



Produced by John Cameron Changing Lives Foundation

SPONSORSHIP OPPORTUNITIES

Saturday, March 21, 2026

Alberta
Children's
HOSPITAL 
FOUNDATION  

CRESCENDO™

**IGNITED BY KELLER CONSTRUCTION LTD.
FUELED BY OVINTIV.**

**Enjoy classic rock and pop tunes performed by the
top vocalists and musicians our province has to offer!**

We invite you to be part of CRESCENDO, a one-of-a-kind musical event in support of mental health resources and programming for children, youth and families. Look forward to an unforgettable night out with friends, family or colleagues and experience a spectacular stage show of high-calibre talent ranging from the soloists and band to orchestra and choir. You'll be singing and dancing alongside a passionate audience of people who, like you, want to make a difference in our community.

Funds raised through CRESCENDO helped open the doors to The Summit: Marian & Jim Sinneave Centre for Youth Resilience in 2023 and continue to support critical and ongoing mental health research and programming.

This inspiring evening stirs compassion and hope for young people facing challenges in our community. Through powerful personal storytelling and performances of some of your favourite hit songs, we can increase understanding and reduce stigma, for children and youth struggling with their mental health.

**Join us as a sponsor of CRESCENDO and showcase your
leadership and commitment to providing world-class mental
health care for kids and families.**



SATURDAY, MARCH 21, 2026 • 7:00 PM • WERKLUND CENTRE JACK SINGER CONCERT HALL

SPONSORSHIP OPPORTUNITIES

Please contact Catherine Feenstra to confirm your sponsorship at cfeenstra@achf.com or 403.955.8886.

SOLD OUT IMPRESARIO \$50,000	VIRTUOSO \$25,000	MAESTRO \$10,000	CONCERTMASTER \$5,000	ENSEMBLE \$2,500	SOLOIST \$1,000
30 tickets for the performance 2 drink vouchers per guest	20 tickets for the performance and 2 drink vouchers per guest	10 tickets for the performance and 1 drink voucher per guest	4 tickets for the performance and 1 drink voucher per guest	4 tickets for the performance and 1 drink voucher per guest	2 tickets for the performance and 1 drink voucher per guest
An additional 30 tickets for the performance at 20% off	An additional 20 tickets for the performance at 20% off	An additional 12 tickets for the performance at 20% off	An additional 8 tickets for the performance at 20% off	An additional 8 tickets for the performance at 20% off	An additional 4 tickets for the performance at 20% off
Logo recognition on ACHF/JCE website	Logo recognition on ACHF/JCE website	Logo recognition on ACHF/JCE website	Logo recognition on ACHF/JCE website	Name recognition on ACHF/JCE website	Name recognition on ACHF/JCE website
Prominent logo on ACHF hospital screens	Logo recognition on ACHF hospital screens	Logo recognition on ACHF hospital screens	Name recognition on ACHF hospital screens		
Tagged posts on social media	Tagged posts on social media	Recognition on social media	Recognition on social media		
Prominent logo recognition on print and digital event signage	Logo recognition on print and digital event signage	Logo recognition on print and digital event signage	Name recognition on print and digital event signage	Name recognition on print event signage	
Featured logo on dedicated event signage	Featured logo on dedicated event signage				
Full-page ad in event program	Half-page ad in event program	Half-page ad in event program	Quarter-page ad in event program		
Speaking opportunity and recognition from the podium	Recognition from the podium				
Volunteer opportunities	Volunteer opportunities				





Through events like CRESCENDO, the Alberta Children's Hospital Foundation inspires our community to invest in excellence in child health, research and family-centred care. Together, we can create the best health and best future for all children and families.

A JOHN CAMERON EXPERIENCE

MAKING POSITIVE IMPACT THROUGH MUSIC

The John Cameron Changing Lives Foundation impacts mental health initiatives by connecting mental health organizations with invested community members. Through their production of remarkable events, they are able to support fundraising efforts and benefit the community in meaningful ways.



CONTACT US

CATHERINE FEENSTRA

Senior Manager, Community Initiatives & Events
Alberta Children's Hospital Foundation

E: cfeenstra@achf.com | P: 403.955.8886

childrenshospital.ab.ca