



The Big Ball

SPONSORSHIP PACKAGE
SUPPORT BIG BALLS

FEBRUARY 2, 2024
HOTEL ARTS, 119 12 AVE SW
CALGARY, AB

HOTEL
Arts

Women
FOR **MEN'S**
HEALTH

A WOMEN FOR MEN'S HEALTH INITIATIVE

BIG BALLS NEED BIG SUPPORT!

Not only is the Big Ball Calgary's most electrifying party, the gala presents an incredible opportunity to party with a cause. Your contribution will guarantee a night of epic proportions and a positive impact to match. Become a sponsor and enjoy our inaugural VIP experience while supporting men's physical and mental health with every move you bust.

We will continue funding the development of the Kawakami Prehabilitation Clinic. This year, the Big Ball will expand its reach to help support the 2024 Winter Special Olympics being held in Calgary February 27 - March 2, 2024. Your support is pivotal.



DR. JUN KAWAKAMI

In August 2021, we lost Dr. Jun Kawakami to an aggressive form of pancreatic cancer. Before his untimely passing, he was on a mission to establish a groundbreaking program in pre-habilitation medicine.

This initiative aims to provide patients facing formidable medical challenges not only with world-class medical care but also with the vital support necessary to prepare them for every facet of their healing journey—be it physical, mental, or emotional.



SPECIAL OLYMPICS CANADA WINTER GAMES

Join us in making a lasting impact at the Special Olympics Canada Winter Games Calgary 2024!

The city is abuzz with anticipation as it prepares to welcome the nation from February 27–March 2nd for the Special Olympics winter Games Calgary 2024. Over 1,000 athletes with intellectual disabilities and a passionate assembly of 3,000 attendees, including coaches, officials, dedicated staff, and their loving families and friends, will converge in Canada's winter sports capital.

This is more than just a competition: it is an opportunity for these athletes to pursue their personal bests and, for some, a chance to proudly represent Canada at the Special Olympics World Games 2025.

Join us in our mission to provide these deserving athletes with the experience of a lifetime. Your contribution will not only enhance the success of this event but also serve as a beacon of inclusivity and unity, showing the world that we stand together with these incredible individuals.

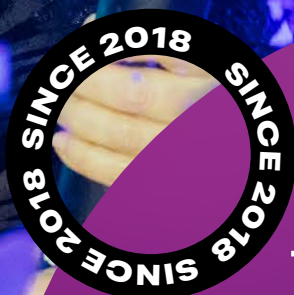
With your sponsorship of the 2024 Big Ball, you are investing in the empowerment, resilience, and triumph of the Special Olympics athletes. Together, we can create cherished memories, foster a sense of belonging, and leave a legacy that echoes far beyond the Games.



Special Olympics Canada Winter Games
CALGARY 2024
Jeux d'hiver d'Olympiques spéciaux Canada



**BE A PART OF THIS EXTRAORDINARY JOURNEY, AND LET'S MAKE A
DIFFERENCE AT THE SPECIAL OLYMPICS CANADA WINTER GAMES
CALGARY 2024 AND THE 2024 BIG BALL!**



THE BIG BALL
RAISED

\$1 M+

FOR MENS'
HEALTH



PARTY WITH A CAUSE

In all our lives, we have dads, grandfathers, brothers, uncles, friends and teammates who deserve our support. So, join us at the 2024 Big Ball, and let's have a blast while we provide the infrastructure, programs and love they need.

With every ticket sold, the Big Ball has supported the growth of programs that serve the mental and physical well-being of men in our community. Who knew that partying could be philanthropic!

The Big Ball is your chance to promote your brand to Calgary's best and kindest.

**SO, SNAG YOUR TICKET,
DRESS TO IMPRESS, AND
GET READY FOR A NIGHT
OF PARTYING FOR A CAUSE!
WITH YOUR SUPPORT, LAST
YEAR'S BIG BALL WAS A
MONUMENTAL SUCCESS!**



WE HOSTED

700+

ATTENDEES



IT TAKES A TEAM

Calgary's professional soccer team, Cavalry Football Club, is a cherished ally of the Women for Men's Health Initiative. Last year, we got to know Cavalry FC goalkeeper, Marco Carducci. This year, Marco was named club captain and helped lead the team to the Canadian Premier League Regular Season Winners Shield. Historically, Marco has been recognized for his talent as the winner of the CPL Goalkeeper of the Year award in both 2019 and 2022 and is nominated again for 2023.

In early 2022, Marco battled testicular cancer, leading to receiving treatment from the Southern Alberta Institute of Urology. He amazed us by using his influence to raise awareness about the significance of discussing this cancer, early detection, and the mental health challenges it entails. His openness unquestionably benefited numerous people in our community.

In 2023, Marco served as the Ambassador for the Big Ball alongside his Cavalry FC teammates. Together, they turned last year's Gala at the Hotel Arts into the most talked-about event of the year. We're thrilled to continue collaborating with this remarkable group of athletes and community leaders as we're excited to announce that Cavalry FC will be hosting the Big Ball's inaugural VIP reception!





IN 2023 IN 2023 IN 2023

2,739,964

MEDIA IMPRESSIONS

CTV

avenue
magazine
CALGARY

CALGARY
HERALD



OUR 2024 AMBASSADOR

MARK TEWKSBURY

This year's Big Ball Ambassador is Mark Tewksbury - an Olympic Champion and incredible Calgarian. In addition to his monumental success as an athlete, Mark is recognized for his humanitarianism. Working with the International Olympic Committee (IOC) as an athlete representative, he became a respected trailblazer and prominent advocate for the LGBTQ+ community worldwide after he came out publicly in 1998 as Canada's first gay Olympian, even addressing the United Nations on the decriminalization of homosexuality.

Mark understands how important sport can be as a vehicle for inclusion. In particular, he has been deeply involved with the Special Olympics movement, transforming the lives of people with intellectual disabilities through sport. To honor this part of Mark's incredible life - the Big Ball will donate a portion of this year's proceeds to the Special Olympics Canada Winter Games.



SPONSORSHIP PACKAGES

	PLATINUM \$15,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500
Tickets to the event	10	8	4	2
VIP Reception	✓	✓	✓	—
Promo code to get discounted tickets (\$249)	✓	✓	✓	✓
Logo/name recognition on Big Ball website	✓	✓	✓	✓
Logo/name recognition on media wall	✓	✓	✓	—
Logo/name recognition on donor wall	✓	—	—	—
Logo/name recognition on large TV screens in the ballroom	✓	—	✓	—
Logo/name recognition in the final report	✓	✓	✓	✓
Logo/name placement on all print ads	✓	—	—	—
Logo/name recognition on ticket web page	✓	✓	—	—
Logo/name recognition in post-event social media thank you	✓	✓	✓	—

FOR MORE INFORMATION,
PLEASE CONTACT:

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BIGBALL.CA



The Big Ball fulfills all pertinent AGLC
guidelines and requirements.