

**KNOWLES  
CENTRE**

**BACK**

**OF THE**

**80'S**

*vibes*

**TUESDAY  
SEPTEMBER 12**

**AT FORT GIBRALTAR**

**DOORS AT: 1:00 PM**

**DINNER AT: 5:30 PM**

**DRESS CODE: 1980'S**

**MORE INFORMATION**

**204-339-3341**

**CROQUET@KNOWLESCENTRE.ORG**

**PRESENTED BY**

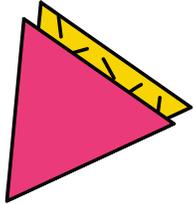
*McFadden.*

*work well | live better*

**CHARITY**

**CROQUET**

**CLASSIC**



# INTRODUCTION

## WHO WE ARE & WHAT WE DO

For over 116 years, Knowles Centre has been making a difference in young people's lives. We build better childhoods for at-risk youth through a range of therapeutic and skills-based programs that help youth address their past traumas and challenges; develop better skills for healthier relationships and lifestyles to reach their full potential in the future.

Throughout this time, the heart of our mission has always been to help all who come through our doors to find a better life.

## THE CHARITY CROQUET CLASSIC

The Croquet Classic offers a fun, informal afternoon of friendly yet competitive croquet - no experience required! There will be light afternoon refreshments and ample opportunities to bid on silent auction prizes, enter the prize raffle, and participate in some other fundraising fun through the afternoon. The cash bar will feature themed cocktails and other classic refreshments.

After the championship match, we gather in the historic Great Hall of Fort Gibraltar for dinner and prize presentations. The evening includes our guest speaker, the presentation of the coveted Croquet Classic Championship Trophy, team prizes, the announcement of auction and raffle winners and more. Every year we have a fun theme and this year is no exception. This year we are excited to share our theme:

## BACK TO THE 80'S

It's back to big hair, neon colours and that Miami Vice vibe. Remember when we 'dressed for success' (shoulder pads included) by day and by night "Girls Just Wanna Have Fun!" with the pleas to "Call Me" and "Take on Me"

**DRESS CODE: 1980's and what that means to you**

**And costumes don't just add to the day's fun; you can win with yours.**

There will be prizes for the best individual costume and best thematic costume as judged by our event volunteers.

## SPONSORSHIP

# YOUR ROLE IN THE EVENT

Did you know the success of this event represents 60% of our annual private fundraising dollars each year? This event raises crucial funds to help support Knowles Centre's therapeutic care for youth in Manitoba. In addition to your positive impact on your community, event sponsorship offers you and your organization the opportunity to:

- ★ Help Knowles Centre provide therapeutic care to Manitoban youth who have experienced adverse childhood experiences such as neglect, extreme poverty, physical, mental, and sexual abuse, addictions and exploitation.
- ★ Host key clients or partners in a fun and relaxed setting.
- ★ A terrific team building activity for staff
- ★ Network with other leaders in the business community.
- ★ Showcase your organization.
- ★ Enhance your community investment program.

## YOUR IMPACT

### AT KNOWLES CENTRE

Knowles Centre provides programs and services to children, youth and young people from birth to 21. Funds raised by our croquet tournament helps to make life better for them through in many ways.

- ★ Creating smiles! Funding helps us create engaging programs and recreation opportunities for kids who have experienced traumatic childhoods is so important to finding hope for a better future and joy in the everyday.
- ★ Redeveloping spaces so they are calm, cozy and feeling like home instead of an institution.
- ★ Updating the transition programming for youth aging out of CFS so they land on their feet in the adult world.
- ★ Our implementation of Therapeutic Crisis Intervention that was developed by the Brofener Centre at Cornell University.

**WHERE DO YOU FIT?****SPONSORSHIP OPPORTUNITIES**

All sponsorship levels are mentioned from the podium at dinner and included in relevant tournament announcements and signage. We will also recognize all sponsors on the Knowles Centre's Facebook, and LinkedIn feeds (@KnowlesCentre).

Every sponsor receives free registration for one team of four players. (value \$500)

**PRESENTING SPONSOR****\$5,000 - ONE AVAILABLE**

As our Presenting Sponsor, you will have the following additional benefits:

- Identification as the primary sponsor for the event in all tournament materials post-confirmation.
- Opportunity to address the audience during dinner and present the trophy to the winning team.
- The opportunity to have an information booth at the event to promote your services to other participants.

**DINNER SPONSOR****\$3,500 - ONE AVAILABLE**

As our Dinner Sponsor, you will receive the following additional benefits:

- Identification as the dinner sponsor for the event in all tournament materials post-confirmation.
- Recognition at the dinner with signage on every dinner table.
- The opportunity to have an information booth at the event to promote your services to other participants.
- [BOOK HERE NOW](#)

**SPEAKER SPONSOR****\$2,500 - ONE AVAILABLE**

As our Speaker Sponsor, you will receive the following additional benefits:

- Opportunity to introduce the speaker
- First opportunity with the featured speaker and Master of Ceremonies



## PRIZE SPONSOR

**\$2,000 - FOUR AVAILABLE**

As a Prize Sponsor, you will present the supplied prizes to the winners after dinner. This presentation includes photo opportunities. Prize: First Place Team, Last Place Team, Best Team Costume, Best Individual Costume

[BOOK HERE NOW](#)

## COURT SPONSOR

**\$1,200 - ~~SIX~~ THREE AVAILABLE**

As a Court Sponsor, your company name and logo will be on our court signage and used in the court name in tournament announcements. [BOOK HERE NOW](#)

## COCKTAIL OR WINE SPONSOR

**\$500 - TOTAL OF THREE AVAILABLE**

As one of our alternate beverage sponsors your company name and logo will be on the beverage tickets provided to participants (2 tickets per participant).

## REFRESHMENT OR DECOR SPONSOR

**\$750 - SIX AVAILABLE**

Logos included in the main signage.

[BOOK HERE NOW](#)

# OTHER WAYS TO SUPPORT THIS EVENT

If the outlined sponsorship opportunities do not meet your community investment needs, marketing goals or budget, we are open to negotiating the right package for you. There are other ways to support the 2023 Croquet Charity Classic and Knowles Centre. Tax receipts are provided for eligible donations to the event.

### GIFTS IN KIND

It takes a lot to create an event that people want to invest in and attend while also raising funds needed for our mission. Let's talk about if you can provide a product or service that will help our event be bigger or better. These gifts can be eligible for a tax receipt.

### SILENT AUCTION PRIZES

We all love winning, but silent auctions are only successful when we have unique prizes our attendees want to bid on. Let us know what you have in mind. These can be eligible for a tax receipt.

### RAFFLE PRIZES

We all love the excitement of waiting to hear our number called on that prize that is perfect for us. Help us have a grand raffle with your contribution. These can be eligible for a tax receipt.

### REGISTER A TEAM

Team registration opens July 15, 2023. You can participate with your team of 4 for only \$500. In addition to participation in the tournament and the day's fun, you receive dinner and two beverage tickets per player. [REGISTER NOW!](#)

### DONATE

Your donation will increase the success of this event. All donations receive a tax receipt and will be listed in the program.

# CHARITY CROQUET CLASSIC

## SPONSORSHIP BENEFITS AT A GLANCE

	<b>PRESENTING SPONSOR</b> \$5,000	<b>DINNER SPONSOR</b> \$3,500	<b>SPEAKER SPONSOR</b> \$2,500	<b>EVENT PRIZE SPONSOR</b> \$2,000	<b>COCKTAIL OR WINE SPONSOR</b> \$1,500	<b>COURT SPONSOR</b> \$1,200	<b>REFRESHMENT OR DECOR SPONSOR</b> \$750
	<b>SOLD OUT</b>	1 AVAILABLE	<b>SOLD OUT</b>	4 AVAILABLE	<b>TOTAL OF 2 SOLD OUT AVAILABLE</b>	<b>3 AVAILABLE</b>	TOTAL OF 4 AVAILABLE
<b>3 MINUTE SPEAKING OPPORTUNITY</b>							
<b>PRESENT TOURNAMENT TROPHY</b>							
<b>COMPANY BOOTH</b>							
<b>OTHER</b>	Presented by on champion trophy	On table signage	Introduce Speaker	Present prize to winner (s)	Logo/name on beverage tickets	Court Signage	
<b>LISTING BY LEVEL IN MATERIALS</b>	Presented by _____	Dinner Presented by____	Speaker Presented by _____	(Prize) Presented by _____	Wine/ Cocktails Sponsored by _____		In Program
<b>EVENT SIGNAGE</b>					On Bars for Cocktails , Table for Wine		
<b>RECOGNITION FROM THE PODIUM</b>							
<b>WEBSITE LINK</b>							
<b>SOCIAL MEDIA POST TAGGING</b>							
<b>REGISTRATION TEAM OF 4</b>							

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**MORE INFORMATION**

**204-339-3341**

**CROQUET@KNOWLESCENTRE.ORG**

# HOW TO BOOK YOUR SPONSORSHIP

Complete the sponsorship form included with this package.

EMAIL to [croquet@knowlescentre.org](mailto:croquet@knowlescentre.org) or FAX to (204) 334-4173.

**RENEWALS - SPOTS FOR 2022 SPONSORS AND TEAMS WILL BE HELD UNTIL THURSDAY, JUNE 15, 2023.**

Any questions? You can call Janet at 204-339-3341 or email [croquet@knowlescentre.org](mailto:croquet@knowlescentre.org).

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## THE FINE PRINT

### **SPONSORSHIP MATERIALS - AUGUST 15, 2023**

Due to production times and resource booking, we can't promise you will receive placement in printed materials if your logo, web link and social media handles are received after August 15, 2023. Please email these to [croquet@knowlescentre.org](mailto:croquet@knowlescentre.org).

### **TEAM AND PLAYER INFORMATION - AUGUST 15, 2023**

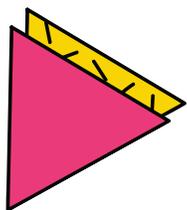
Your team contact will receive a digital form via email to confirm your players' names and any dietary restrictions in early August.

PLEASE ensure a response by August 15.

### **CANCELLATION POLICY**

In the event of Knowles Centre's Croquet Classic being cancelled, our team will contact all sponsors and guests by phone. You will be given the opportunity to transfer your purchase to a donation to Knowles Centre for a charitable receipt, carry over your purchase to the following year, or have a refund issued.

If you have not responded to Knowles Centre within 30 days, we will assume you wish to transfer your sponsorship to a donation, and we will issue you a charitable receipt.



## WE WANT TO HEAR FROM YOU!



Do you have an original idea or see an opportunity we missed?

We would like to hear your thoughts.

Ask us questions! Tell us what you liked!

We know that this event is more than a fun afternoon with friends, new and old. It is an opportunity for you and your company to do good in Manitoba by investing in the well-being of youth who need our help.

Just like our clients have unique needs, we want to ensure that your company's unique marketing needs are met in a way that is in alignment with our event theme and recognition levels.

If you are interested in negotiating an alternate recognition package for your sponsorship, please do not hesitate to call me at 204-339-3341.

Please reach out to me as I really do want to hear from you.

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### DIRECT CONNECT

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Manager of Development &  
Communications  
jhamel@knowlescentre.org  
Phone: (204) 339-3341

### EVENT CONNECT

Croquet Crew  
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[www.knowlescentre.com/croquet](http://www.knowlescentre.com/croquet)

