

Thank you for considering becoming a sponsor for National Volunteer Week, the annual celebration and recognition of volunteers from coast to coast. This year's theme, **"Every Moment Matters"**, highlights the importance of every volunteer and each contribution they make at a moment when we all need support more than ever. The sharing of time, skills, empathy, and creativity is vital to the inclusivity, strength, and well-being of our communities.

Volunteers are the backbone of our society, and their selfless dedication plays a vital role in shaping the fabric of Canadian communities. From lending a helping hand during times of need to championing causes close to their hearts, volunteers embody the spirit of compassion, generosity, and civic engagement that defines our nation. National Volunteer Week is an opportunity for organizations to come together and work towards creating lasting local change.

National Volunteer Week 2024 will be held from April 14-20, with ongoing celebrations of volunteerism and non-profit excellence throughout April. Over the month, we will engage community members from across sectors, identities, ages and skills; there is no standard "volunteer," and we are excited to shed light on the many different ways "giving back" can look. Your generous support will enable us to organize a series of impactful initiatives and events throughout the week, including a community recognition ceremony on April 15, a non-profit industry gathering to convene over important conversations, and a community film day celebrating volunteerism. We will also be launching several initiatives this week, including a Celebrate Volunteerism in Lethbridge video, a new way for local businesses to "sponsor a volunteer," and, most excitingly, Volunteer Lethbridge will be launching the deepening of our mission to become southern Alberta's Non-Profit Leadership Centre. These activities will not only honour the contributions of existing volunteers but also inspire others to join the movement and make a positive difference in the lives of those around them.

By sponsoring National Volunteer Week, you will showcase your commitment to celebrating volunteers and their immeasurable value to our local and global communities. Together, we will be able to tell volunteers that they are a valued, needed and treasured part of what it means to participate fully in Canadian society. As a sponsor, your organization will receive prominent visibility, acknowledgment, and networking opportunities during National Volunteer Week.

Please find the sponsorship package below, which offers details on diverse sponsorship levels and associated benefits. We can customize the sponsorship package to suit your organization's goals and preferences. If you have any questions or require further information, please contact Lyndsay and Abigail at hello@thesocialgood.co, who will connect with you to solidify your commitment and ensure you are meaningfully recognized for your support.

We look forward to the possibility of you joining us in this important endeavour to ensure that volunteers know that now, more than ever that "Every Moment Matters".

Thank you for considering our invitation, and we hope to welcome you as a valued sponsor for National Volunteer Week.

Sincerely,

Amanda Jensen
Executive Director
Volunteer Lethbridge

2024 National Volunteer Week

“EVERY MOMENT MATTERS”: CELEBRATING
VOLUNTEERISM & NON-PROFIT EXCELLENCE
SPONSORSHIP OPPORTUNITY

April 15 - National Volunteer Week Kick off @ City Hall

April 16 - Non-Profit Industry Gathering @ TBD

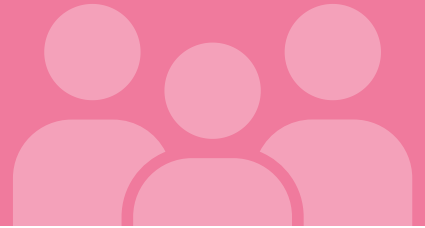
April 20 - Community Movie Celebration @ Lethbridge Movie Mill

All Week - launch of “non-profit leadership centre”, small business
“sponsor a volunteer” opportunity, and ongoing advocacy for
volunteerism

All Month - showcasing volunteerism and key community
volunteers

volunteerlethbridge.com

NATIONAL VOLUNTEER WEEK



PRESENTING SPONSORSHIP (1 AVAILABLE)

Presenting sponsorship of National Volunteer Week & Celebrating Volunteerism Video

INVESTMENT: \$7,500

BENEFITS:

- Prime recognition on all social media posts, printed material and media opportunities
- Dedicated section on VL National Volunteer Week Website
- Opportunity to speak alongside the City of Lethbridge and Volunteer Lethbridge during the National Volunteer Week kick-off at City Hall
- Verbal acknowledgement at all NWW events
- 10 tickets to the Community Movie Celebration
- Recognition as a sponsor for the Celebrating Volunteerism Video Campaign

CHAMPION SPONSOR (3 AVAILABLE)

Sponsorship of National Volunteer Week & Celebrating Volunteerism Video Video

INVESTMENT: \$5,000

BENEFITS:

- Recognition on all social media posts, printed material and media opportunities, as well as VL National Volunteer Week Website
- Verbal acknowledgement at all NWW events
- 10 tickets to Community Movie Celebration
- Recognition as a sponsor for the Celebrating Volunteerism Video Campaign

ACCESSIBILITY SPONSOR (3 AVAILABLE)

Help us ensure that our events & videos are accessible for folks of all abilities, including live interpretation, translation and other necessary accommodations.

INVESTMENT: \$2,500

BENEFITS:

- Recognition on select event collateral
- Dedicated social media post, thanking and detailing support and celebration of volunteerism
- Verbal acknowledgement at associated NWW events
- Listing on VL National Volunteer Week Website
- 5 tickets to Community Movie Celebration
- Recognition as a sponsor for the Celebrating Volunteerism Video Campaign

INDIVIDUAL NWV EVENTS



COMMUNITY MOVIE CELEBRATION - TRAILBLAZER

Opportunity to sponsor the community movie at Lethbridge Movie Mill

INVESTMENT: \$1,500

BENEFITS:

- Dedicated shared social media post
- Verbal recognition at Community Movie Celebration
- Listing on VL National Volunteer Week Website
- Prime recognition on printed material at Community Movie Celebration
- Opportunity to bring collateral/advertising to Community Movie Celebration
- 5 tickets to Community Movie Celebration

COMMUNITY MOVIE CELEBRATION - NAVIGATOR

Opportunity to sponsor the community movie at Lethbridge Movie Mill

INVESTMENT: \$750

BENEFITS:

- Shared social media post
- Verbal recognition at Community Movie Celebration
- Listing on VL National Volunteer Week Website
- 5 tickets to Community Movie Celebration

NON PROFIT GATHERING

(5 AVAILABLE)

Proudly share your support for non-profit leaders who are convening important conversations

INVESTMENT: \$500

BENEFITS:

- Dedicated social media post
- Verbal recognition at "Convening Conversations" non profit gathering event
- Listing on VL National Volunteer Week Website
- 5 tickets to Community Movie Celebration

CELEBRATING VOLUNTEERISM FILM

(5 AVAILABLE)

Support the creation and sharing of a "celebrating volunteerism" short film.

INVESTMENT: \$500

BENEFITS:

- Logo included at end of film
- Dedicated social media post
- Verbal recognition at "Community Movie Celebration"
- Listing on VL National Volunteer Week Website
- 5 tickets to Community Movie Celebration