



HEARTSOUT

THE ANNUAL FUNDRAISING GALA IN SUPPORT OF
THE YOUTH SINGERS OF CALGARY AND THEIR
HOME, THE ATCO PERFORMING ARTS CENTRE

SPONSORSHIP
OPPORTUNITIES



APRIL 19, 2024 THE WESTIN CALGARY

HONOURARY CHAIRS LAURA HAMBLEY LOVETT AND SCOTT LOVETT

ABOUT HEARTS OUT

APRIL 19, 2024
THE WESTIN CALGARY

The YOUTH SINGERS OF CALGARY (YSC) annual fundraiser in support of YSC and their home THE ATCO PERFORMING ARTS CENTRE (APAC)

"HEARTS OUT" originates from the beloved phrase "SING YOUR HEART OUT" symbolizing the incredible bravery, courage, and joy of our talented young performers on stage.

As for developing youth advocates, we invite you to join us with an open heart and enjoy a memorable night out! Your support empowers these passionate youth to enrich lives through the power of song and artistic expression.

\$1.5 MILLION

RAISED AT HEARTS OUT FOR
YSC AND APAC SINCE 2015

75+

VOLUNTEERS
SUPPORTING THE EVENT



RECIPIENT OF THE 2017 ILEA ESPRIT
AWARD IN THE CATEGORY OF BEST EVENT
FOR A NON PROFIT ORGANIZATION

WHAT TO EXPECT

The semi-formal gala pairs live entertainment with delicious food, exciting auctions, and fun games while supporting youth in the performing arts.

**Cocktails | Plated Dinner | Dessert | Auctions
Games of Chance | Live Entertainment | Dancing | And MORE!**

EARLY BIRD TABLE

Table of 8 \$1800
(Ends Dec 31st, 2023)

RESERVE A TABLE

Table of 8 \$2000

INDIVIDUAL TICKETS

Gala Ticket \$275

RESERVE A VIP TABLE

Table of 8 \$2500

(Includes priority seating
& concierge service)

YOUTH SINGERS BY THE NUMBERS

10,000+

PERFORMERS THROUGH
THE DOORS SINCE 1985

500+

REGISTERED PERFORMERS
EACH YEAR

100+

PERFORMANCES EVERY
YEAR

40,000+

VOLUNTEER HOURS
EACH YEAR

\$750,000+

ANNUAL PROFESSIONAL FEES FOR
DIRECTORS, CHOREOGRAPHERS,
MUSICIANS, AND SOUND/LIGHT
TECHNICIANS

20+

COUNTRIES YOUTH
SINGERS HAS TOURED

40-45

SPECIAL NEEDS YOUTH IN
OUR STAR (SPECIAL
TALENTS IN ARTS AND
RECREATION) PROGRAM

35-55

YOUTH ENROLLED EACH
YEAR SUPPORTED BY OUR
YYC (YES YOU CAN!)
BURSARY FUND

YSC VALUES
WE ARE COMMITTED TO:



Excellence
Inclusion
Performing
Community
Collaboration





HEARTSOUT

**TAKE CENTRE STAGE
AS AN EVENT SPONSOR**

\$15,000

MARQUEE SPONSOR

ONLY ONE AVAILABLE

\$10,000

SPOTLIGHT SPONSOR

\$5,000

LIMELIGHT SPONSOR

2024 Honourary Chairs

Laura Hambley Lovett and Scott Lovett

PAST HONOURARY CHAIRS

2023 Jeremy Clark

**2022 Brigitte (Tremblay) Moore & Claudette
Tremblay**

2021 Catherine Barclay & Eugene Beaulieu

2020 Mike & Linda Shaikh

2019 Bill & Diane Chomik

2018 Katherine Emberly & Reed Ferber

2017 Marg Southern

2016 Their Honours Lois & Doug Mitchell

SPONSOR RECOGNITION

SPONSORSHIP LEVELS	MARQUEE \$15,000 Only 1 Available	SPOTLIGHT \$10,000 Only 5 Available	LIMELIGHT \$5,000 Only 10 Available
BENEFITS			
Opportunity to share remarks	♥		
Social media page feature	♥		
Banner display in Jubilee lobby at Mainstage shows	♥		
Advertising opportunity in IN THE LOOP Alumni Newsletter	♥		
Logo on back cover in two YSC Mainstage show programs	♥		
Banner display at HEARTS OUT	♥	♥	
Advertising opportunity in YSC News	♥	♥	
Social media story feature	♥	♥	
VIP Tickets to HEARTS OUT	16	8	4
Logo on screen at HEARTS OUT	Solo High Frequency	Group	Group
Recognition on HEARTS OUT website	Logo with link	Logo	Name
VIP Tickets to 2 mainstage shows	8	4	2
Table Signage at HEARTS OUT	Logo	Name	Name
Logo on HEARTS OUT page of Event Program	♥	♥	♥
Invitation to Directors' Reception	♥	♥	♥
Included in Parade of Sponsors	♥	♥	♥
Social media recognition	♥	♥	♥
Recognition in IN THE LOOP and YSC NEWS Email Newsletter	♥	♥	♥

2.5k Fans & Followers on Social Media Platforms

2332 Newsletter Subscribers (YSC News Weekly Email & In The Loop Quarterly Email)

SET THE SCENE WITH OTHER SPONSORSHIP OPPORTUNITIES

Be the director of your own sponsorship! If a full sponsorship is not feasible there are other creative ways to support HEARTS OUT and YSC.

Put your name on a Candy Bar, or kick-start the party as our Cocktail Hour sponsor. Have another creative idea? We'd love to hear it!

Contact: shirl@youthsingers.org laura.hambley@shaw.ca



STARTING AT **\$2,000**

GET CREATIVE!

Candy Bar Sponsor
Cocktail Hour Sponsor
Entertainment Sponsor
Table Wine Sponsor
Photography Sponsor
Pitch us a new idea!

AMPLIFY THE HEARTS OUT AUCTION

Join us in supporting Youth Singers at the HEARTS OUT Auction! With \$30,000+ raised yearly from in-person and online bidding, hundreds of buyers eagerly await diverse prizes such as experiences, stays, shows, and more. Supporters and guests can get a head start on the excitement by going online 7-10 days before the event to begin bidding on exclusive auction items.

BECOME A DONOR AND MAKE A DIFFERENCE!

Contact ycauction@youthsingers.org.



Your donation will be matched up to 50% by Shaw Birdies for Kids presented by AltaLink.

Event Chairs	Megan Emmett & Shirley Penner
Gala Planning Team Co-Ordinator	Lisa Gray
Marketing Co-Ordinators	Kendra Nemeth & Megan Thomson
Auction & Prizes Co-Ordinator	Stacey Schaub-Szabo
Sponsorship & Donations Co-ordinator	Laura Hambley
Volunteer Co-Ordinator	Danica Strocen



THE YOUTH SINGERS OF CALGARY DIFFERENCE

Youth Singers of Calgary (YSC) empowers youth to discover their true selves and express their voice through a blend of music, dance, and theatre arts education. Our engaging activities cater to young people aged 3.5 and above, igniting a lifelong passion for performing arts in a nurturing environment.

At YSC, we go beyond traditional divisions, offering unique programs like STAR for youth with cognitive delays, the HUB, an intergenerational alumni choir, and a daytime choir for alternative and homeschool students.

Our belief in inclusive musical education for all drives us, as we strive to create lasting positive impact through music appreciation and performance.

We don't just teach singing, dancing, and acting; we cultivate community leaders, promote teamwork, and foster self-esteem and confidence every day.



ABOUT OUR HOME - THE ATCO PERFORMING ARTS CENTRE

Welcome to the ATCO Performing Arts Centre (APAC), the vibrant and purpose-built 18,000 sq. ft. warehouse that serves as the cherished home of Youth Singers of Calgary!

YSC purchased this exceptional venue with an investment of \$1.9 million and there is still a balance owing of \$1.2 million. This venue not only caters to YSC's rehearsal and performance needs but also extends its warm embrace to community art groups in Calgary, offering them an affordable space.

APAC houses a host of amenities, including four studios, a recording studio, a music library, costume and set building workshops, office space, and so much more.

For hundreds of kids, teens, and adults who visit each week, APAC has evolved into a safe haven and a second home. Here, people find the freedom to learn, grow, and express themselves through the captivating art of song and performance.



APAC & THE COMMUNITY

Some of APAC's past & current renters include:

- Revv52
- 252 Scout Group
- Priori Fencing Club
- illFX Entertainment
- Rhythm of the Rockies
- Vykrutas Ukrainian Dance Society
- Portail de l'Immigrant Association (PIA)



STANDING OVATION FOR OUR 2023 SUPPORTERS

MARQUEE SPONSOR



SPOTLIGHT SPONSORS



LIMELIGHT SPONSORS



CANDY BAR SPONSOR



WINE SPONSORS



MAJOR DONOR

David Werklund

MEDIA & PR SUPPORT

PARKER PR

Youth Singers of Calgary
ATCO Performing Arts Centre
1371 Hastings Crescent SE
Calgary, AB, Canada T2G 4C8
youthsingers.org
403-234-9549

Megan Emmett, CEO
Tricia Penner, Artistic Director
Eugene Beaulieu, APAC & CCC Chair
Laura Hambley Lovett, Sponsorship Chair
Shirley Penner, Founder & CDO
Ernie Abbott, Chair of the Board of Directors