
The Big Ball
AN INVITATION TO SPONSOR
FRIDAY, FEBRUARY 26, 2027
HOTEL ARTS
119 12 AVE SW
CALGARY, AB
HOTEL Arts
Calgary Health Foundation
ONEWEST
EVENT DESIGN & PRODUCTION

THE BIG BALL EXPERIENCE

As one of Calgary's premier philanthropic events, The Big Ball brings together influential business leaders, philanthropists, healthcare champions, and community members who share a commitment to advancing healthcare. Your sponsorship demonstrates your organization's leadership, social responsibility, and dedication to making a meaningful difference where it matters most.

The evening will feature an unforgettable culinary showcase, with six acclaimed chefs representing some of Calgary's most celebrated restaurants. Guests will have the opportunity to sample signature dishes from each chef and experience the city's vibrant culinary scene all in one evening.

Be part of an experience that brings people together, creates lasting memories, and turns generosity into impact.





THE BIG BALL CULINARY CROWN

WHERE TOP CULINARY TALENT BATTLES FOR A GREATER PURPOSE.

One unforgettable night. Six exceptional chefs. One crown for a cause that matters.

For the first time ever, The Big Ball brings together Calgary's culinary talent for an extraordinary evening of food, friendly competition, and philanthropy in support of surgical innovation through Calgary Health Foundation. Six talented chefs generously volunteer their time and skills to create exceptional culinary experiences, each vying for the coveted title of Culinary Crown champion.

More than a competition, it's a celebration of culinary creativity, community spirit, and the power of giving back. Every dish served and every moment shared helps support a healthier future for our community.

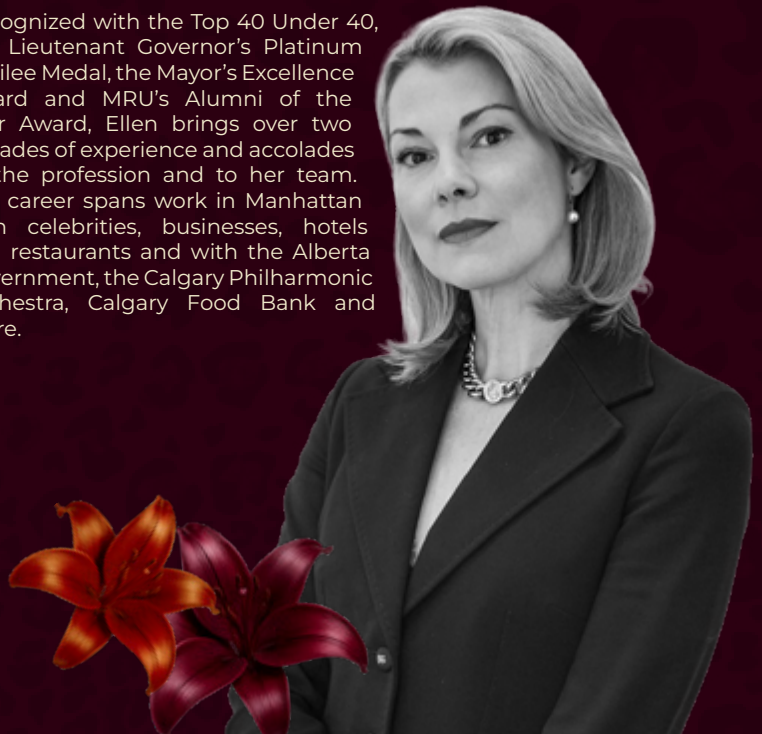
OUR 2027 CO-CHAIRS

Together, Liz and Ellen bring a wealth of expertise, enthusiasm and energy to the event, helping make The Big Ball another unforgettable evening in support of Calgary Health Foundation.

ELLEN PARKER

Ellen is the founder and CEO of Parker PR and Parker Media. She is a multi-award-winning entrepreneur and active community leader with 25 years of professional experience in communications.

Recognized with the Top 40 Under 40, the Lieutenant Governor's Platinum Jubilee Medal, the Mayor's Excellence Award and MRU's Alumni of the Year Award, Ellen brings over two decades of experience and accolades to the profession and to her team. Her career spans work in Manhattan with celebrities, businesses, hotels and restaurants and with the Alberta Government, the Calgary Philharmonic Orchestra, Calgary Food Bank and more.



LIZ MIDDLETON

Liz is a restaurant writer for Avenue Magazine and serves as Sub-Chair, Programming for Taste of Stampede. She is also currently a board director for the Calgary Philharmonic Orchestra and the Calgary International Film Festival.

Born in Vietnam and holding dual American and Canadian citizenship, Elizabeth has lived in seven countries and worked across North America, Australia, and West Africa. Her global perspective and passion for food, travel, and culture have given her a unique lens on connecting culinary experiences, community, and the arts.



SUPPORTING CALGARY HEALTH FOUNDATION

The Big Ball is a celebration of community, bringing people together to support better health for everyone. Through this annual event, we are proud to champion Calgary Health Foundation, a community-based charity dedicated to advancing care, wellness, and research across our city.

Calgary Health Foundation invests in opportunities that strengthen healthcare across the entire system, helping ensure patients and families have access to the innovative care they need, when they need it most.

Every ticket purchased, sponsorship secured, and donation made helps create a lasting impact—supporting healthier communities today and for generations to come, while carrying forward the spirit of generosity that has defined The Big Ball since its inception.



Calgary Health Foundation™



WHY SPONSOR?

When you sponsor The Big Ball, you're doing more than supporting an unforgettable evening—you're investing in the health and well-being of our community. We're committed to raising funds to support transformational changes in surgical innovation, like advancing precision robotics.

Every sponsorship directly supports Calgary Health Foundation's work to elevate patient care, advance groundbreaking research, and invest in innovative healthcare solutions that benefit everyone in our city. Together, we're making sure our community has access to the exceptional care they need today, while building a healthier future for generations to come.

THE IMPACT

Shape the future of healthcare, for today and for future generations

Drive surgical innovation through newer technology, advanced equipment and the latest medical interventions

Help us change and save lives

Expand capacity, shorten wait times, and provide precision tools to the front line of medicine



THE PACKAGES

Explore Sponsorship Opportunities



CATALYST

$5,000

Strengthen the pathways that bring people, purpose and impact together. This sponsorship level provides enhanced visibility and demonstrates your commitment to making a lasting difference in our community.

- Four tickets the VIP reception and main event
- Logo on digital event advertising and website
- Logo recognition on digital screens at the event
- Logo recognition in post event thank you email
- Featured in social media *story* on Instagram

PULSE OF THE PARTY



THREE SPOTS AVAILABLE

$10,000

Be the heartbeat behind the celebration. This sponsorship offers prominent brand visibility, meaningful guest engagement opportunities and recognition as a key supporter driving the celebration and mission of the evening forward.

Everything in the Catalyst package plus:

- Eight tickets to the VIP reception and main event
- Dedicated signage at the event
- Logo in *print and digital* event advertising
- Featured in social media *post* for the event



SPONSORSHIP PACKAGES

	Pulse of the Party	*Catalyst*
	$10,000	**$5,000**
TICKETS INCLUDED	8	4
INVITATION TO VIP RECEPTION	★	★
PROMO CODES FOR ADDITIONAL TICKETS AT $275	8	4
LOGO ON THE WEBSITE & EVENT SCREENS	★	★
LOGO IN DIGITAL ADS	★	★
LOGO IN PRINT ADS	★	
FEATURED IN A SOCIAL MEDIA POST/STORY ON INSTAGRAM	POST	STORY
DEDICATED SIGN AT THE EVENT	★	
LOGO POST EVENT SOCIAL MEDIA THANK YOU	★	★
OPTION TO ADD A HOSTING EXPERIENCE FOR YOUR GROUP	+ $1,500 Reserved section for 8 guests until 9PM	

Hosting opportunities are limited and will be sold out once the final floorplan of the event is determined.

VITAL SIGNS ACTIVATION SPONSORSHIP

THREE SPOTS AVAILABLE

- ◊ *The Punch Wall*
- ◊ *The Freestyle 'Speakeasy'*
- ◊ *Poolside Experience*

STARTING AT $15,000

The Big Ball brings together 350+ community-minded leaders, corporate partners, and philanthropists. This sponsorship gives your brand an opportunity to create an exclusive, interactive activation that captures attention, sparks conversation, and connects with guests passionate about Calgary's food and beverage scene, all while supporting the local community.

Complement the open bar and exceptional culinary offerings with a distinctive activation that drives engagement and leaves a lasting impression.

To discuss opportunities and your potential activation, please contact us.



- ◊ **Create an interactive, memorable brand experience that captures attention and encourages engagement**
- ◊ **Offer guests the chance to win a prize or enter an exclusive draw**
- ◊ **Build meaningful face-to-face connections with a highly engaged, high-net-worth audience**
- ◊ **Opportunity to be featured in the media**
- ◊ **Add a hosting experience for up to 20 guests for an additional $2,500**

GET IN TOUCH

To secure your sponsorship, please contact:

Kristen Wynne DeCoste

kristen.wynnedecoste@calgaryhealthfoundation.com

403-371-9734





BIGBALL.CA