

THE 30TH ANNUAL
CLAYTON ALLAN WINE

auction



NOV. 4, 2022

GARDEN COURT RESTAURANT



30TH ANNUAL CLAYTON ALLAN WINE AUCTION SPONSORSHIPS

> VINEYARD SPONSOR \$8,000

GOLD KODIAKS ATHLETICS PACKAGE FOR 2022 SEASON (\$2,500 VALUE):

- **Large Val Matteotti Gymnasium signage:** Put your artwork in front of thousands of annual spectators. Gold signage is approximately 9.5'w x 4't and includes production with sponsors logo or provided artwork.
- **Acknowledgement on Kodiaks website:** Have your logo displayed on the newly designed gokodiaks.ca.
- **Four season passes to all Kodiaks regular season home games:** Don't miss a second of the action.
- **Social media shoutouts:** Acknowledgement on Kodiaks Facebook, Instagram and Twitter accounts.
- **Logo on game day program:** Be seen by thousands of Kodiaks fans on game day.
- **Game day announcements:** In-game shoutouts by our PA announcer at all Kodiaks home games/events.
- **2022 KODI Awards:** An invitation to attend the KODIs, the high-energy Kodiaks year-end awards show.

• PRIME ADVERTISING ON NEW LC ALUMNI PERKS APP

Prime advertising space on the main page of the LC Alumni Perks app and website, which has an outreach of up to 30,000 engaged Lethbridge College alumni. In addition, you will have the opportunity to post company events, fundraisers and special offers on the app for continued advertising and reach (if applicable). This advertising opportunity would run for 6 months, starting Jan. 1, 2023.

8 VIP tickets with prime seating (\$2,800 value)

Acknowledgement as Vinyard Sponsor with logo placement in:

- 14x22 sign in guest entrance
- Event webpage and LC social media
- Event publications and visuals during event
- Verbal "thank you" during the evening program
- Name mention in minimum 2 *Connections* internal newsletter
- Inclusion in "Thank You Ad" post event
- Logo and link to website on college's fundraising events webpage (lethbridgecollege.ca/wineauction)
- Logo in all print materials and event-related video productions
- Logo on thank-you sign
- Sponsor certificate of appreciation



MAKE A DIFFERENCE - PROCEEDS FROM THIS WINE AUCTION WILL CONTRIBUTE TO STUDENT SUCCESS FOR GENERATIONS TO COME.



JOIN US AT THE 30TH ANNUAL CLAYTON ALLAN WINE AUCTION. THIS PREMIER FUNDRAISER FOR LETHBRIDGE COLLEGE HAS RAISED MORE THAN \$2.2 MILLION OVER THE PAST DECADE.

*Lethbridge College reserves the right to adjust sponsorship options.
In addition, sponsorship benefits may be subject to confirmation, print or manufacturing deadlines.

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The Clayton Allan Wine Auction is Lethbridge College's premier fundraiser. On Nov. 4, 2022, we hope that you will be able to join us for a spectacular evening of gourmet dining, exciting auctions and good friends.

> CABERNET SAUVIGNON \$5,000

CHOOSE **ONE** OF THE FOLLOWING OPTIONS:

- ☐ **Cocktail:** logo on cocktail napkins
- ☐ **Valet service/Coat check:** logo on coat check and valet tickets and signage at stations
- ☐ **Wine sponsor:** your logo on bottle hangers on wine at tables
- ☐ **Auction:** logo on auction paddles
- ☐ **Champagne welcome:** logo on ice sculpture in the foyer
- ☐ **Entertainment:** logo on signboard
- ☐ **Hors d'oeuvres:** logo on signage at hors d'oeuvres table
- ☐ **Success marker:** logo on video success marker
- ☐ **Cork:** logo on cork draw table
- ☐ **Student servers:** logo on aprons

8 VIP tickets with prime seating (\$2,800 value)

Acknowledgement as Cabernet Sauvignon with logo placement in:

- 14x22 sign in guest entrance
- Event webpage and LC social media
- Event publications and visuals during event
- Verbal "thank you" during the evening program
- Name mention in *Connections* internal newsletter
- Inclusion in "Thank You Ad" post event
- Logo and link to website on college's fundraising events webpage
- Logo in all print materials and event-related video productions
- Logo on thank-you sign

> CHARDONNAY \$3,800

CHOOSE **ONE** OF THE FOLLOWING OPTIONS:

- ☐ **Cocktail:** logo on cocktail napkins
- ☐ **Valet service/Coat check:** logo on coat check and valet tickets and signage at stations
- ☐ **Wine sponsor:** your logo on bottle hangers on wine at tables
- ☐ **Auction:** logo on auction paddles
- ☐ **Champagne welcome:** logo on ice sculpture in the foyer
- ☐ **Entertainment:** logo on signboard
- ☐ **Hors d'oeuvres:** logo on signage at hors d'oeuvres table
- ☐ **Success marker:** logo on video success marker
- ☐ **Cork:** logo on cork draw table
- ☐ **Student servers:** logo on aprons

4 tickets (\$1,400 value) – Additional tickets at discount of \$300

Acknowledgement as Cabernet Sauvignon with logo placement in:

- Event webpage and LC social media
- Event publications and visuals during event
- Verbal "thank you" during the evening program
- Inclusion in "Thank You Ad" post event
- Logo and link to website on college's fundraising events webpage
- Name mention in college's internal *Connections* newsletter
- Logo in all print materials and event-related video productions
- Logo on thank-you sign



> PINOT NOIR \$2,300

4 tickets (\$1,400 value)

Acknowledgement as Pinot Noir with name placement in:

- Event webpage and LC social media
- Event publications and visuals during event
- "Thank You Ad" after the event

> MERLOT \$1,200

2 tickets (\$700 value)

Acknowledgement as Merlot Sponsor with name placement in:

- Event webpage and LC social media
- Event publications and visuals during event
- "Thank You Ad" after the event

JOIN US AS
WE CELEBRATE
30 YEARS OF
SUPPORTING OUR
STUDENTS.

SPONSORSHIP AT A GLANCE

SPONSOR BENEFITS	VINEYARD \$8,000	CAB SAUV \$5,000	CHARDONNAY \$3,800	PINOT NOIR \$2,300	MERLOT \$1,200
Gold Kodiaks Athletics Package for 2022 Season	✓				
Prime advertising on LC Alumni Perks App	✓				
VIP Tickets to Wine Auction with prime seating	8	8			
Tickets to Wine Auction			4	4	2
14" x 22" sign at entrance with logo	✓	✓	✓		
Opportunity to select option or customize package	✓	✓	✓		
College fundraising webpage and social media sites (lethbridgecollege.ca/wineauction)	Logo and link	Logo and link	Logo and link	Name	Name
Name mention in college's internal <i>Connections</i> newsletter	✓	✓	✓		
Verbal acknowledgement at event	✓	✓	✓		
Event publications	Logo	Logo	Logo	Name	Name
Visuals during event	Logo	Logo	Logo	Name	Name
Thank you ad – <i>Lethbridge Herald</i>	Logo	Logo	Logo	Name	Name

For more information on the sponsorship opportunities or auction donations, contact:

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lethbridgecollege.ca/wineauction