

IGNITE

A Gala Fundraising Dinner
in Support of St. Mary's Academy



A single spark can set the world aglow

JANUARY 24 | 2026

Join us for an unforgettable evening at the Academy, a powerful celebration of the limitless potential of young women and the life-changing power of education.

Sponsorship Opportunities



ST. MARY'S ACADEMY FOUNDATION

550 Wellington Crescent, Winnipeg, MB R3M 0C1
204-477-0244
www.smamb.ca

IGNITE Gala Sponsorship Proposal

Be The Spark That Lights The Way

IGNITE a Movement

At St. Mary's Academy, we believe that empowering young women through education is one of the most powerful ways to build a better world. This belief is at the heart of **IGNITE**, SMA's signature fundraising gala, which raises critical funds for bursaries and school programs that ignite opportunity, spark ambition, and embolden girls to *Hold High the Torch*. On Saturday, January 24, 2026, we will gather together for a very special evening at the Academy to celebrate the strength, courage, and limitless potential of our students and alumnae.

We invite you to **stand with SMA as a Sponsor** of IGNITE. Your partnership will play a pivotal role in ensuring that every qualifying student – regardless of financial means – has access to our world-class faith-filled learning environment. As a Sponsor, you will be recognized as a vital spark in this mission, helping to fuel the impact of the evening and light the way for others to join in.

The Power of Sponsorship

Your sponsorship fuels more than an evening. When you sponsor IGNITE, you stand behind every SMA student—past, present, and future—and ignite a movement.

As a sponsor, you will:

- Be celebrated as a champion of education, female empowerment, and community impact;
- Gain meaningful visibility among our diverse and loyal network of alumnae, families, and supporters;
- Help expand access and enrich program offerings that support holistic student growth;
- Be the spark that lights the way for a new generation of women leaders guided by faith, rooted in compassion, and united in purpose.

Your presence at IGNITE will not only highlight our shared commitment to education, leadership, and service, but also deepen connections that can spark future collaboration and goodwill.

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Benefits

IGNITE Gala Sponsor Benefits by Level							
	Presenting	Flame	Torch	Tartan	Gold	Silver	Bronze
	\$25,000	\$10,000 = Equivalent to tuition for 1 student for 1 year (approx.)	\$5,000 = Equivalent to 50% tuition for 1 student for 1 year (approx.)	\$4,000	\$3,000	\$2,000	\$1,000
Opportunity to deliver brief remarks at the event (350 attendees approx.)	✓						
On stage thanks at event	✓	✓					
Customized employee/community engagement opportunities	✓	✓					
Event seating	High Priority	High Priority	Priority				
Tables (tickets)	2 tables (20 tickets) \$6,000 value	1 table (10 tickets) \$3,000 value	1 table (10 tickets) \$3,000 value	1 table (10 tickets) \$3,000 value			
Logo placement on SMA website event page	Prominent	Prominent	✓	✓	✓	✓	✓
Logo placement on SMA social media and e-mail event promotions (20,000+ combined reach)	Prominent	Prominent	✓	✓	✓	✓	✓
Logo placement on signage and printed materials at the event (350 attendees approx.)	Prominent	Prominent	✓	✓	✓	✓	✓
Recognition in the Fall 2026 issue of the <i>Torch Light</i> , SMA's alumnae and community magazine (6,000+ circulation)	Logo placement	Logo placement	✓	✓	✓	✓	✓



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Engagement Opportunities

Should your team wish to deepen your connection with the SMA community, we warmly invite Presenting and Flame-level sponsors to participate in our **Career and Mentorship Program**. This initiative connects students with professionals who can offer insight, encouragement, and real-world perspectives as they consider their futures. Whether through career panels, one-on-one conversations, or hands-on learning opportunities, your team's expertise could have a meaningful impact on the next generation.

We are also happy to customize opportunities to align with your team's interests and capacity.

Why Your Support Matters

Your sponsorship makes a lasting difference. Proceeds from IGNITE will directly support the SMA Bursary Program, helping ensure that deserving students—regardless of financial circumstances—have access to a supportive, mission-driven education that fosters growth, confidence, and a strong sense of purpose. Funds raised will also enhance school programming for all students, including initiatives focused on leadership development, mental health and wellbeing, and experiential, hands-on learning.

A bursary alumna from the Class of 1998 shared:

"This school community always had me wrapped tight. The sense of community is an incredible thing to offer a young girl trying to figure life out. There are many girls who deserve a community like this one but whose families cannot afford to send them."

By partnering with us, you will help power an unforgettable evening that fuels a brighter future for young women at SMA. Bursaries are more than financial aid—they are an investment in the next generation of leaders: young women whose education will empower them to think boldly, act responsibly, and lead with purpose.

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Next Steps

We would be pleased to discuss how this sponsorship opportunity can align with your goals and make a meaningful impact. To move forward:

1. **Confirm Your Interest**

Let us know which sponsorship level or package feels like the right fit for your organization, or share any ideas for a customized arrangement.

2. **Lock It In**

Complete the enclosed sponsorship form and return it by email or mail (or send us the information and we'll complete it for you!)

3. **Finalize the Details**

Once we receive your submission, we'll connect with you to finalize recognition benefits, invoice/payment timelines, and any brand/logo requirements.

4. **See Your Sponsorship Come to Life**

We'll integrate your name and logo into event promotions and recognition opportunities so you enjoy the full value of your sponsorship.

I would be happy to arrange a call or meeting at your convenience to answer questions, explore ideas, and help you determine the best fit. Please do not hesitate to contact me at:

204-478-6031

khodgert-fennell@smamb.ca

We look forward to partnering with you to make this year's event a success!

Warm regards,

Kate Hodgert-Fennell
Director of Advancement and Development
St. Mary's Academy Foundation



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About St. Mary's Academy

St. Mary's Academy, established in 1869, is a Catholic girls' school inspired by Blessed Mother Marie-Rose Durocher's vision of transforming society through education. SMA's legacy of learning, faith, and service has changed the lives of thousands of students over the last 156 years, empowering them to become confident and considerate leaders and to use their gifts and abilities in the service of others.

About IGNITE

IGNITE is St. Mary's Academy's signature fundraising gala, held on Saturday, January 24, 2026, at the school's historic campus at 550 Wellington Crescent. This elegant evening will raise vital funds in support of student bursaries and school programming that nurtures leadership, mental wellness, and experiential learning. Inspired by the belief that *a single spark can set the world aglow*, IGNITE celebrates the power of community to create lasting impact for current and future generations of SMA students.