

Ice Crystal Gala



SPONSORSHIP OPPORTUNITIES

November 7, 2026

RBC Convention Centre Winnipeg



Ice Crystal Gala

Be a part of Ice Crystal Gala - a two-time award winner at the Canadian Event Awards for Best Small-Scale Fundraising Event!

Since 2006, this formal evening gala has raised critical, life-saving funds for departments and programs in need at HSC Children's Hospital including the Travis Price Children's Centre, Child & Adolescent Mental Health Unit indoor play space, Child Life programming and so many more.

In 2025, our Island Vibes event whisked us away to a tropical paradise and earned a record-breaking \$1.9 million for kids. From live entertainment and a delicious dinner to exciting auctions, kids' activities and a lively dance floor, there truly was something for everyone.



Join us **Saturday, November 7, 2026**, at RBC Convention Centre. All proceeds support kids in your community who need Manitoba's only children's hospital and will go towards life-saving equipment, programs that provide comfort to families during difficult times and leading-edge research at Children's Hospital Research Institute of Manitoba (CHRIM).

Why sponsor Ice Crystal Gala?

- Exposure! Ice Crystal Gala has nearly **1,000 attendees** every year including members of the Manitoba's business community and their families.
- Your brand will be **noticed and celebrated** as a supporter of our community.
- Knowledge that **you're making a difference** in the lives of families throughout Manitoba, Nunavut and Northwestern Ontario.

Say YES to #ContinueCaringForKids... **let's make anything possible!**

TO BECOME A SPONSOR OR FOR OTHER INQUIRIES CONTACT:
ANGELA AT EVENTS@GOODBEAR.CA OR 204-781-1158.



SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR	STAGE SPONSOR	DINNER SPONSOR	KIDS' ACTIVITY SPONSOR
\$50,000	\$25,000	\$20,000	\$17,500

NUMBER OF OPPORTUNITIES:

1 1 1 1

AT THE GALA

Table at gala with feature logo sign	20 guests	10 guests	10 guests	10 guests
Video played at event featuring organization's inspiration for supporting kids	•			
Organization logo featured on all gala recognition materials and at entrance	•			
Organization logo featured at event stage		•		
Organization logo featured on dinner menu			•	
Organization logo featured at entrance to kids' activity area				•
Organization logo or family name featured in event program	•	•	•	•
Ad acknowledging sponsorship on event silent auction site	•	•	•	•
Organization logo featured on event slideshow	•	•	•	•
Acknowledgment by emcee	•	•	•	•
Organization logo or custom message featured on themed floor vinyl	•	•	•	•

FOUNDATION PUBLICATIONS

Listing in annual report as community supporter	•	•	•	•
Listing on annual donor wall in Children's Hospital	•	•	•	•
Organization logo featured on event webpage at goodbear.ca	•	•	•	•
Featured in gala e-newsletter	•	•	•	•
Included in a social post in advance of event and in thank you after	•	•	•	•

OUTSIDE MEDIA

Included in post event thank you article published in Winnipeg Free Press	Image (if available)	Image (if available)	Image (if available)	Image (if available)
Listing in event media release (if applicable)	•	•	•	•

PRIVATE TOUR

Tour of Children's Hospital Research Institute of Manitoba for up to 8 guests	•	•		
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*In keeping with CRA guidelines, if a charitable tax receipt is required no logo can be used on website or event materials. If you have questions, please contact Angela Caron at (204) 781-1158.

*In accordance with the Canada Revenue Agency regulations, sponsors will receive a letter from the Foundation which will state the full value of their sponsorship which can be applied against company marketing budgets.

SPONSORSHIP OPPORTUNITIES

	SPEAKER SPONSOR	ENTERTAINMENT SPONSOR	DESSERT BAR SPONSOR	PHOTOBOOTH SPONSOR
	\$15,000	\$15,000	\$12,000	\$10,000
NUMBER OF OPPORTUNITIES:	1	1	1	1
AT THE GALA				
Table at gala with feature logo sign	10 guests	10 guests	10 guests	10 guests
Organization to have opportunity to introduce speaker	•			
Organization logo featured by event stage		•		
Organization logo featured at dessert bar			•	
Organization logo featured at photobooth and on photobooth prints				•
Organization logo or family name featured in event program	•	•	•	•
Ad acknowledging sponsorship on event silent auction site	•	•		
Organization logo featured on event slideshow	•	•	•	•
Acknowledgment by emcee	•	•	•	•
Organization logo or custom message featured on themed floor vinyl	•	•	•	•
FOUNDATION PUBLICATIONS				
Listing in annual report as community supporter	•	•	•	•
Listing on annual donor wall in Children's Hospital	•	•	•	•
Organization logo featured on event webpage at goodbear.ca	•	•	•	•
Featured in gala e-newsletter	•	•	•	•
Included in a social post in advance of event and in thank you after	•	•	•	•
OUTSIDE MEDIA				
Included in post event thank you article published in Winnipeg Free Press	Image (if available)	Image (if available)	Listing	Listing
Listing in event media release (if applicable)	•	•		
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SPONSORSHIP OPPORTUNITIES

	TEEN LOUNGE SPONSOR	DÉCOR SPONSOR	DR. GOODBEAR STORE SPONSOR	CANDY BAR SPONSOR
	\$10,000	\$10,000	\$8,000	\$8,000
NUMBER OF OPPORTUNITIES:	1	1	1	1
AT THE GALA				
Table at gala with feature logo sign	10 guests	10 guests	10 guests	10 guests
Organization logo featured at teen lounge	•			
Organization logo featured by décor feature scene		•		
Organization logo featured at Dr. Goodbear Store			•	
Organization logo featured at candy bar				•
Organization logo or family name featured in event program	•	•	•	•
Organization logo featured on event slideshow	•	•	•	•
Acknowledgment by emcee	•	•	•	•
Organization logo or custom message featured on themed floor vinyl	•	•	•	•
FOUNDATION PUBLICATIONS				
Listing in annual report as community supporter	•	•	•	•
Listing on annual donor wall in Children's Hospital	•	•	•	•
Organization logo featured on event webpage at goodbear.ca	•	•	•	•
Featured in gala e-newsletter	•	•	•	•
Included in a social post in advance of event and in thank you after	•	•	•	•
OUTSIDE MEDIA				
Included in post event thank you article published in Winnipeg Free Press	Listing	Listing	Listing	Listing
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SPONSORSHIP OPPORTUNITIES

TABLE SPONSOR	HONOUR A PATIENT SPONSOR	FUND THE NEED PRIMER	DONOR FLOOR VINYL
\$6,000	\$3,500	\$1,000	\$500
NUMBER OF OPPORTUNITIES:	70	3	Unlimited

AT THE GALA

Table at gala with feature logo sign	10 guests			
Purchases gala tickets for a patient and their family to attend the event		•		
Listing featured on event slideshow	•	•	•	
Organization logo or custom message featured on themed floor vinyl				•

FOUNDATION PUBLICATIONS

Listing in annual report as community supporter	•	•	•	
Listing on annual donor wall in Children's Hospital	•	•	•	
Listing on event webpage at goodbear.ca	•	•	•	
Featured in gala e-newsletter	•	•		



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