



OCT 9, 2025 | RBC CONVENTION CENTRE

*Sam's*

ANNOUNCEMENT

*Ball*



**WFS**

Presented by:

Health & Financial Strategies

# Sam's BUTTERFLY Ball

Our annual Sam's Butterfly Ball, presented by **WFS Wealth & Financial Strategies**, will be held October 9, 2025 at the RBC Convention Centre. Each year, our communities and networks come together to learn about the struggles and triumphs that our Canadian youth face and the impact we can make by funding programs that address these issues.

Many young people are struggling, and we will continue to do all that we can to give them hope and encourage impactful healing. This year, we are expecting approximately 1,500 people in attendance at the Ball, and our reach is continually growing each year.

Hosted by Winnipeg's favourite radio personality, Ace Burpee, you can expect a night filled with compassion, connectivity, and most importantly, change. With the support of our generous donors, we will have an unforgettable live auction, a silent auction and other prizes.

Please visit the links below to view memorable moments from our keynote speakers from our previous years. We encourage you to watch these at a safe time, as there is mention of sensitive and vulnerable topics. Please have your tissue ready!

[2024 Butterfly Ball Recap](#)



[2023 Butterfly Ball Recap](#)



[2022 Butterfly Ball Recap](#)



[Brad Mason's Keynote Speech 2022](#)



## A message from Sam's Foundation Co-Founder, Brad Mason:

Greetings,

On behalf of Sam's Foundation, I want to extend my profound gratitude to those who generously supported last year's Sam's Butterfly Ball. Thank you so much. Through your support, we raised over \$700,000!

Profits from the event went to both [LiveDifferent](#), bringing support to youth all across the country, including Manitoba's most isolated Northern Indigenous communities; and [Toba Centre for Children & Youth](#), supporting children and youth who have been the victims of abuse and violent crime, helping them in their healing journey.

We are building a community of likeminded people and businesses that understand the struggles of our Canadian youth and want to make a difference. I am writing today to ask for your help and support by purchasing a table or sponsorship package for this year's Sam's Butterfly Ball. With your help, we will fund Canadian youth mental health initiatives to help ensure our kids are not battling alone.

Thank you for your time, we hope you join us!

*Brad Mason*

# Sam's BUTTERFLY Ball Sponsorship Form

We appreciate your generosity in supporting the Sam's Butterfly Ball on October 9, 2025.

To secure your table/sponsorship and help pave a brighter future for Canadian youth, please complete the form below and return completed form along with high-resolution or vector copy of your logo to: **admin@samsfoundation.ca**

Name of Contact Person or Sponsor: \_\_\_\_\_

Company (if applicable): \_\_\_\_\_

Contact Email: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Contact Address: \_\_\_\_\_

**Please select one of the options below:**

**Payment options:**

## **Title Sponsorships**

### **Please inquire for information**

Title Sponsor - WFS Wealth & Financial Strategies  
Travel Sponsor - WestJet  
Wine Sponsor - G.J. Andrews  
Host Bar Sponsor - CLRAM & Coughlin & Associates  
Hotel Sponsor - Delta Hotels Winnipeg  
Raffle Prize Sponsor - Mokada Custom Jewelry  
Design Sponsor - Rheanne Marcoux Creative  
Specialty Bar Sponsor - Master Roofing  
Door Prize Sponsor - Available  
Media Sponsor - Available  
Diamond Reception Sponsor - Available  
Decor Sponsor - Available  
Dinner Sponsor - Available  
Guest Gift Sponsor - Available

### **Interac E-transfer:**

Sam's Foundation  
admin@samsfoundation.ca

### **Cheque:**

Sam's Foundation  
61053 PR 207  
Sunnyside, MB  
R5R 0C1

### **Online by Credit Card:**

[https://checkout.square.site/  
merchant/MLX4F6XQVF692/checkout/  
SSJKEVM7ZJSOLWR7OTA7V7SL](https://checkout.square.site/merchant/MLX4F6XQVF692/checkout/SSJKEVM7ZJSOLWR7OTA7V7SL)



## **Table Sponsorships**

\* Butterfly Sponsor - \$20,000  
Diamond Sponsor - \$10,000  
Platinum Sponsor - \$5,000  
Gold Sponsor - \$2,950  
Individual Tickets - \$325

\* Companies who have contributed \$20,000 in the previous year through our Payroll Donation Matching Program will receive all the benefits of Diamond Sponsor.

# Sam's BUTTERFLY Ball Table Sponsorships

## **\*\*NEW\*\* - Butterfly Sponsor**

**\$20,000**

Companies who have contributed \$20,000 in the previous year through our Payroll Matching Program will receive all the benefits of Diamond Sponsor.

## **Diamond Sponsor:**

**\$10,000**

- One table for ten guests with premium seating at Sam's Butterfly Ball 2024
- Tax receipt for a portion of the sponsorship without a direct benefit
- Recognition prominent throughout the event venue
- Recognition in event program
- Thank-you in post-event publication
- Logo in event program
- Interactive corporate team building session facilitated by LiveDifferent
- Pre-event special gathering/thanks/cocktails
- Logo on post-event publication
- Logo on website

## **Platinum Sponsor:**

**\$5,000**

- One table for ten guests at Sam's Butterfly Ball 2024
- Tax receipt for a portion of sponsorship
- Logo displays throughout venue
- Recognition in event program
- Interactive corporate team building session facilitated by LiveDifferent
- Thank-you published in post-event publication
- Logo in event program
- Logo on website

## **Gold Sponsor:**

**\$2,950**

- One table for ten guests at Sam's Butterfly Ball 2024
- Tax receipt for a portion of sponsorship
- Logo displays throughout the venue
- Recognition in event program
- Thank-you published in post-event publication
- Logo on website

## **Individual Tickets:**

**\$325**

- One seat at Sam's Butterfly Ball 2024
- Tax receipt for a portion of sponsorship

# Sam's BUTTERFLY Ball Table Sponsorships

	<b>Diamond Sponsor</b>	<b>Platinum Sponsor</b>	<b>Gold Sponsor</b>
One table for ten guests at Sam's Butterfly Ball 2024	✓	✓	✓
Tax receipt for a portion of sponsorship	✓	✓	✓
Recognition prominent throughout the event venue	✓	✓	✓
Recognition in event program	✓	✓	✓
Thank-you in post-event publication	✓	✓	✓
Logo on website	✓	✓	✓
Interactive corporate team building session facilitated by LiveDifferent	✓	✓	
Logo in event program	✓	✓	
Private pre-event cocktail hour	✓		
Premium seating at Sam's Butterfly Ball 2024	✓		
Logo on post-event publication	✓		

# Sam's BUTTERFLY Ball Title Sponsorships

**Presenting Sponsor**



\*\* Email [admin@samsfoundation.ca](mailto:admin@samsfoundation.ca) for details on Title Sponsorship packages\*\*

**Travel Sponsor**



**Host Bar Sponsor**



**Wine Sponsor**



**Specialty Bar Sponsor**



**Design & Marketing Sponsor**



**Raffle Prize Sponsor**



**Hotel Sponsor**



**Diamond Reception Sponsor**

CUSTOM PACKAGE AVAILABLE

**Media Sponsor**

CUSTOM PACKAGE AVAILABLE

**Dinner Sponsor**

CUSTOM PACKAGE AVAILABLE

**Decor Sponsor**

CUSTOM PACKAGE AVAILABLE

**Guest Gift Sponsor**

CUSTOM PACKAGE AVAILABLE

**Door Prize Sponsor**

CUSTOM PACKAGE AVAILABLE