

# Rosé and Croquet Sponsorship Proposal 2024

DEANE HOUSE  
FOURTH ANNUAL

Rosé  
— and —  
Croquet

GARDEN PARTY

June 20, 2024 | 6 pm to 10 pm

IN SUPPORT OF YW CALGARY

Deane House  
Restaurant & Garden

Thursday June 20, 2024

# About Rosé and Croquet

Indulge in the epitome of elegance at the very fashionable Rosé and Croquet Garden Party hosted by Deane House in Inglewood, Calgary. This exclusive annual outdoor event promises an enchanting evening of culinary delights from the best restaurants in the city along with an extraordinary selection of premium Champagne, wines and spirits. Immerse yourself in lush gardens, savour exquisite rosé selections, engage in a spirited croquet match, swan around in your garden party ensemble for the grand prize and dance the evening away with the groove of DJ, Joanna Magik, all while supporting a noble local cause – The YW Calgary.

## About the YW

YW Calgary focuses on enhancing women’s safety and well-being while advocating for equity, prosperity and inclusion for all within our community and beyond.

Rosé and Croquet has raised over \$100,000.00 for YW Calgary. Funds from Rosé and Croquet directly support women and children in need at the Calgary crisis shelter.

## Who

This exclusive event attracts 600 influential, business professionals, arts and entertainment community leaders and fashionistas.

## When

Thursday June 20, 2024 from 6:00PM to 10:00PM

## Where

Deane House Restaurant and Garden  
806 9th Avenue SE, Inglewood, Calgary

## Tickets

\$350.00 each

Includes all beverages and wine pouring stations, passed canapés, multiple celebrity restaurant food stations, Champagne and Oyster Bar, sweet bites, photo-booth, croquet garden, The Prosecco Garden, Tequila Patio Bar and automatic entry into the fashion contest.



# Event Experiences and Sponsorship Opportunities

## Title Sponsor

### Rosé and Croquet Garden Party Presented By...

The Marquee Lounge is located in the heart of the party and hosts you for a special tasting of a wide arrange of exclusive wines. Enjoy wood-fired pizza by Barbarella Bar and a cheese tasting by Isaac Bignell of Say Cheese. Recline on plush couches and soft seating surrounded by Flowers By Janie floral arrangements.



1 Presenting Title Sponsor  
Opportunity Available

**\$40,000**

- Corporate name and logo included on event title, “Rosé and Croquet, Presented by [Corporate Name]”
- Mention and quote opportunity in official press release
- Mention in monthly newsletter mail-outs to 21k subscribers
- Logo printed on event program
- Sponsor signage at the event
- Collaboration with Deane House on social media with at least 2 posts (Facebook, Twitter, Instagram) to over 66k followers, including direct tags and collaboration posts
- Mention on Givergy ticket page
- Mention in official invitation to 21k guests
- Mention on event webpage with hyperlink to brand
- 8 tickets to the event

## Pink Carpet Runway Welcome Presented By...

All eyes are on you as you enter this garden party in style at the most glamorous entrance of cascading floral arches and a bright pink carpet that guides guests towards the heart of the festivities. Every guest at Rosé and Croquet walks the pink carpet as a VIP.

Pose for the photographer at the step and repeat floral wall before making your way to a glass of Taittinger Champagne.



1 Presenting Sponsor  
Opportunity Available

**\$10,000**

- Mention in monthly newsletter to 21k subscribers
- Logo printed on event program
- Sponsor signage at the event
- Collaboration with Deane House on social media with at least 1 post (Facebook, Twitter, Instagram) to over 66k followers
- Mention on event webpage
- 8 tickets to the event

## DJ Joanna Magik Dance Party Presented By...

World renowned Joanna Magik is a Canadian DJ and producer with an energetic stage presence releasing some of today's most influential house music labels. Her live sets cover all genres of house music and have captivated crowds at music festivals including Badlands, Chasing Summer, Rifflandia and Shambhala Music Festival. Dance the night away at what has become Rosé and Croquet's highlight.



1 Presenting Sponsor  
Opportunity Available

**\$20,000**

- Mention in monthly newsletter mail-outs to 21k subscribers
- Logo printed on event program
- Sponsor signage at the event
- Collaboration with Deane House on social media with at least 2 posts (Facebook, Twitter, Instagram) to over 66k followers, including direct tags and collaboration posts
- Mention on Givergy ticket page
- Mention on event webpage with hyperlink to brand
- 8 tickets to the event

## Tequila Patio Party Presented By C and B ADVERTISING

This lively space buzzes with infectious energy as guests indulge in an array of El Tequileño tequila craft cocktails with dedicated bartenders. From zesty margaritas to smooth grapefruit Palomas, each sip will add to the festive spirit. A ceviche station boasts an array of mouthwatering bites.



Presenting Sponsor:  
**C and B ADVERTISING**

**\$10,000**

- Mention in monthly newsletter to 21k subscribers
- Logo printed on event program
- Sponsor signage at the event
- Collaboration with Deane House on social media with at least 1 post (Facebook, Twitter, Instagram) to over 66k followers
- Mention on event webpage
- 8 tickets to the event

## Champagne and Oyster Bar Presented by MOBSQUAD

Nestled within the blossoming gardens and pyramid of spruce trees, enjoy a full service bar featuring flutes of Champagne and delicious fresh shucked east and west coast oysters. Indulge in succulent shellfish platters of Fogo Island crab, Atlantic lobster and sustainable shrimp cocktails. Visit with expert Oysterman Eric Giesbrecht of Meta4Foods and Chef John Beddoes of Deane House. A true atmosphere of refined delight as you socialize with friends at the most sought after experience of the night.



Presenting Sponsor:  
**MOBSQUAD**

**\$20,000**

- Mention in monthly newsletter mail-outs to 21k subscribers
- Logo printed on event program
- Sponsor signage at the event
- Collaboration with Deane House on social media with at least 2 posts (Facebook, Twitter, Instagram) to over 66k followers, including direct tags and collaboration posts
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## The Prosecco Garden Presented By MCDANIEL

Guests can wander through the vibrant green scape to The Prosecco Garden where you'll sip on sparkling rosé libations with The Prosecco Cart, a 1970 Piaggio Ape straight from the streets of Italy that has been transformed into a truly magical mobile bar.

Savour the delicious canapés from national award winning Chefs, Scott MacKenzie from River Café and Dean Fast from Rouge. Clink flutes and cheers to a fabulous time.



Presenting Sponsor:  
**MCDANIEL**

**\$10,000**

- Mention in monthly newsletter to 21k subscribers
- Logo printed on event program
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- Collaboration with Deane House on social media with at least 1 post (Facebook, Twitter, Instagram) to over 66k followers
- Mention on event webpage
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## “Bell of the Ball” Luxury Picnic Lounge

In front of The Hunt House with unique garden views, Deane House present a whimsical experience for 10 guests. Catch up with friends on vintage couches at a custom low picnic table with plush throws and pillows, fresh florals and more. Enjoy exclusive and dedicated full service food and beverage throughout the night.

Exclusive 10 Guest Experience



1 Presenting Sponsor  
Opportunity Available

**\$10,000**

- 10 tickets to the event
- Dedicated seating for 10 guests
- Dedicated food and beverage server for the evening
- Fine wine and Champagne selection all night
- Customized menu selection

## VIP Socialite Lounge

Enjoy dedicated seating for up to 8 guests in your private lounge with couches, cocktail tables and dedicated food and wine service.



**\$5,000**

Sold Out

- Dedicated seating for 8 guests
- Dedicated food and beverage server for the evening

## **Diamond Raffle Presented By MAXIME'S and TAITTINGER CHAMPAGNE**

Purchase a glass of Taittinger Prestige Rosé Champagne for your chance to win a pair of fabulous Maxime's diamond earrings.



Sponsored by  
**MAXIME'S &  
TAITTINGER CHAMPAGNE**

**\$15,000 value**

# SPONSORSHIP OPPORTUNITIES

<p><b>Title Sponsor</b></p> <p><b>\$40,000</b></p> <p>(1 Available) Marquee Lounge</p>	<ul style="list-style-type: none"> <li>• Corporate name and logo included on event title, "Rosé and Croquet, Presented by [Corporate Name]"</li> <li>• Mention and quote opportunity in official press release</li> <li>• Mention in monthly newsletter mail-outs to 21k subscribers</li> <li>• Logo printed on event program</li> <li>• Sponsor signage at the event</li> <li>• Collaboration with Deane House on social media with at least 2 posts (Facebook, Twitter, Instagram) to over 66k followers, including direct tags and collaboration posts</li> <li>• Mention on Givergy ticket page</li> <li>• Mention in official invitation to 21k guests</li> <li>• Mention on event webpage with hyperlink to brand</li> <li>• 8 tickets to the event</li> </ul>
<p><b>Premium Sponsor</b></p> <p><b>\$20,000</b></p> <p>(2 Available) Champagne and Oyster Bar-SOLD OUT DJ Joanna Magik Dance Party</p>	<ul style="list-style-type: none"> <li>• Mention in monthly newsletter mail-outs to 21k subscribers</li> <li>• Logo printed on event program</li> <li>• Sponsor signage at the event</li> <li>• Collaboration with Deane House on social media with at least 2 posts (Facebook, Twitter, Instagram) to over 66k followers, including direct tags and collaboration posts</li> <li>• Mention on Givergy ticket page</li> <li>• Mention on event webpage with hyperlink to brand</li> <li>• 8 tickets to the event</li> </ul>
<p><b>Friend of Rosé &amp; Croquet</b></p> <p><b>\$10,000</b></p> <p>(3 Available) Tequila Patio Party – SOLD OUT The Prosecco Garden – SOLD OUT Pink Carpet Runway Welcome</p>	<ul style="list-style-type: none"> <li>• Mention in monthly newsletter to 21k subscribers</li> <li>• Logo printed on event program</li> <li>• Sponsor signage at the event</li> <li>• Collaboration with Deane House on social media with at least 1 post (Facebook, Twitter, Instagram) to over 66k followers</li> <li>• Mention on event webpage</li> <li>• 8 tickets to the event</li> </ul>
<p><b>"Bell of the Ball"</b></p> <p><b>\$10,000</b></p> <p>(1 Available) "Bell of the Ball" Luxury Picnic SOLD OUT</p>	<ul style="list-style-type: none"> <li>• 10 tickets to the event</li> <li>• Dedicated seating for 10 guests</li> <li>• Dedicated food and beverage server</li> <li>• Fine wine and Champagne selection all night</li> <li>• Customized menu selection</li> </ul>
<p><b>VIP Lounge Socialites</b></p> <p><b>\$5,000</b></p> <p>(10 Available) – SOLD OUT</p>	<ul style="list-style-type: none"> <li>• Dedicated seating for 8 guests</li> <li>• Dedicated food and beverage server</li> <li>• 8 tickets to the event</li> </ul>
<p><b>Diamond Raffle</b></p> <p><b>\$15,000</b></p>	<ul style="list-style-type: none"> <li>• Sponsored by Maxime's</li> <li>• Sponsored by Taittinger Champagne</li> </ul>

# Rosé & Croquet Food, Beverage and Event Partners

## Food Partners



## Beverage Partners



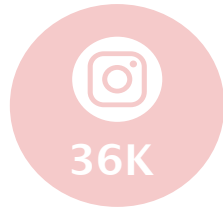
## Event Partners



## Media Partners



## Social Media Reach



Rosé and Croquet's social reach extends beyond these popular platforms. The community involvement, popularity within the hospitality community and collaborations with media outlets and various influencers for Rosé and Croquet, attracts party goers and will unquestionably amplify your brand. Weekly social posts and monthly newsletters, as well as a dedicated event webpage, will share all of the exciting Rosé and Croquet experiences and your support and dedication to YW Calgary.

## Event Steering Committee

Sal Howell  
Alison Pidskalny  
Heather Pedhirney  
Jennifer Mork  
Liz Middleton  
Ellen Parker

Daiva Jocius  
Siobhan Ward  
Rhonda Risebrough  
Jennifer Currey  
Alexandra Burroughs



Tara Whittaker & Sarah Beau Photography

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