



***A hip event celebrating The Bloom Group's 60<sup>th</sup> anniversary***

**What:** Unique virtual event featuring: *Play 'n Bloom*, a cool way to learn and win, animated short film premiere showcasing Bloom's history, silent auction, 60's costume contest, video storytelling, prizes, music by Diversity and more!

**When:** Thursday, October 21, 2021      7:00 pm – 8:00 pm    Pre-event: 6:30 pm

**Where:** Registered guests will be directed to an online event platform.

**How:** Event tickets are available for purchase at \$60.00/ticket.

**Why:** Celebrate 60 years of making a difference in the Downtown Eastside for people in need. Give residents a place they can call home by raising funds for *From House to Home* Campaign.



## Why Sponsor?

60 years in Bloom is an opportunity for your company to:

- Gain new brand exposure
- Access a wide and diverse audience
- Reach new clients and expand customer base
- Partner with a long-standing reputable non-profit organization
- Promote your corporate social responsibility & support the local community.

RECOGNITION AND BRAND EXPOSURE	PRESENTING SPONSOR \$20,000	PLATINUM SPONSOR \$10,000	GOLD SPONSOR \$5,000
Recognition in media releases	YES		
Recognition in TV/radio/print PR	YES		
Verbal recognition at event	YES		
Primary logo and link on Bloom website homepage	YES		
Primary logo and link on event homepage	YES		
Audience activation	YES	YES	
Secondary logo and link on Bloom website homepage		YES	
Logo and link on event homepage		YES	YES
Recognition in e-newsletters pre & post event	YES	YES	YES
Mention in social media	YES	YES	YES
Facebook: 398 followers			
Twitter: 1,163 followers			
Instagram: 419 followers			

Join us to celebrate this important milestone.

*Thank you for making a difference!*

**Contact:**

Cindy Graves

Director of Development and Communications

The Bloom Group Community Services Society

Office: 604 606 0306

Cell: 604 290 3063

[cgraves@thebloomgroup.org](mailto:cgraves@thebloomgroup.org)

<https://www.thebloomgroup.org/>