



Butterfly Bash

**A FIELDSIDE SOIRÉE FOR
YOUTH MENTAL HEALTH**



Title Sponsor:



September 9, 2026
Princess Auto Stadium

Host Sponsor:



About Sam's Foundation



Sam's Foundation was formed in memory of Samantha Mason, who lost her battle with depression, in May of 2015 after having been bullied in middle school.

Today, Sam's Foundation fundraises in support of Canadian charities that provide youth mental health related programs focused on support, education, and hope. Through this work, we celebrate Sam's kind and loving spirit by spreading awareness and reaching other vulnerable youth who may be facing similar challenges.

\$3 Million+

Raised since 2022 for
youth mental health

200,000+

Youth reached
across Canada

1,400+

Youth in crisis
connected to support

48+

Isolated Indigenous
communities visited

When you purchase a ticket or sponsorship for the Butterfly Bash, you're supporting our incredible partner charity organizations: LiveDifferent and the Toba Centre for Children & Youth.



LiveDifferent exists to empower and engage youth in a lifestyle of compassion and service. Their programs help students build resilience, foster relationships and encourage action.

Sam's Foundation has helped LiveDifferent inspire students to dive deep into important topics and spark meaningful discussions that help them become more resilient and compassionate human beings reaching over **1.9 million students** to date!



Toba Centre for Children & Youth is Manitoba's only child advocacy centre focusing on the needs of children and youth who have experienced physical and/or sexual abuse or witnessed violence.

Every day at Toba Centre, they see courageous children come through their doors. As a community, we have an opportunity to give back what has been taken; to do more, to show children that they are valued and their community is behind them.

This year's Butterfly Event is going to look a little different...

Since 2022, Sam's Foundation has hosted an annual fundraiser, the Butterfly Ball, bringing over 1,100 people together each year in support of youth mental health initiatives in Canada. Last year, the event raised over **\$800,000!**

After four incredible years hosting a gala-style event, we're excited to announce our new party-style event, the **Butterfly Bash**, being held on **September 9, 2026**, at **Princess Auto Stadium**.

Hosted by Winnipeg's favorite radio personality, Ace Burpee, we invite you to join the party for an evening of live music by **Mike Lloyd & The Right Good**, unforgettable live and silent auctions, exciting prizes, great food, custom cocktails, and the opportunity to meet & greet with players from the Winnipeg Blue Bombers including an appearance from the Cheer squad.

We encourage you to view the link below for memorable moments from past events. Please watch when you are in a safe and comfortable space, as the videos include sensitive and vulnerable topics. You may want to have tissues nearby.



Scan or [CLICK HERE](#) for Past Event Recap Videos

About Mike Lloyd & The Right Good

Mike Lloyd & The Right Good are a talented group of musicians who spend much of the year touring with renowned artists across North America. When they come together, they create an unforgettable blend of country, rock, blues, soul, and jam-band favourites.

From soulful solos and heartfelt ballads to high-energy, foot-stomping anthems, their dynamic sound delivers something for everyone. We're thrilled to welcome *Mike Lloyd & The Right Good* to this year's Butterfly Bash!



Greetings,

On behalf of Sam's Foundation, I want to extend my sincere gratitude to everyone who generously supported last year's Butterfly Ball. Because of your kindness and commitment, we raised over \$800,000 in support of Canadian youth.

Proceeds from the event supported two incredible organizations: LiveDifferent, helping bring hope, connection, and mental health support to youth across Canada, including Manitoba's most isolated Northern Indigenous communities; and Toba Centre for Children & Youth, which provides critical support to children and youth who have experienced abuse and violent crime as they begin their healing journey.

Building on this incredible momentum, I am thrilled to announce an exciting new chapter as we transform this year's event into the Butterfly Bash. While our mission remains the same, the experience will be reimagined as a vibrant, party-style evening designed to bring people together in a more social, engaging, and interactive atmosphere. As we continue to evolve the event, we plan to alternate between the traditional gala format and the Butterfly Bash in future years, allowing guests to enjoy the best of both experiences.

With more than 1,350 guests expected to attend, the Butterfly Bash will be an incredible opportunity to connect with business leaders, community supporters, and like-minded individuals who are passionate about making a difference. It will be a night of meaningful networking, celebration, and impact, all in support of youth mental health across Canada.

I invite you to support this year's Butterfly Bash by purchasing a ticket or sponsorship package. Together, we can continue providing hope, support, and mental health resources to young people who need them most.

Thank you for your time and consideration. We would be grateful to have you join us in making this year's Butterfly Bash another meaningful step forward for youth mental health in Canada.



Brad Mason
Co-Founder
Sam's Foundation



Ticket Sponsorships

Diamond Sponsor

\$10,000

- Admission for 10 guests to the Butterfly Bash
- Exclusive access to VIP Diamond Lounge & private bar
- Private guided tour of Princess Auto Stadium, including premium areas and visiting team locker rooms
- Private field-level beverage service
- Exclusive field access during a designated period, featuring interactive football stations such as tackling, kicking and passing
- Interactive corporate team-building session facilitated by LiveDifferent*
- Premier logo recognition throughout the event venue
- Prominent recognition and logo placement in the event program
- Logo recognition on the Sam's Foundation website
- Logo recognition in post-event communications
- Tax receipt for the eligible portion of the sponsorship

Platinum Sponsor

\$5,000

- Admission for 10 guests to the Butterfly Bash
- Private field access during a designated period, featuring interactive football stations such as tackling, kicking and passing
- Interactive corporate team-building session facilitated by LiveDifferent*
- Logo recognition throughout the event venue
- Recognition and logo placement in the event program
- Logo recognition on the Sam's Foundation website
- Tax receipt for the eligible portion of the sponsorship

Gold Sponsor

\$2,950

- Admission for 10 guests to the Butterfly Bash
- Logo recognition throughout the event venue
- Recognition in the event program
- Logo recognition on the Sam's Foundation website
- Tax receipt for the eligible portion of the sponsorship



Individual Ticket

\$325

- Admission for one guest to the Butterfly Bash
- Tax receipt for the eligible portion of the ticket price

*Session to be scheduled after event

Ticket Sponsorships	Diamond Sponsor	Platinum Sponsor	Gold Sponsor
Admission for 10 Guests to the Butterfly Bash	✓	✓	✓
Tax receipt for a portion of sponsorship	✓	✓	✓
Prominent recognition throughout the event venue	✓	✓	✓
Recognition in the digital event program	✓	✓	✓
Logo recognition on the Sam's Foundation website	✓	✓	✓
Interactive corporate team building session facilitated by LiveDifferent	✓	✓	
Logo placement in the event program	✓	✓	
Private field access with interactive football stations	✓	✓	
Reserved table seating at the Butterfly Bash	✓		
Exclusive access to VIP Diamond Lounge & private bar	✓		
Private tour of Princess Auto Stadium and premium areas	✓		
Private drink service at field level	✓		

Sponsorship Form 2026

We appreciate your generosity in supporting the Sam's Butterfly Bash on September 9, 2026.

To secure your ticket(s)/sponsorship and help pave a brighter future for Canadian youth, please complete the form below and return completed form along with a copy of your logo (if applicable) 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:

Ticket Sponsorships

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

Title Sponsorships

Please inquire for information

Title Sponsor - WFS Wealth & Financial Strategies

Host Sponsor - Winnipeg Football Club

Host Bar Sponsor - CLRAM & Coughlin & Associates

- ☐ **Beer Sponsor** - Available
- ☐ **Dessert Sponsor** - Available
- ☐ **Travel Sponsor** - Available
- ☐ **Wine Sponsor** - Available
- ☐ **Hotel Sponsor** - Available
- ☐ **Raffle Prize Sponsor** - Available
- ☐ **Specialty Bar Sponsor** - Available
- ☐ **Diamond Reception Sponsor** - Available
- ☐ **Guest Gift Sponsor** - Available
- ☐ **Door Prize Sponsor** - Available
- ☐ **Media Sponsor** - Available
- ☐ **Dinner Sponsor** - Available
- ☐ **Volunteer Gift Sponsor** - Available

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>



Scan to pay online
by credit card

