

Looking|Glass

# Reflections

co-presented by



Looking Glass Foundation  
for Eating Disorders

Fairmont Pacific Rim • Thursday April 10, 2025

Sponsorship Opportunities

# An Evening You Won't Want to Miss

**We are delighted to invite you to join us in commemorating the annual fundraising gala for Looking Glass Foundation for Eating Disorders: Reflections, presented by Ledcor & PCI Developments.**

At this year's **Reflections Gala** we will come together in hopes of raising \$500,000 to fund our unique and critical eating disorder programs and services. With your help, we can continue to offer this accessible support where no other option is available.

Looking Glass Foundation supports individuals affected by eating disorders and disordered eating by providing low-barrier, accessible programs and services that require no referral or formal diagnosis. Together with our community of support, we create a continuum of care for those battling this life-threatening mental illness so they can receive the critical support needed while on their recovery journey. Our mission is to provide programming that decreases isolation, instills hope and sustains recovery for individuals impacted by eating disorders.

On **April 10th, 2025**, we will host approximately 300 guests at the stunning **Fairmont Pacific Rim** for what is sure to be an inspiring and memorable event!

**Here are a few highlights that you and your guests can look forward to:**

- ◆ Intimate and beautiful setting in the Sapphire Ballroom
- ◆ Champagne Reception
- ◆ Gourmet 3-course meal
- ◆ Impactful stories
- ◆ Live entertainment
- ◆ Coveted silent and live auction items & experiences
- ◆ Entertaining evening auctioneer, Fred Lee



# Champion Support for Mental Illness

**Over 1.7 million Canadians are battling an eating disorder, yet less than 50% are able to access the critical supports they desperately need to recover.**

Multiple barriers to care such as cost, strict eligibility criteria, long waitlists and a lack of specialized clinicians prevent many from accessing life-saving care.

By removing these barriers and creating accessible support through a connected community, Looking Glass' programs are proven to fill systemic gaps and ensure timely and low-barrier support for those who need it most, ensuring accessible mental health support is available for people experiencing eating disorders.

Eating disorders are serious, complex, life-threatening mental illnesses that affect people of all genders, sexual orientations, ages, socioeconomic class, abilities, races, and ethnic backgrounds, with marginalized communities having higher incidence and less support. We know that navigating support and treatment options can be challenging and costly. Plus, lack of access to affordable services and real time support is prevalent.

**By innovating new approaches to programming we will fill gaps in existing services and create meaningful pathways between treatment options – so ALL those affected by eating disorders are never entirely without support.**



**79% of our program participants have experienced barriers to care & 71% are currently not receiving clinical support**



**31% of our program participants identify as a member of the 2SLGTBQIA+ community**



**1.7 million Canadians are impacted by eating disorders**



**Eating disorders are the 3rd most prevalent mental illness in Canada & the 3rd most common chronic health condition among adolescents**



**Anorexia has the highest mortality rate of any mental illness, excluding opioid usage**

# Recovery is Possible. Join us by becoming a Reflections Sponsor

As a company who believes in supporting community, your commitment to giving back aligns with the mission and work of Looking Glass Foundation for Eating Disorders.

**Our organization's aim is to decrease isolation, instill hope, and sustain recovery for individuals who are impacted by eating disorders. Today, we invite you to join us in the fight against eating disorders, while sharing the message that recovery is possible.**

We welcome the opportunity to discuss customized benefits, as well as multi-year partnership commitments.

- ◆ **Presenting** --- \$25,000 (SOLD)
- ◆ **Diamond** --- \$12,000 for 1 yr or \$11,000/yr for 2 yr commitment (Exclusive Recognition)
  - Auction (SOLD)
  - Champagne (SOLD)
  - Entertainment
  - Raffle (SOLD)
  - Speaker
- ◆ **Ruby** --- \$8,000 for 1 yr or \$7,500/yr for 2 yr commitment (Exclusive Recognition)
  - Photobooth (SOLD)
  - Volunteer
  - Wine Wall
- ◆ **Emerald** --- \$5,000
- ◆ **Sapphire** --- \$3,000
- ◆ **In-Kind**

All Gala Sponsors receive a commensurate level of benefits before, during, and following the Gala – including special guest seating, and recognition in print, AV and digital communication and promotion.

## Previous Gala Sponsors



# SPECIAL RECOGNITION

## AUCTION (SOLD)

- ◆ Prominent logo placement and recognition on digital auction website
- ◆ Prominent logo placement on ~60 auction tablets placed throughout the venue
- ◆ Logo on Auction signage
- ◆ Special mention by Emcee during Live Auction
- ◆ Company name included when promoting Auction in digital communications. For example, 'sponsored by XXX'
- ◆ Company name on Live Auction promotion page in event program
- ◆ Logo on all Live Auction multi-media slides during event

## CHAMPAGNE RECEPTION (SOLD)

- ◆ Logo'd cocktail napkins (approx. 500 napkins)
- ◆ Company name included when promoting Champagne Reception in digital and print assets. For example 'sponsored by XXX'
- ◆ Logo and name on bar signage

## ENTERTAINMENT

- ◆ Special thank you from Entertainment
- ◆ Company name included when promoting Entertainment in digital assets. For example 'sponsored by XXX'
- ◆ Logo on Entertainment signage
- ◆ Special mention by Emcee when announcing Entertainment
- ◆ Company name on Entertainment promotion page in event program

## RAFFLE (SOLD)

- ◆ Company name included when promoting Raffle in digital assets. For example 'sponsored by XXX'
- ◆ Logo on Raffle signage
- ◆ Special mention by Emcee when announcing Raffle
- ◆ Company name on Raffle promotion page in event program
- ◆ Logo on Raffle multi-media slides during event
- ◆ Opportunity for company rep to draw winning raffle ticket on stage

## GIFT OF HOPE

- ◆ Special mention by Emcee announcing Gift of Hope
- ◆ Logo on main screens in ballroom during Gift of Hope announcement
- ◆ Company logo on Gift of Hope promotion page in event program
- ◆ Company name included when promoting Gift of Hope in digital assets

## WINE WALL

- ◆ Opportunity to have company representatives greeting guests and at the Wine Wall
- ◆ Logo on Wine Wall event signage
- ◆ Logo on wine bottle stickers (1 per bottle)

## PHOTOBOOTH (SOLD)

- ◆ Opportunity to have company representatives greeting guests and at the photobooth
- ◆ Logo on Photobooth event signage
- ◆ Company logo on digital guest photos

## VOLUNTEER

- ◆ Logo on Volunteer wayfinding signage
- ◆ Logo on Volunteer name tags (approx. 60 volunteers)
- ◆ Company name included in all pre and post event related communication with volunteers

# RECOGNITION & BENEFITS

Presenting  
SOLD

\$12,000

\$8,000

\$5,000

\$3,000

## PRE-GALA

Logo/name integrated into event logo/title as "Reflections presented by xxx"	✓				
Integrated event logo on all promotional digital and print materials	✓				
Logo (with link) on Reflections webpage	Large	Medium	Medium	Small	Name only
Logo on e-blasts sent to our Gala community	Large	Medium	Medium	Small	Name only
Logo inclusion on fundraising platform (ie. Givergy)	Large	Medium	Medium	Small	Name only
Sponsor recognition post on social media channels leading up to the event	✓	✓	✓	✓	✓

## GALA EVENING

Access to exclusive high-tier event tickets (10 tickets = 1 table)	20 tickets	10 tickets	6 tickets	4 tickets	2 tickets
Opportunity for partner rep to provide 'Welcoming' remarks on the main stage	✓				
A photo with co-emcees	✓				
Table signage with logo	✓	✓	✓	✓	
Company advertisement in event program	Full Page	1/2 Page	1/2 Page	1/4 Page	
Logo in Gala program on partner page	Large	Medium	Medium	Small	Name only
Logo on event signage at venue	Large	Medium	Medium	Small	Name only
Mention by Emcee during Partner recognition	✓	✓	✓	✓	✓
Logo on multimedia presentation	✓	✓	✓	✓	✓
Mention/tag in social media activity during the event	✓	✓	✓	✓	✓

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## POST-GALA

Exclusive integrated event logo on event website banner	✓				
Logo on 2026 Partnership Proposal Package	✓				
Company name in Looking Glass' Annual Report	✓				
Logo rotating on LGF website homepage	✓	✓	✓	✓	✓
Provision of custom, digital, post-event thank you package that can be shared with employees, or featured in corporate communications, etc.	✓	✓	✓	✓	✓
Mention/tag in post Gala recap on social media channels	✓	✓	✓	✓	✓

## INTANGIBLE, VALUE-ADDING ASSETS

Opportunity for a company Lunch & Learn, led by a Looking Glass expert	✓	✓			
Association with our influential community partners	✓	✓	✓	✓	✓
Recognition as a donor to Looking Glass Foundation for Eating Disorders	✓	✓	✓	✓	✓
Use of our LGF logo	✓	✓	✓	✓	✓



THANK YOU FOR  
SUPPORTING

Looking|Glass

# Reflections

co-presented by



WE LOOK FORWARD TO  
PARTNERING WITH YOU!

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Director, Development & Communications

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