

John Howard Society's

CROSSING THE LINE

COMEDY FUNDRAISER

TO BUILD BRANDON'S TRANSITIONAL HOUSING FACILITY

BRANDON SPONSORSHIP PACKAGE



Featuring

MAYOR JEFF FAWCETT

PARTNERSHIP OPPORTUNITY

The John Howard Society of Brandon invites you to be a part of our 2023 Crossing the Line Comedy Fundraiser to help us raise the last \$1M needed to build a transitional housing facility in Brandon.

November 16, 2023

6:30-9:30 PM

Feature Comedy Event & Roast,
Dunk Tank, Live Auction and more!

www.crossingtheline.ca

Victoria Inn Convention Centre, Brandon MB

THE EVENT

The Crossing the Line Comedy Fundraiser is hosted by the John Howard Society of Brandon Inc., a not-for-profit organization dedicated to making a positive impact in our community. Our mission is to support individuals involved in the justice system and assist in their successful reintegration. Through our holistic approach, we address the complex needs of individuals and promote empowerment and self-sufficiency, ultimately working towards creating a safer and healthier community.

Transitional housing is a crucial support needed for these individuals, providing a stable and supportive environment as they navigate various systems and services to receive the help they need. By attending the fundraiser and participating as a sponsor, you directly contribute to the building of Brandon's transitional housing facility. Together, we can make a difference.

The John Howard Society of Brandon Inc. operates on the principle that everyone deserves a second chance and aims to facilitate successful reintegration of individuals into our community through services that provide:

- Empowerment
- Support Services
- Community Wellbeing

“

If you meet people's needs and you ensure that they're safe and they're cared for, then they're far less likely to commit crimes.

”

**Megan McKenzie,
Brandon Coordinated
Access for
Homelessness**

THE BENEFITS

By joining this landmark event as a sponsor, you make a powerful commitment to addressing the issues of homelessness, property crime, and their impacts in our community.

The Federal Government has contributed **\$5M** and the the Province of Manitoba has partnered with an additional **\$4M**. In order to meet our budget to build a 24 unity transitional housing facility, John Howard Society of Brandon must fundraise **\$1M**.

Your sponsorship provides essential resources to offer stable housing, support services, and opportunities for personal growth and community reintegration.



SPONSORSHIP OPPORTUNITIES



**FOUNDATION
BUILDER**
\$7500

Complimentary Table - 8 tickets

Speaker x 1 - Opportunity to speak for 5 minutes at the event

Place Setting - Option to place promotional items at table settings

Full Page - Advertisement in the event program

- Prominent recognition as a Foundation Builder Sponsor
- Logo placement and acknowledgement on event materials, including the event website, social media posts, and promotional materials
- Verbal recognition on stage at event
- Personalized certificate of appreciation recognizing your contribution as the Foundation Builder
- Option of including an item in the auction

**CONSTRUCTION
CHAMPION**
\$5000

Complimentary 1/2 Table - 4 tickets

Full Page - Advertisement in the event program

- Prominent recognition as a Construction Champion Sponsor
- Logo placement and acknowledgement on event materials, including the event website, social media posts, and promotional materials
- Verbal recognition on stage at event
- Personalized certificate of appreciation recognizing your contribution as a Construction Champion
- Option of including an item in the auction

**KEYSTONE
COLLABORATOR**
\$2000



Complimentary Tickets - 2 tickets

1/2 Page - Advertisement in the event program

- Prominent recognition as a Keystone Collaborator Sponsor
- Option of including an item in the auction

- Logo placement and acknowledgement on event materials, including the event website, social media posts, and promotional materials
- Verbal recognition on stage at event
- Personalized certificate of appreciation recognizing your contribution as a Keystone Collaborator

Gift Bag Sponsor

Six availabilities

100 items that must be either a gift certificate with a value of \$50+ or an item with a value of \$25+ with no restrictions or minimum spends.

Complimentary Tickets - 2 tickets

Logo Placement - On gift bags

- Prominent recognition as a Gift Bag Sponsor
- Logo placement and acknowledgement on event materials, including the event website, social media posts, and promotional materials
- Verbal recognition on stage at event
- Personalized certificate of appreciation recognizing your contribution as a Gift Bag Sponsor
- Option of including an item in the auction



**ROAST
MASTER
\$6000**



**MAKE A SPLASH
PARTNER
\$3000**

Complimentary 1/2 Table - 4 tickets

Speaker x 1 - Introduce the Comedy Roast

- Prominent recognition as the Roast Master
- Logo placement and acknowledgement on event materials, including the event website, social media posts, and promotional materials
- Verbal recognition on stage at event
- Personalized certificate of appreciation recognizing your contribution as the Roast Master
- Option of including an item in the auction

Complimentary 1/2 Table - 4 tickets

Speaker x 1 - Introduce and Co-Host the Dunk Tank

- Prominent recognition as the Make a Splash Partner
- Logo placement and acknowledgement on event materials, including the event website, social media posts, and promotional materials
- Verbal recognition on stage at event
- Personalized certificate of appreciation recognizing your contribution as the Make a Splash Partner
- Option of including an item in the auction

OUR PROGRESS

We've reached 90% of our fundraising goal to create a transitional housing facility in Brandon. Help us raise the last \$1M needed to "Cross the Line."



\$10M

Crossing the Line Goal

\$750,000

\$500,000

\$250,000

\$9 Million
contributed by:

\$5M Federal Government

\$4M Provincial Government



JohnHoward
THE JOHN HOWARD SOCIETY OF BRANDON INC.

Thank You!

Your gift makes a difference.

WE URGENTLY NEED TO ADDRESS THE ISSUE OF SUPPORTIVE HOUSING IN BRANDON TO PROVIDE INDIVIDUALS TRANSITIONING OUT OF HOMELESSNESS AND INCARCERTION WITH THE STABLE HOUSING THEY NEED .

SPONSORSHIP FORM

To complete your sponsorship online please visit www.crossingtheline.ca and click "Sponsorship"

Payment methods:

You can complete your payment online through the donation link at Canada Helps. Cheques can be mailed or dropped off in person. Please make payable to John Howard Society of Brandon Inc.

Sponsorship Fulfillment:

To ensure a timely delivery of your sponsorship fulfillment, we kindly ask you to please submit the required files or documents upon confirmation of your sponsorship:

- Your company logo in a high resolution image (PNG or JPEG)
- Your full page (5.5" w x 8.5" h) or half page (5.5" w x 4.25" h) colour advertisement for brochure placement if included in your sponsorship package.

To confirm your sponsorship, or for additional questions, please contact:

Ross Robinson
Executive Director
John Howard Society Brandon
rrobinson@brandonjohnhoward.ca
204.727.1696



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THE JOHN HOWARD SOCIETY OF BRANDON INC.

John Howard Society's

CROSSING THE LINE COMEDY FUNDRAISER

TO BUILD BRANDON'S TRANSITIONAL HOUSING FACILITY

Experience an evening of laughter, delicious appetizers, and unforgettable entertainment at the John Howard Society's Transitional Housing Fundraiser, hosted at the Victoria Inn, Brandon.

Get ready for a hilarious dunk tank challenge where community leaders take the plunge for a great cause. And don't miss our live roast comedy event, where local comedians will roast our very own Mayor Jeff Fawcett and keep you entertained with their side-splitting jokes.

This is sure to be an unforgettable event in support of our mission to provide stable housing and a fresh start for individuals in need.

www.crossingtheline.ca

