

THE TRELIS SOCIETY

# Soirée

October 24th, 2026 | BMOx

## SPONSORSHIP PACKAGE

### 2026

TITLE SPONSOR

---



MAILLOT  
· HOMES ·

"We are honoured to support Trellis Society so we can grow and build community together." - Maillot Homes

# Join Calgary's best party with a purpose

\$1.3M net raised in 2025 to support children, youth and families.

Your partnership helps thousands of children, youth, and families access safety, stability, and belonging.

## Why Partner

- 6+ months of brand visibility
- Access to Calgary's most invested supporters
- Align on local issues that matter
- Support your ESG Report goals
- 1M+ raised annually
- 100% of funds raised support programs & services

*"Trellis strengthens families, empowers youth, and builds a more connected Calgary. Tourism Calgary is proud to support the Soirée – a celebration of the remarkable work that helps our city thrive."*

-Alisha Reynolds  
President & CEO of Tourism Calgary



Above: Celebrating \$1M+ raised with sponsors and supporters

## About Trellis

Trellis Society supports people facing homelessness, poverty, mental health challenges and intergenerational trauma.

Guided by our Society and Foundation Boards, and Indigenous Knowledge Keepers, Trellis is an inclusive, accredited and trusted organization. [Click to learn more.](#)



Let's create impact together.

# YOUR PARTNERSHIP IN ACTION: \$1M+ RAISED

By partnering with Trellis, sponsors become part of a high performing fundraising model that delivers measurable results, sustained visibility, and needed community impact.

## Anchored Sponsors and Corporate Partners

Strong and committed sponsors play a vital role in reaching our goal. Early and multi-year sponsors make the biggest impact in enabling 100% of funds raised support Trellis programs and services.

## Multi-Year Matching Fund Partners

\$500,000+ in matching power each year comes from committed funders who stand alongside Trellis through multi-year agreements.

## 6+ month Campaign

We secure success by launching Soirée promotion early to build awareness, secure gifts and engage attendees & donors.



# AUDIENCE & MARKETING REACH

## DEMOGRAPHICS & PROFILE



Age:  
Primarily 30-75



Professions:  
Decision Makers, Energy & Tech, Real Estate Developers & Investors, and Philanthropists



Household Income:  
High-earning, dual-influence

## Attendance Trends



Growing presence:  
Next-gen Philanthropists



+300 guests  
Strong multi-year return rate

6+ MONTHS  
OF BRAND  
EXPOSURE

## ENGAGEMENT & VISIBILITY



Peak engagement in  
September & October  
amplified by media  
partners



Strong cross-  
promotion with  
local & national  
partners & sponsors



+500,000 impressions in 2025. Top-performing media content: youth mental health, diversity, equity, inclusion & belonging, homelessness, affordable housing, newcomers & cultural supports

# COMPLETE CUSTOMIZATION

WE'LL CUSTOMIZE YOUR SPONSORSHIP!

Your brand is activated seamlessly into Soirée to enhance the experience.

## DIGITAL + ONSITE BRANDING

Your impact is spotlighted and celebrated - just the way you want



## TAILORED GUEST ENGAGEMENT

300+ changemakers leave inspired, with over 90% returning each year

## STORY-DRIVEN ACTIVATION

Your brand, your stories with even more impact for our community



# THE TRELIS SOCIETY Soirée

Help Calgary's youth and families access housing, education, employment, community, and mental health supports

Sponsorship Benefits	Title 3 YRS	Impact	Custom	Platinum \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500
Complimentary Event Tickets	<b>TITLE SPONSOR: SOLD OUT - MAILLOT HOMES</b>	<b>IMPACT SPONSOR: SOLD OUT</b>	<b>LET'S CHAT!</b>	6	4	2	
Logo and name recognition on website, emails, social media, digital program, signage, and verbal on stage				●	●	●	●
Logo recognition in post-event impact report				●	●	●	●
Name in printed & digital Report to Community 2026				●	●	●	●
Invitation to networking events				●	●	●	
Exclusive access to Trellis events & educational initiatives				●	●	●	
Program tour and lunch & learn session with CEO, Jeff Dyer				●	●		
50 volunteer hours supporting Youth Mental Health, DEIB, and/or Indigenous Reconciliation				●			
1.x invitation to pre-event menu tasting							
Logo recognition on Impact video at Soirée event							
Ad space in Trellis publications and digital program							

# CONNECT WITH US!



[www.growwithtrellis.ca/soiree](http://www.growwithtrellis.ca/soiree)



See last year's impact!  
Watch Grace, José  
and Mateo's story

**Contact:**

Tracy Aylesworth (She/Her)

☎ 403.874.3572 | ✉ [taylesworth@growwithtrellis.ca](mailto:taylesworth@growwithtrellis.ca)

Charitable Registration # 10680 4669 RR001

