

Up, Up & Away
Starry Night

CHARITY GALA
JUNE 7, 2024

MEDIA KIT

epilepsy
niagara

www.epilepsyniagara.org

ABOUT US

Epilepsy Niagara is a registered non-profit organization dedicated to improving the quality of life for those living with, and affected by epilepsy. All of our services are available to anyone living within the entire Niagara region.

We are a small, but dedicated organization that is passionate about what we do.

All services are offered free of charge thanks to United Way Niagara for funding our Support Services program.

Some of our services and programs include:

- ✓ Empowerment counselling
- ✓ Neurologist appointment preparation
- ✓ Peer connections
- ✓ Support groups
- ✓ Seizure first aid training
- ✓ Rescue medication administration training
- ✓ Seizure recognition training
- ✓ Education presentations for schools, businesses and organizations

OUR MISSION & VISION

It is our mission to dispel the many myths and misconceptions epilepsy still has to this day.

Epilepsy Niagara believes individuals deserve to feel empowered, confident, self-assured and respected.

Epilepsy is a neurological condition, not a characteristic. "I may have epilepsy, but epilepsy doesn't have me."

YOU CAN FIND US ON



OUR FUNDERS & SUPPORTERS

We are grateful to the following organizations and foundations for their support of our agency, programs, mission and vision. Without them, we would cease to exist.

Ontario
Trillium
Foundation



Fondation
Trillium
de l'Ontario

An agency of the Government of Ontario
Un organisme du gouvernement de l'Ontario



United Way
Niagara



Canadian
epilepsy
Alliance

Alliance
canadienne de
l'épilepsie

UP, UP & AWAY 2023

This was our first event since the pandemic and it was a beautiful event. From the very beginning, attention to detail was important to the events committee.

Since we had been unable to travel for a few years, we wanted to bring the world to the Grande Ballroom at the Americana Conference Resort Spa & Waterpark. Thanks to their new buffet, we had five food stations featuring a wide array of delicious international food. These stations allowed for a smooth and easy (and smaller) line ups that made the meal even more spectacular.

Each ticket was a personalized boarding pass for each attendee (or global traveller). Every guest table was a different destination from around the world. Each table had a beautiful handmade hot air balloon centrepieces. And our raffle prizes were divided into 30 packages ranging in value from \$90-630.00. To say the prizes were spectacular is a vast understatement.

Our friend, the ever-charming Mark McAllister, veteran broadcast journalist, was our incredible emcee and keynote speaker for the night. As a person living with epilepsy, he gave a very candid speech that was as uplifting and intriguing as it was inspirational.

We also were excited to have our Board President, Amber Demers and Executive Director, Kristin Welton speak on behalf of our organization along with Tim Laslo whose daughter, Kelly, has epilepsy and their journey with Epilepsy Niagara. We even had a surprise speech from our executive director's daughter, Kiera, that had many of our attendees in tears.

To put it simply, it was a stunning night filled with hope, inspiration, love, whimsy and incredible food.

And we are certain that the 2024 gala will be unbelievable! Read on to learn about what we have in store for next year's Up, Up & Away.

WE ARE THRILLED TO ANNOUNCE THAT WE RAISED OVER \$15,000 FOR OUR FIRST GALA IN 11 YEARS AND OUR FIRST EVENT SINCE 2019. WITHOUT THE SUPPORT FROM OUR PRIZE DONORS, SPONSORS, ATTENDEES, VOLUNTEERS, DONORS, AND THE EVENTS COMMITTEE, THIS WOULD NOT HAVE BEEN POSSIBLE IN OUR WILDEST DREAMS.

UP, UP & AWAY 2024

We are thrilled to announce the theme for the next Up, Up & Away Charity Gala...

Starry Night

a journey across the stars...

Like the original, with this event you can expect a stunning and beautiful experience with an out of this world buffet, inspiring speakers, spectacular prizes, and beautiful decor. Plus you can expect some surprises coming your way!

In 2024, we are taking inspiration from the stars - literally. Like in the first Up, Up & Away gala, the Grande Ballroom at the Americana will be transformed into a whimsical and magical space that will be sure to delight all of our guests. The event will continue to be a personalized experience designed to make each individual feel special.

Also we are looking to add more special touches to the gala and we have some surprises in store for everyone.

HOW YOU CAN HELP

Purchase
tickets
or a
table

Individual - \$100
Tables - \$700

Become
a
sponsor

See next page
for sponsorship
opportunities

Donate
a
raffle prize

Please contact
Anielle to donate

Spread
the
word

Please share on
social media

To purchase tickets, sponsorship level, to make a prize donation or for more information, please contact our Community Impact Coordinator, Anielle Beaulieu at events@epilepsyniagara.org

SPONSORSHIP OPPORTUNITIES

LEVEL ONE - "CEPHEUS - THE KING"

\$8,000

Title sponsor. One spot available.

- *Prominent lead sponsor recognition*
- *Company regularly mentioned throughout the evening*
- *Banner and other marketing materials provided by sponsor displayed at event*
- *Logo with link placed prominently on Epilepsy Niagara website*
- *Prominent inclusion in social media campaign (logo, links, mentions, etc.)*
- *Logo placed on party favours*
- *Opportunity for sponsor to speak at event*
- *Logo placed on tickets*
- *Logo placed on all tables*
- *Recognition in gala press releases*
- *Centrefold advertisement in event program*
- *Logo placed on all event materials and signage*
- *16 tickets (two tables) to the event*

LEVEL TWO - "ANDROMEDA - THE CHAINED MAIDEN"

\$6,500

One spot available.

- *Logo placed on all event materials*
- *Company mentions at event*
- *Logo with link placed on our website*
- *Eight tickets to the event*
- *Logo on event signage*
- *Full-page advertisement in event program*
- *Included in social media campaign*

LEVEL THREE - "DRACO - THE DRAGON"

\$4,000

Two spots available.

- *Logo placed on some event materials*
- *Logo with link placed on our website*
- *Half-page ad displayed in event program*
- *Six tickets to the event*

LEVEL FOUR - "HYDRA - THE WATER SNAKE"

\$2,500

Reception Sponsor - One available.

- *Name on Event signage*
- *Logo placed in event program*
- *Logo placed on signage at bar and reception area*

LEVEL FIVE - "MONOCEROS - THE UNICORN"

\$800

Client Support Sponsor - Unlimited spots available.

(As result of sponsorship, four clients and their guest will be able to attend)

- *Company mentioned at event*
- *Logo placed in event program*
- *Logo with link on our website*

ALL SPONSOR LEVELS ALSO INCLUDE LOGOS PLACED IN EVENT PROGRAM

2023 GALA SPONSORS

Without the support from our friends, our event would not have been possible.



KENMORE HOMES



MERIDIAN CREDIT
UNION



AVERAGE JOE'S
FENCES & DECKS



HONEYPOT
SMOKESHOP



AMERICANA
CONFERENCE RESORT
SPA & WATERPARK



STAMFORD CENTRE
VOLUNTEER FIREMEN'S
ASSOCIATION



OUR PASSPORT SPONSOR

WHY YOUR SPONSORSHIP MATTERS

Living with epilepsy brings a myriad of challenges, setbacks, tribulations, and triumphs. It is an invisible disability where the stigmas, despite the efforts of organizations across the world, are still present in society. For instance, many of our clients state that they are afraid to disclose their seizure disorder in case they are ridiculed and/or discriminated against. Many of our clients state they feel unsafe leaving their homes in case they have a seizure in public and the people either won't help, don't know how to help, or fear being ridiculed, filmed (and posted on social media), and worst of all taken advantage of in a vulnerable state (many have been robbed during). This is of course, appalling and we are even more passionate about public education and seizure first aid training than ever.

People who understand their seizures are less likely to depend on the hospital emergency room as a principal source of support, or to reach out to their health care provider in crisis. They also are more likely to gain control of their seizures and to live well with this chronic disease. Helping our clients and their families to better cope with epilepsy and its comorbidities is of utmost priority.

Epilepsy is more common than you may think! Approximately 100,000 people in Ontario live with epilepsy, with 6000 new cases diagnosed every year. And our organization is devoted to supporting our clients and their families through every hurdle they face. We are here to train individuals, organizations and businesses in the Niagara region how to recognize what seizures look like and how to perform proper seizure first aid.

Did you know there are more than 40 types of seizures and can vary from being difficult to detect, to hard to miss? Did you know 1 in 100 Canadians are living with epilepsy? Did you know 1 in 10 Canadians will have one seizure in their lifetime? Did you know that knowing seizure first aid can save a life?

If someone were to have a seizure in front of you, would you know what to do? If that answer is 'no', please allow us to train you. All of our education and training sessions are free of charge.

In 2024 we want to broaden our impact in Niagara, but we cannot do this without your help! With your company by our side at this upcoming event, we'll be closer to our goal, so we ask for you to consider sponsoring Up, Up & Away: Starry Night and come on a journey across the stars with us.

CONTACT US

If you have any questions regarding our organization, this event, or regarding sponsorship levels, please do not hesitate to contact us.

OUR STAFF



Kristin Welton, Executive Director
execdirector@epilepsyniagara.org



Anielle Beaulieu, Community Impact Coordinator
events@epilepsyniagara.org



Linda Warren-Camus, Social Media Coordinator
communications@epilepsyniagara.org

Telephone: 289-929-5811

Website: www.epilepsyniagara.org

General Inquiries: info@epilepsyniagara.org

Mailing Address:

Epilepsy Niagara

411-3401 Weinbrenner Road

Niagara Falls, ON L2G 7K6

epilepsy
niagara