

CRIME 
STOPPERS

2009
Calgary Crime Stoppers
Annual Gala



Calgary Crime Stoppers Association

This coming year marks the 6th Annual Calgary Crime Stoppers Gala Evening. Although most of you have probably heard the name Crime Stoppers, many of you may not be aware of the commitments, contributions and successes that we have made over the years to help ensure that the public is aware that they can make a difference in keeping our communities safe.

Our unique and highly successful partnership of the community, the police and the media coming together to help solve crime in our city has resulted in extraordinary success.

Here are a few facts we'd like to share with you.

- 2009 marks the 27th Anniversary of CrimeStoppers in Calgary and in Canada.
- In 1982 the city of Calgary became the first city in Canada to officially launch a Crime Stoppers program.
- Over 50,000 tips have been received from anonymous tipsters who have helped clear 11,113 cases resulting in the arrest of close to 7,000 suspects.
- Close to \$200 million dollars of illegal drugs have been taken off our streets and more than \$13 million in stolen property has been recovered.
- We have paid out over one million dollars in rewards since 1982.

Our success does not stop there as our lead role in introducing Crime Stoppers to Canada has resulted in more than 100 registered programs across all 10 provinces and the three territories serving all major cities and many rural communities.

- Over 144,000 arrests and more than 226,000 cases have been cleared in our country.
- Canadian Crime Stopper programs recently surpassed more than \$2.4 billion in illegal drugs being seized and over \$400 million in stolen property recovered.

Events such as this gala are the means of our organization generating the much needed revenue to continue to keep the program going and hence continue to grow in its success.

We are not funded through tax payer dollars and as such, we receive 100% of our income through fundraising events and corporate/individual sponsorship.

A number of corporations and organizations throughout Calgary and Western Canada are represented in various CrimeStoppers events throughout the year and we extend the invitation to you to join these generous sponsors and help us celebrate at our gala.

Thank you for reading through our package. We hope that we can look forward to your support and that you will join us for our special evening.

For more information on the Calgary Crime Stoppers Annual Gala, please contact myself at 403-206-5926 or email tpopel@calgarypolice.ca or our Executive Director, Terry Hathaway at: 403-862-8477 or email crimestoppersadmin@shaw.ca

Yours truly,

Trish Popel, Gala Chair
Vice President
Calgary Crime Stoppers Association



Event Sponsor \$10,000

In recognition of your contribution as the Event Sponsor you will receive the following:

- Two complimentary corporate tables of 8 in a choice location
- Promotional signage prominently displayed with your name and logo as well as all printed materials and video roll-overs through the evening
- Opportunity to bring greetings and introduce other corporate table guests prior to dinner
- Full page advertisement in the gala evening program
- Inclusion in any media coverage the evening of the gala
- Company name and logo displayed on the Calgary Crime Stoppers website for one year
- Company logo displayed on the Calgary Crime Stoppers vehicle for one year
- Complimentary red and/or white wine



Dinner Sponsor \$5,000

In recognition of your contribution as the Dinner Sponsor you will receive the following:

- One complimentary corporate table of 8 in a choice location
- Opportunity to offer greetings during the program
- Promotional signage prominently displayed with your name and logo as well as all printed materials and video roll-overs through the evening
- Half-page advertisement in the gala evening program
- Inclusion in any media coverage the evening of the gala
- Opportunity to share/offer corporate tokens/gifts
- Company name and logo displayed on the Calgary Crime Stoppers website for one year



Entertainment Sponsor \$3,000

In recognition of your contribution as the Entertainment Sponsor you will receive the following:

- 4 complimentary dinner tickets
- Quarter-page advertisement in the gala evening program
- Company name and logo on printed materials and video roll-overs through the evening
- Opportunity to introduce entertainment
- Opportunity to share/offer celebration token
- Company name and logo displayed on the Calgary Crime Stoppers website for one year



Champagne Reception Sponsor \$1,500

In recognition of your contribution as the Wine Sponsor you will receive the following:

- 2 complimentary dinner tickets
- Greeting guests upon arrival (one hour prior to event)
- Advertisement in the gala evening program
- Donor recognition displayed throughout the evening on video roll-overs
- Company name and logo displayed on the Calgary Crime Stoppers website



Wine Sponsor \$1,500

In recognition of your contribution as the Wine Sponsor you will receive the following:

- 2 complimentary dinner tickets
- Advertisement in the gala evening program
- Donor recognition displayed throughout the evening on video roll-overs
- Company name and logo displayed on the Calgary Crime Stoppers website
- Company name/logo on choice of one red or one white bottle per table



Signature Dessert \$1,500

In recognition of your contribution as the Signature Dessert Sponsor you will receive the following:

- 2 complimentary dinner tickets
- Company name/logo in program
- Company name and logo displayed on the Calgary Crime Stoppers website
- Donor recognition displayed throughout the evening on video roll-overs
- Company logo featured on dessert/serving plate
- Dessert selection will be chosen in collaboration with event planner
- Dessert selection will incorporate logo colours and/or design based on logo format



Décor Sponsor \$1,000

In recognition of your contribution as the Décor Sponsor you will receive the following:

- Official recognition as the Décor Sponsor for the 2009 Calgary Crime Stoppers Gala
- 2 complimentary tickets
- Donor recognition displayed throughout the evening on video roll-overs
- Advertisement in the gala evening program
- Advertisement on the Calgary Crime Stoppers website



In-Kind Sponsor

In recognition of your contribution as an In-Kind Sponsor you will receive the following:

- Official recognition as a Sponsor for the 2009 Calgary Crime Stoppers Gala
- Complimentary tickets (dependent on donation)
- Donor recognition displayed throughout the evening on video roll-overs
- Advertisement in the gala evening program
- Advertisement on the Calgary Crime Stoppers website

Sponsors of in-kind products/services (specifically media, advertising, food, beverage, venues, gifts, prizes, silent auction, live auction, transportation, accommodation) which help defray costs and offset expenses to enhance the event and add value to the quality of the evening, will receive benefits to be determined by the organizing committee.