



Calgary Book Sale Sponsorship Package

2024

You can help change the lives of women and children experiencing the violence and trauma of sexual exploitation, as they turn the page and start a new chapter of their story.



About Us

Our Vision is for sexually exploited women and girls to know there is a way out.

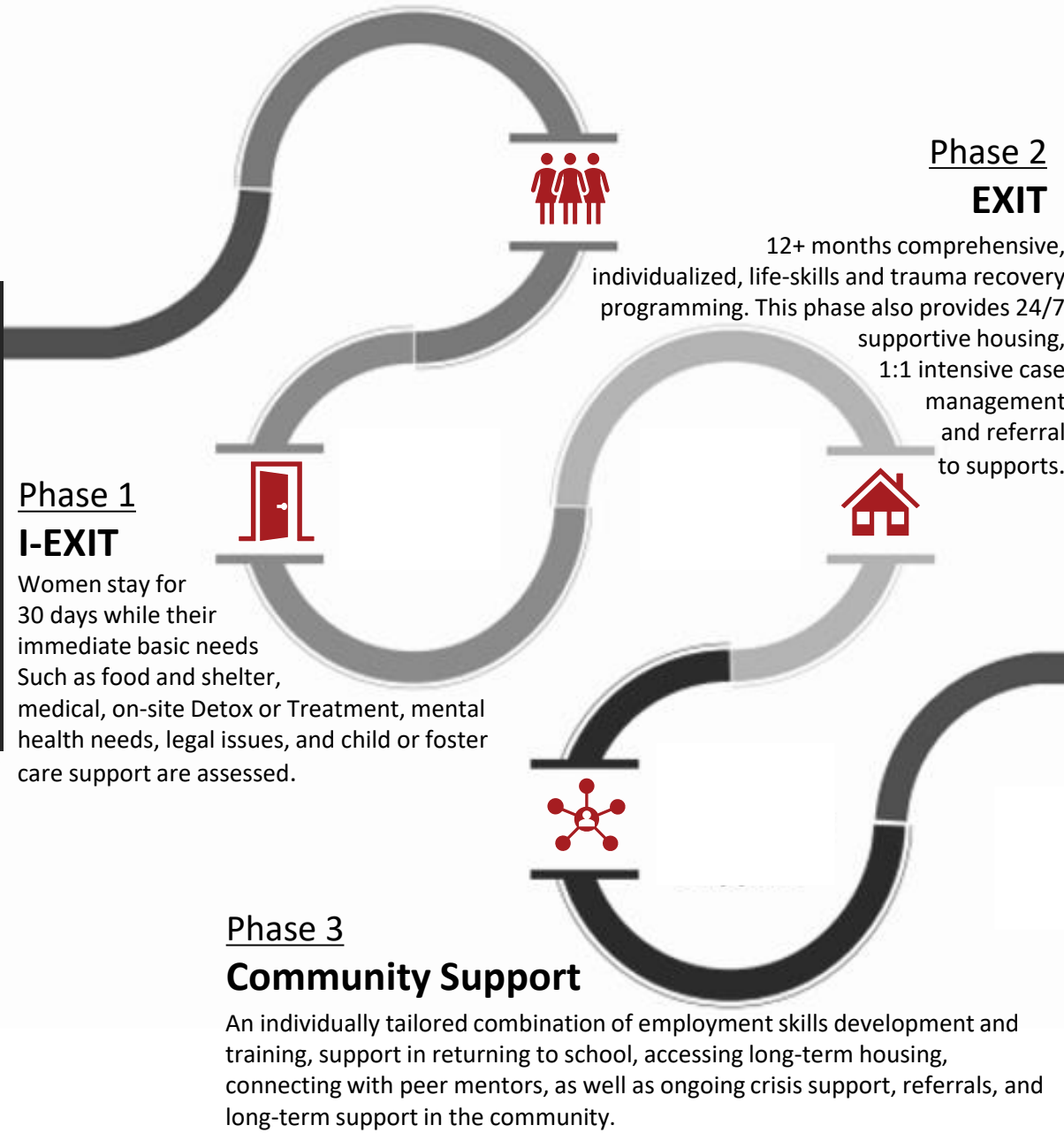
Our Mission is to provide comprehensive individualized support and safe housing to women and girls aged 16 and over exiting sexual exploitation and sex trafficking so that they may transform their lives.

RESET is the only organization in Canada that provides 24/7, intensive 1-1 case management, comprehensive, wrap-around non-time limited programming, and two stages of supportive housing from point of intake, that also allows women to bring their children at the point of entry. This comprehensive system of supports makes RESET a unique service provider with a proven exit strategy for vulnerable women and their children. With over 34 years of experience providing these services for over 1,100 individuals, we know *"there is a way out"*



The EXIT Program

The **EX**ploitation Intervention and Transition (**EXIT**) Program at RESET provides programming and support to women exiting sexual exploitation and sex trafficking. Through immediate rapid exit, safe supportive housing, and one-on-one intensive case management, RESET supports women as young as 16, with or without children, as they exit from sexual exploitation. Each RESET Participant progresses through three stages of programming in order to support healing, promote growth, and transition to independence.



Calgary Book Sale | 2024



Book Sale

May 2nd: 3pm-8pm

May 3rd: 10am-8pm

May 4th-5th: 10am-5pm

May 10th: 10am-8pm

May 11th-12th: 10am-5pm

Book Drive

April 12-21, 2024

10am-4pm

Location

Crossroads Market
1235 26 Ave SE
Calgary, AB

With over **100,000** books the Calgary Book Sale raises **\$120,000 - \$140,000** and is one of the largest book sales in Western Canada. Funds raised from the Calgary Book Sale help support the delivery of the **EX**ploitation Intervention and Transition (**EXIT**) Program at RESET. Our dedicated team of 250+ volunteers, many of whom have supported the Book Sale for many years, coordinate and run collection, sorting and sale of 100,000+ books over 5 weeks. Their experience, expertise, and commitment has allowed the Calgary Book Sale to be successful for the past 20 years.

Food Sponsorship Package

\$300.00

As volunteers are such an important component of this event, we want them to feel special and welcome. Serving beverages and food is a big part of the community spirit we seek to create and how we show gratitude for our volunteers' hard work. We invite you to sponsor the Calgary Book Sale by helping provide meals for our volunteer crew of approximately 50 people.

Our volunteers work from April 12th-21st collecting book donations, and the Book Sale weekends May 2-5, and May 10-12. You may choose to sponsor one or more days at \$300.00 per day.

As a sponsor you will receive:

- Onsite sponsor signage at event
- 1 Social Media recognition post per day sponsored on RESET's social media channels
- 2X Free entrance to event per day sponsored
- Sponsor logo on Calgary Book Sale website



Logistics Sponsorship Packages



Truck Rental Sponsorship | \$500.00

The Calgary Book Sale requires the rental of a 5-ton truck to move in and out of Crossroads Market. We store our Book Sale supplies including pallets of boxes, tables, a forklift hopper, and more offsite during the summer and winter. The use of a 5-ton truck with a power tailgate is necessary for efficient loading and unloading of pallets.

As a sponsor you will receive:


- Social Media recognition post on RESET's social media channels
- 2X Free entrance to event
- Sponsor logo on Calgary Book Sale website

Forklift Rental Sponsorship | \$950.00

Throughout the Calgary Book Sale a forklift is used to move pallets of books for sorting, set up tables, and load the truck.

As a sponsor you will receive:

- Social Media recognition post on RESET's social media channels
- Onsite sponsor signage at event
- 2X Free entrance to event
- Sponsor logo on Calgary Book Sale website



Volunteer Honorarium Sponsorship Package

\$1000.00

Our volunteers work diligently throughout the Book Sale and are the reason the Book Sale makes such an impact in the lives of vulnerable women. Each year they volunteer an incredible 4000+ hours. Our Project Manager is onsite daily from the day we move in, to the day we move out. We provide an honorarium to our key volunteers as a thank you for their time and commitment.

As a sponsor you will receive:

- Onsite sponsor signage at event
- Social Media recognition post on RESET's social media channels
- 4X Free entrance to event
- Sponsor logo on Calgary Book Sale website



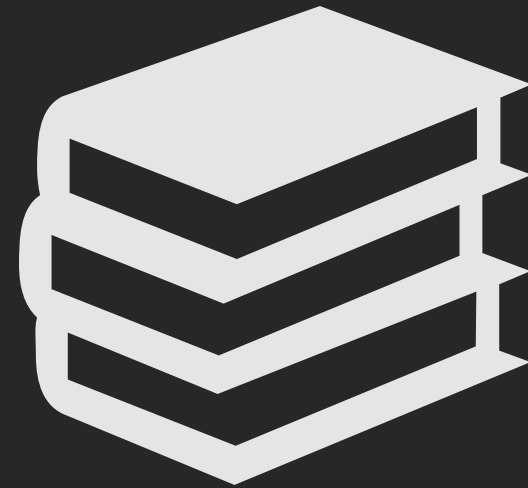
Venue Sponsorship Package

\$5000.00

The Crossroads Market Ltd. is home to the Calgary Book Sale. This location is perfect for the Calgary Book Sale as the Book Sale Tent provides 8,700 square feet of indoor space for the collection, sorting, and sale of the books. Books are easily affected by the elements, so it is important that we are able to keep them in a dry and secure area for the weeks leading up to the Book Sale.

As a sponsor you will receive:

- Onsite sponsor signage at event
- Sponsor banner displayed at entrance
- Sponsor logo on Calgary Book Sale website
- 2X Social Media recognition post on RESET's social media channels
- 4X Free entrance to event

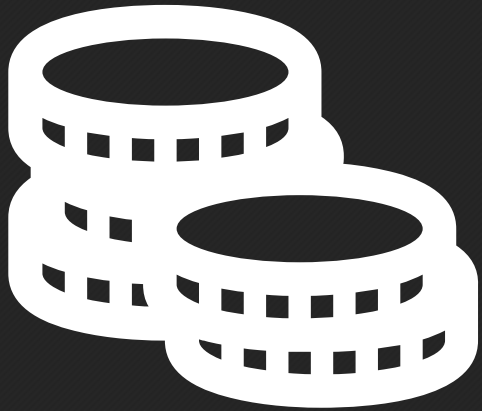


Our Impact



A Social Return on Investment (SROI) analysis for 2022-2023 indicates that for every dollar invested in the EXIT Program, over \$12 in social and economic value is created.

Approximately 44% of value created by RESET goes back to Participants and their children through increased wellbeing and decreased costs associated with sex trade involvement. The remaining 56% of value created by RESET goes back to different levels of government due to reduced service and system use.



CHARITY INTELLIGENCE 2021

**TOP 5 IMPACT
CALGARY CHARITY**



Thank you for taking the time to learn about the Calgary Book Sale. For more information or to sponsor the Calgary Book Sale please contact:

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