

SPONSORSHIP

V O L V O

VOLVO EDMONTON

PRESENTS

DISTRICT OF

DREAMS



FRIDAY, MAY 5, 2023 | 7 PM

JW Marriott Edmonton ICE District
10344 102 ST NW, Edmonton, AB T5J 0K9
DistrictofDreams.com



OUR IMPACT

Kids Up Front partners with over 200 agencies and charity organizations that support kids who are new to Canada, experience mental health, social, or economic barriers, or are going through challenges in discovering their true selves and defining their future goals (LGBTQ+, teen pregnancy, etc).

Last year, we distributed more than 21,000 experiences. Our goal for this year is to offer even more customized and unique experiences to children in Edmonton and Northern Alberta. Some of these new opportunities are:

Holiday Shopping Spree

Last December, **117 kids** from 20 different agencies received a \$250 gift card and had the opportunity to go on a shopping spree with Oilers #91 Evander Kane.

The Kid of the Game

This year, we'll surprise **20 kids** with mascot and player visit, and a fan package during an Elks or Stingers game.

Movie Nights

Last December, we rented 3 theatres and allowed **620 people** (including 500 Ukrainian newcomers and St. Nicholas) to enjoy some quality time together at the movies.

Kids On The Road

Every year, **50 highschool students** enjoy "the adventure of a lifetime" for 4 days in the beautiful Rocky Mountains. The program is designed and delivered by success coaches to help kids develop life skills while doing activities like white water rafting, hiking, and horse back riding.

Football & Basketball 101

We partner with the Edmonton Elks and the Edmonton Stingers to give kids the

opportunity to discover and learn some drills, sportsmanship and play rules in football and basketball through hands-on activities led by pro-athletes. All **600 kids** and their families attend a game afterwards to see everything they've learned at a live action event!

Project Fun

An invitation to everyone to help us put together a series of free family-friendly events around the world to bring people together and have fun. Last year, we reached **3,450 people** in 10 events.

More Amazing Experiences

It doesn't end there. We like making kids feel special. We send kids to suites, give them backstage tours, and this year, we're launching our own board game, coloring books, and comic workbook.



These experiences create positive memories and improve children's mental and emotional well-being. Overall, they enhance their quality of life and support their journey towards realizing their full potential.

HIGHLIGHTS

District of Dreams is at the intersection of FUN and GIVING BACK.

When we say entertainment is at the core of this event, we mean it. Why pay to sit around and listen to us talk? We don't see the point either.

That's why we keep our program SUPER SHORT. A few words for our generous sponsors, a testimonial from a program participant (so you can see the magic) and voila – the night is yours to enjoy.

And there is LOTS to enjoy...

Take a look at some of the highlights from our premier year, and you can count on us to deliver the same (if not BETTER!) experience this upcoming May.

SAFETY

We're working very hard to create an event that keeps your safety as a top priority. We'll closely follow all new public health announcements and guidelines to ensure that everything we do is with your health and safety in mind.

We want this to be an event to remember - for the right reasons.

RSVP TODAY

DistrictOfDreams.com

or to be invoiced contact: Javier Salazar
780.203.5437 | javier@kidsupfront.com



ENTERTAINMENT

During the gala, we'll have diverse entertainment options for our guests that go beyond sitting and watching. We call these Audience Engagement Activities.

We partner with the Edmonton Elks, Oil Kings, Edmonton Stingers, and others to host audience engagement activities like live gaming, slapshot, football, soccer and carnival-like games. This year, we'll be tapping into ALL of our entertainment partners to see who else wants to join in the fun!



EVEN MORE ENTERTAINMENT

You can expect plenty of other attractions including a live band, and a live DJ – the ultimate combo for all music tastes! Last year, we partnered with the Oil City Sound Machine and DJ Harman B.

This year, we'll also have stage "take-overs". Our Medal level sponsors will share a moment in the limelight with diverse entertainers wow-ing the crowd with their talents.



◆ Live Band



◆ DJ



◆ Live Art



◆ Take Overs

LIVE AUCTION

Our live auction is the place for Edmonton's who's who to bid on enticing products. We have featured luxury packages including: hotel and air fare to the World Juniors, and an Oilers Suite, complete with quality food and drink, adventure trips and Spa packages.

SILENT AUCTION

Who doesn't like a little shopping? We feature nearly 100 items including Oilers jerseys, sport memorabilia, spa treatments, gift cards to local restaurants and businesses, and more.

- ◆ Local Celebrities
- ◆ Raffles
- ◆ Great Food
- ◆ Games

Dress code: Cocktail

Venue: JW Marriott Ice District

VIP Reception: 6 pm

Doors Open: 7 pm

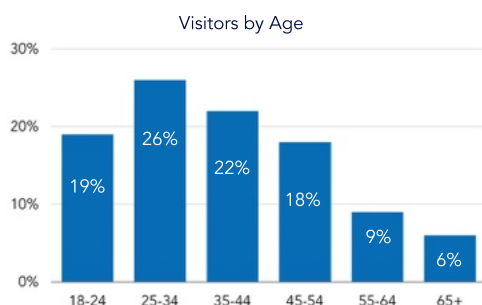


RSVP TODAY

AUDIENCE

WEBSITE

Your logo will appear year round on our website KidsUpFront.com/Edmonton and on the event site DistrictOfDreams.com

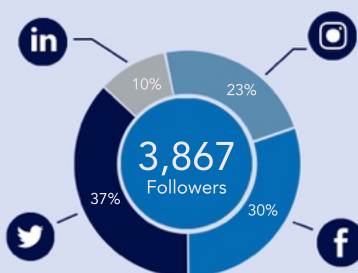
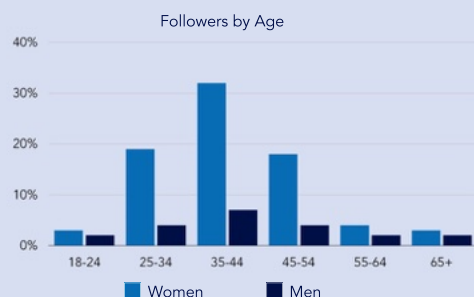


+41,208 users*
+51,310 sessions*
+98,514 page views*

* since January 1, 2022

SOCIAL MEDIA

We are present in 4 social networks. We will be engaging our audience in a combination of posts and stories with your logo.



Reach (in # of accounts)

◆ 7,134 during the gala in 2022
◆ 16,358 after the gala in 2022

COMPANIES

Some of the companies that joined us at District of Dreams in 2022.

VOLVO
VOLVO EDMONTON

MOWBREY GIL
Chartered Professional Accountants & Business Advisors

ANGUS WATT ADVISORY GROUP+

KRAWFORD CONSTRUCTION

EDMONTON STINGERS

EDMONTON ELKS

TD

KIA NORTH EDMONTON KIA

McKinsey & Company

Colliers

EDMONTON OILERS COMMUNITY FOUNDATION

Scotiabank

ATTENDEES

Decision Makers

We created District of Dreams with one thing in mind: getting the movers and shakers of the city in that room. That's why we selected the JW Marriott as our venue and why we were the first public gala held there.

Numbers

We have 100 people attending our VIP Champions Reception hosted by Alberta Blue Cross and up to 350 attending the gala.

Engagement

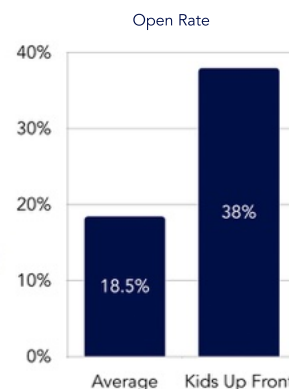
Our attendees love talking about the event because it's a gala unlike any other. Attendees engage with your brand in person (during the gala) and on social media (during and after).



EMAIL

We send multiple emails to our distribution list pre and post event.

+2,318 subscribers



SPONSORSHIP LEVELS

PRESENTING

~~-\$30,000-~~ **SOLD**

V O L V O
VOLVO EDMONTON

- ◆ Opportunity to deliver District of Dreams toast
- ◆ Logo included as "Presented by" along with District of Dreams logo in all communications
- ◆ Opportunity to place a vehicle with signage at venue entrance
- ◆ 10 passes to the gala with VIP seating and exclusive access to VIP Champions Reception
- ◆ Opportunity to provide 30 second promotional video to play as part of the formal program
- ◆ Prominent brand appearance on screens and stand-alone banner in event lobby
- ◆ 10+ mentions on social media channels (including post & stories)
- ◆ Company acknowledgment from the podium
- ◆ Hyperlinked logo placement on Kids Up Front & District of Dreams websites for 1 year
- ◆ Logo placement on all Photo Booth prints and Photo Booth location

GOLD MEDAL

~~-\$15,000-~~ **SOLD**



- ◆ 10 passes to the gala with VIP seating and exclusive access to VIP Champions Reception
- ◆ Opportunity to provide 20 second promotional video to play as part of the formal program
- ◆ Stage "take-over" for 20 minutes
- ◆ Prominent brand appearance on screens and stand-alone banner in event lobby
- ◆ Logo visibility on all pre and post event collateral and communications
- ◆ 10+ mentions on social media channels (including post & stories)
- ◆ Company acknowledgment from the podium
- ◆ Hyperlinked logo placement on Kids Up Front & District of Dreams websites for 1 year
- ◆ Logo placement on all Photo Booth prints and Photo Booth location

SILVER MEDAL

\$12,500

- ◆ 10 passes to the gala with VIP seating and exclusive access to VIP Champions Reception
- ◆ Stage "take-over" for 15 minutes
- ◆ Prominent brand appearance on screens and stand-alone banner in event lobby
- ◆ Logo visibility on all pre and post event collateral and communications
- ◆ 10+ mentions on social media channels (including post & stories)
- ◆ Company acknowledgment from the podium
- ◆ Hyperlinked logo placement on Kids Up Front & District of Dreams websites for 1 year
- ◆ Logo placement on all courtesy wine bottles on all tables

BRONZE MEDAL

~~-\$10,000-~~ **SOLD**



- ◆ 10 passes to the gala with VIP seating and exclusive access to VIP Champions Reception
- ◆ Stage "take-over" for 10 minutes
- ◆ Prominent brand appearance on screens and stand-alone banner in event lobby
- ◆ Logo visibility on all pre and post event collateral and communications
- ◆ 5+ mentions on social media channels (including post & stories)
- ◆ Company acknowledgment from the podium
- ◆ Hyperlinked logo placement on Kids Up Front & District of Dreams websites for 1 year
- ◆ Logo placement on all courtesy wine bottles on all tables

SPONSORSHIP LEVELS

DISTRICT OF DREAMS

ICE SPONSOR

~~\$8,500~~

SOLD



- ◆ Opportunity to host an Audience Engagement Activity
- ◆ Opportunity for 2-4 sponsor employees to volunteer at the Audience Engagement Activity
- ◆ 5+ mentions on social media channels (including post & stories)
- ◆ 6 passes to the gala with exclusive access to VIP Champions Reception
- ◆ Consistent brand appearance on screens and banner in event lobby
- ◆ Hyperlinked logo placement on Kids Up Front & District of Dreams websites for 1 year
- ◆ Logo visibility on all pre and post event collateral and communications

DISTRICT OF DREAMS

FIELD SPONSOR

~~\$8,500~~

SOLD



- ◆ Opportunity to host an Audience Engagement Activity
- ◆ Opportunity for 2-4 sponsor employees to volunteer at the Audience Engagement Activity
- ◆ 5+ mentions on social media channels (including post & stories)
- ◆ 6 passes to the gala with exclusive access to VIP Champions Reception
- ◆ Consistent brand appearance on screens and banner in event lobby
- ◆ Hyperlinked logo placement on Kids Up Front & District of Dreams websites for 1 year
- ◆ Logo visibility on all pre and post event collateral and communications

DISTRICT OF DREAMS

COURT SPONSOR

~~\$8,500~~

SOLD



- ◆ Opportunity to host an Audience Engagement Activity
- ◆ Opportunity for 2-4 sponsor employees to volunteer at the Audience Engagement Activity
- ◆ 5+ mentions on social media channels (including post & stories)
- ◆ 6 passes to the gala with exclusive access to VIP Champions Reception
- ◆ Consistent brand appearance on screens and banner in event lobby
- ◆ Hyperlinked logo placement on Kids Up Front & District of Dreams websites for 1 year
- ◆ Logo visibility on all pre and post event collateral and communications

DISTRICT OF DREAMS

DIAMOND SPONSOR

~~\$8,500~~

SOLD



- ◆ Opportunity to host an Audience Engagement Activity
- ◆ Opportunity for 2-4 sponsor employees to volunteer at the Audience Engagement Activity
- ◆ 5+ mentions on social media channels (including post & stories)
- ◆ 6 passes to the gala with exclusive access to VIP Champions Reception
- ◆ Consistent brand appearance on screens and banner in event lobby
- ◆ Hyperlinked logo placement on Kids Up Front & District of Dreams websites for 1 year
- ◆ Logo visibility on all pre and post event collateral and communications

SPONSORSHIP LEVELS

DISTRICT OF DREAMS STAGE SPONSORS x4

\$6,500



- ◆ 6 passes to the gala with exclusive access to VIP Champions Reception
- ◆ Stage "take-over" for one song with the band or DJ
- ◆ Consistent brand appearance on screens and banner in event lobby
- ◆ Logo visibility on all pre and post event collateral and communications
- ◆ 5+ mentions on social media channels (including post & stories)
- ◆ Company acknowledgment from the podium
- ◆ Hyperlinked logo placement on Kids Up Front & District of Dreams websites for 1 year

VIP CHAMPIONS RECEPTION SPONSOR

~~\$5,000~~

SOLD



- ◆ 6 passes to the gala with exclusive access to VIP Champions Reception
- ◆ Logo or name as "VIP Champions Reception hosted by"
- ◆ Consistent brand appearance on screens and banner in event lobby
- ◆ Logo visibility on all pre and post event collateral and communications
- ◆ 2+ mentions on social media channels (including post & stories)
- ◆ Company acknowledgment from the podium
- ◆ Hyperlinked logo placement on Kids Up Front & District of Dreams websites for 1 year

For more details please contact:

Javier Salazar
780.203.KIDS (5437) | javier@kidsupfront.com

DistrictOfDreams.com



PASSES

DREAM ACCESS (10 PASS PACKAGE)

\$3,000

DREAM ACCESS (8 PASS PACKAGE)

\$2,400

DREAM ACCESS (6 PASS PACKAGE)

\$1,800

DREAM ACCESS PASS \$300

Get your access at DistrictOfDreams.com



KidsUpFront.com/Edmonton

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