



OCT 9, 2025 | RBC CONVENTION CENTRE

Sam's

WINTER

Ball



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:

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

Table Sponsorships

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

Payment options:

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)



* 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

	Diamond Sponsor	Platinum Sponsor	Gold Sponsor
One table for ten guests at Sam's Butterfly Ball	✓	✓	✓
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	✓		
Logo on post-event publication	✓		

Sam's BUTTERFLY Ball Title Sponsorships

Presenting Sponsor



** Email 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