

THE TRELLIS 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 TRELLIS 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	TITLE SPONSOR: SOLD OUT - MAILLOT HOMES	IMPACT SPONSOR: SOLD OUT	LET'S CHAT!	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



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

Contact:

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Trellis raises funds through diversified revenue platforms, including events, annual giving, and grants. The average cost per dollar raised ranges from \$0.20 – \$0.25.

Charitable Registration # 10680 4669 RR001



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Soirée

