PRESENTED BY

Atlas Canada
go new places.



The Butterfly Gala

From Surviving to Soaring

IN SUPPORT OF

Halton Women's Place
Healthy Relationships • Healthy Communities

SPONSORSHIP OPPORTUNITIES

OAKVILLE CONFERENCE CENTER | FEBRUARY 20, 2027

Our Vision & Mission Statement

Halton Women's Place is a gateway to safety, support, and a future free from abuse for women and their children. We provide shelter, vital resources, and violence prevention education to help build lives beyond abuse.



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This year, we chose the butterfly intentionally.

A butterfly doesn't simply change. It surrenders everything it was, dissolves inside the chrysalis, and rebuilds itself from within. That is transformation. That is what we witness every day at Halton Women's Place.

The Butterfly Gala, From Surviving to Soaring, celebrates the women and children who had the courage to enter the chrysalis of healing and transformation, and the community that held it steady while they emerged stronger and ready to soar.

Each year, our fundraising gala brings together over 400 community members for an elegant evening of impact. **The Butterfly Gala** features a four-course dinner, live and silent auctions, and exciting entertainment.

OUR IMPACT

2024/2025

185 Total individuals served in shelter (103 women, 82 children)

1,167 Total calls to our crisis, information and support lines

213 Women and children served in Transitional Support Program

"Coming here rebuilt us. They supported us, and it became like family. To have women rally around you and really, literally hold you, and hold space for you... and to validate your emotions, validate the pain, and to say that we are unconditionally by your side... we support you, we hear you, and also, we believe you."

-HWP CLIENT



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How You Can Help Lead Change

Transformation doesn't happen alone.

Every woman and child deserves the opportunity to heal, rebuild, and thrive. By sponsoring the Butterfly Gala, you become part of the community that helps make that transformation possible.

Your investment supports life-changing programs and services while demonstrating your organization's commitment to safety, dignity, and hope.

Together, we can help more women and children find the support they need to emerge stronger and ready to soar.

You are part of the movement.
You are part of the solution.

Why Your Support Is Urgent

Domestic violence is a crisis that too often stays silent.

Every 48 hours, a woman or girl is killed in Canada. In Ontario alone, there were **59 femicides** last year and the pace is accelerating.

3,491 women and their **2,724 children** sleep in shelters on any given night in Canada. **About 300 are turned away.**

"I will be forever grateful for every single staff member that had a hand in making me whole again. These women are silent heroes they hear the worst stories imaginable and they never once place judgement or make you feel less than. Thank you from the bottom of my heart, you all have had a part in making sure I have the brightest future possible."

-HWP CLIENT

The Benefits of Being a Sponsor

Align your organization with a trusted cause while demonstrating your commitment to building a safer, stronger community.

As a Butterfly Gala sponsor, your organization will receive meaningful recognition before, during, and after the event through a range of marketing, promotional, and on-site benefits. Sponsorship provides a unique opportunity to connect with community leaders, business professionals, philanthropists, and supporters who share a passion for creating positive change.

By partnering with Halton Women's Place, you position your brand alongside an organization dedicated to hope, healing, and transformation while showcasing your commitment to social responsibility and community impact.

The Butterfly Gala

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Exposure:

As a sponsor, you will receive excellent brand visibility through event promotion, advertising and community engagement. You will also get **EXCLUSIVE ACCESS** to:

The Gala Audience:

- 400-450 Attendees from across the Halton Region
- 52% Corporate Tables | 48% General Community Members (approx.)

Audience Demographics

- Age: 30–60
- Local business owners and staff
- Corporate leaders
- Local politicians
- Community supporters



Social & Digital Reach:

When you support Halton Women's Place, your message reaches thousands in our digital community.

The Digital Reach:

- **Instagram:** 6,258 followers
- **Facebook:** 3,703 followers
- **LinkedIn:** 2,061 followers
- **TikTok:** 135 followers (new)
- **Email subscribers:** 5,221

HWP's Total Social Media Audience:

17,378
FOLLOWERS

Linked in TikTok

Signature SPONSORSHIP OPPORTUNITIES

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SOLD

Presenting Sponsor

$25,000 **EXCLUSIVE**

- **The Presenting Sponsor** is the most prominent partnership opportunity of the evening. This exclusive role places your brand at the heart of **The Butterfly Gala** and signals to our community that your organization stands firmly beside women and children on their journey from surviving to soaring.

SOLD

Diamond Sponsor

$15,000 **EXCLUSIVE**

- **10** tickets with butler service
- Preferred event seating with logo
- 1 full-page program ad
- Company representative introduces a Gala segment
- Emcee feature and individual social media post

ALL SPONSORS RECEIVE:

- ✔ Recognition in event communications, website, and auction platforms
- ✔ Inclusion in the event program and sponsor slideshow
- ✔ Visibility in our “Total Raised” social media wrap-up
- ✔ Opportunity to donate a silent or live auction item for added exposure
- ✔ Complimentary Neighbours, Friends and Families (NFF) training for your staff

Signature SPONSORSHIP OPPORTUNITIES

CONTINUED

The Butterfly Gala
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Platinum Sponsor

$10,000 2 SPOTS AVAILABLE

- 8 Gala Tickets with Butler Service
- Full-page program ad
- Preferred seating with logo
- Emcee recognition and individual social media feature

Gold Sponsor

$7,500

- 6 Gala Tickets
- Half-page program ad
- Preferred seating and emcee recognition

She surrendered what she **knew** to become what she was always **meant to be**.

Silver Sponsor

$5,000

- 4 Gala Tickets
- Quarter-page program ad
- Emcee recognition

Bronze Sponsor

$3,000

- 2 tickets to the Gala
- Emcee recognition
- Logo in program

Crystal Sponsor

$1,000

- No tickets included
- Emcee recognition
- Logo in program



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Featured SPONSORSHIP OPPORTUNITIES

The Butterfly Gala
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These exclusive options let your brand become part of the evening's most memorable moments



360 VIDEO BOOTH SPONSOR

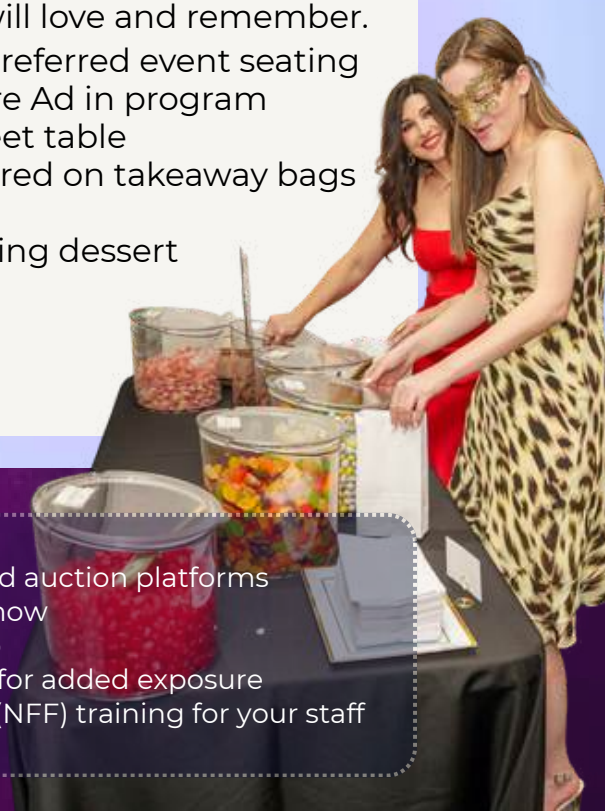
$4,000

- 2 tickets to attend the with preferred event seating
- Your logo on all Guest 360 Videos
- Quarter page Feature Ad to be included in gala program
- Emcee highlight of your sponsorship at gala

SWEET TABLE SPONSOR

$4,000

- Sponsor one of the most delightful parts of the evening - a show-stopping dessert experience guests will love and remember.
- 2 Gala Tickets with preferred event seating
- Quarter page Feature Ad in program
- Logo signage at sweet table
- Company logo featured on takeaway bags provided to guests
- Emcee mention during dessert announcement





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SIGNATURE COCKTAIL SPONSOR



$4,000

- 2 Gala Tickets with preferred event seating
- Exclusive naming rights to a signature cocktail served at the Gala
- Company logo featured on cocktail napkins at event bars
- Branded signage featuring the signature cocktail at the bar
- Quarter-page Feature Ad in the Gala program
- Emcee recognition of your sponsorship during the evening



HEADS OR TAILS CONTEST SPONSOR

$4,000

- Sponsor one of the evening's most exciting and interactive moments — the Heads or Tails contest that gets guests on their feet, engaged and playing for a chance to win!
- 2 Gala Tickets with preferred event seating
- Company logo featured on the game dice and on all participant contest bracelets
- Quarter-page Feature Ad in the Gala program
- Emcee recognition when the Heads or Tails contest is introduced



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

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