our community, the Royal Alexandra Hospital Foundation has decided to once again host our annual Harvest Celebration as a one-hour television special (in lieu of an in-person gala). As always, we will be highlighting this year's incredible work happening at the Lois Hole Hospital for Women.

The exciting televised event will outline the work happening both inside and outside the hospital's walls to continue to forge paths and erase disparities in women's health and women's health research.

Don't miss your chance to be a part of the eleventh annual Harvest Celebration as we take to the airwaves once again.



ABOUT THE LOIS HOLE HOSPITAL FOR WOMEN & THE ROYAL ALEXANDRA HOSPITAL FOUNDATION

"My hope is, when people come to this hospital and they see my name, they are going to have a little extra hope."

Lois Hole



The Royal Alexandra Hospital Foundation inspires community support for the Royal Alexandra Hospital and its medical centres of excellence, including the Lois Hole Hospital for Women, the CK Hui Heart Centre, the Eye Institute of Alberta, and the Orthopedic Surgery Centre.



The Lois Hole Hospital for Women provides expert patient care for women of all ages and in all stages of life.

The Lois Hole Hospital for Women offers comprehensive, high-risk obstetrical and maternal care and provides surgical treatment of ovarian, cervical and other gynecological cancers. We are a Canadian leader in new treatments for urogynecologic and pelvic floor disorders and we are proud to place a special focus on the needs of maturing women.



The Lois Hole Hospital for Women also provides clinical-based, innovative research in mental health that is setting new standards in the treatment and care of women with anxiety and depression. The hospital serves as the centre of excellence for women's health in Canada's northwest and strives to meet the growing demands for women's health services in central and northern Alberta.

Harvest Celebration 2020 profiled a mix of impactful storytelling and international and local talent. Headliner Jann Arden led the star-studded cast of performers that included Juno Indigenous Artist of the Year Celeigh Cardinal, CCMA Songwriter of the Year Aaron Goodvin and local songstress and nurse from the hospital, Michelle Rushfeldt.

FUNDRAISE TO ADVANCE WOMEN'S HEALTH

Over the past eleven years, Harvest Celebration raised critical funds for the Lois Hole Hospital for Women. Our sponsors have funded:

- the expansion of the Allard Hereditary Breast and Ovarian Cancer Clinic,
- research that has proven that a strong connection exists between anxiety during pregnancy and postpartum depression,
- the creation of a life-changing program that provides a home and wrap-around care for homeless pregnant women,
- advancements in care in mature women's health through the expansion of the uro-gyneprogram, providing more opportunities for women to access and receive this specialized care and treatment,
- the da Vinci Surgical Robotic System,

and so much more! Now is your chance to make a difference for the future of women's health.

BUILD AWARENESS

Each year Harvest Celebration has raised critical funds for the Lois Hole Hospital for Women, it also plays an essential role for the creation of awareness in the community and beyond around the need for investment in women's health and women's health research. **Did you know that women have only been included in clinical trials for 20 years and that women's health research takes 17 years to reach patients? Did you know that up to 75% of adverse drug reactions occur in women?** We want to change all of this, and Harvest Celebration plays an integral role in raising awareness and dispersing these crucial messages.

Harvest Celebration 2020 was hosted by CTV Edmonton's News at Five anchor and long-standing supporter of the hospital, Carmen Leibel.



Since making its first pledge in 1997 to the Women's Health Program, Syncrude Canada Ltd. has been a long-standing partner of the Royal Alexandra Hospital Foundation and the Presenting Sponsor of Harvest Celebration since the event began.

Thanks in part to the support and generosity of Syncrude, the Lois Hole Hospital for Women is forging a path to close the gap on disparities in women's health and women's health research.

Thank you Syncrude for your support throughout the decade.

Presenting Sponsor Recognition:

- Corporate/Donor recognition on Harvest Celebration website and at the event
- Social Media recognition pre/post event
- Corporate/Donor recognition on post-event thank you on Harvest Celebration website
- Logo placement on event collateral where possible
- Post event thank you in our digital newsletter (4000+ subscribers)
- 60-second video spot on social media and pre-event show
- Emcee mention during the event
- On-screen recognition during the event
- Stinger spot during the event
- Pre-recorded speaking opportunity at the event
- Logo & Recognition on Official Invitation
- Exclusive hosting opportunity at Robbins Learning Pavilion (Post COVID-19)
- Executive tour of the Lois Hole Hospital for Women (Post COVID-19)

On average, there are more than 20 babies born each day at the Lois Hole Hospital for Women.



SPONSORSHIP OPPORTUNITIES

**Customized Sponsorship Packages
are available to fit your needs**

Please see contact information on the next page

	GIFT OF IMPACT \$20,000	GIFT OF HOPE \$10,000	GIFT OF LOVE \$5,000	GIFT OF JOY \$2,500	GIFT OF CARING \$1,000
CORPORATE/DONOR RECOGNITION ON WEBSITE	★	★	★	★	★
CORPORATE/DONOR RECOGNITION ON WEBSITE & AT EVENT	★	★	★	★	
SOCIAL MEDIA RECOGNITION PRE/POST EVENT	★	★	★	★	
CORPORATE/DONOR RECOGNITION ON POST-EVENT THANK YOU ON WEBSITE	★	★	★		
LOGO PLACEMENT ON EVENT COLLATERAL WHERE POSSIBLE	★	★	★		
POST EVENT THANK YOU IN OUR DIGITAL NEWS LETTER	★	★			
60-SECOND VIDEO ON SOCIAL MEDIA & PRE-EVENT SHOW	★	★			
EMCEE MENTION DURING THE EVENT	★	★			
ON-SCREEN RECOGNITION DURING THE EVENT	★	★			
STINGER SPOT DURING THE EVENT	★				

HARVEST

CELEBRATION

SATURDAY, SEPTEMBER 18, 2021

#HARVESTGALA2021

HARVESTCELEBRATION.CA

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**LOIS HOLE
HOSPITAL
FOR WOMEN**