

CAUGHT BY
CRIME STOPPERS

**CRIME
STOPPERS**
ASSOCIATION OF EDMONTON AND NORTHERN ALBERTA

CAUGHT BY CRIME STOPPERS

2025 SPONSORSHIP PACKAGE

We're not just an event...
We're a movement for
SAFER COMMUNITIES

Thursday, October 16th | Wolfe Cadillac Edmonton | 10AM - 2PM
17820 Stony Plain Rd, Edmonton, AB T5S 1A4

caughtbycrimestoppers.com

ABOUT THE EVENT

Caught by Crime Stoppers is more than a fundraiser—it's a bold, community-powered event that fuels anonymous crime reporting and helps keep our neighbourhoods safe. On October 16, 2025, we'll bring together community leaders, local businesses, media, and the public for a one-of-a-kind experience: a staged "jail" where participants raise their bail in support of Edmonton and Northern Alberta Crime Stoppers.

Our purpose is to empower people to create safer communities by taking an active, anonymous role in crime prevention. We believe that everyone deserves to live in a safe community and that people will step up and speak out to protect one another when given a trusted, anonymous way to do so.

This isn't just an investment in an event—it's an investment in public safety, community trust, and the power of ordinary citizens to make a difference.



WHY SPONSOR

CAUGHT BY CRIME STOPPERS

HOW YOUR SUPPORT FUELS SAFER COMMUNITIES

Crime Stoppers is more than a tip line. We're grassroots, **community-powered movement** dedicated to crime prevention, public safety, and building trust between law enforcement and the community. Your sponsorship helps us deliver critical initiatives in Edmonton and across Northern Alberta.

HOW YOUR SPONSORSHIP DIRECTLY SUPPORTS YOU:



Be a community hero: Show your commitment to public safety.



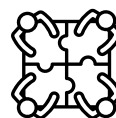
Make a real impact: Funds raised help support our tipline, awareness campaigns, and outreach programs—critical tools in crime prevention.



Boost your brand: Align with a cause that resonates deeply with Albertans.



Reach engaged audiences: Crime Stoppers' campaigns reach thousands through media, social media, and grassroots community events.



Heightened employee engagement: Crime Stoppers offers opportunities for your organization and its staff to volunteer with Edmonton or other chapters across Alberta.

WAYS TO SUPPORT CAUGHT BY CRIME STOPPERS

We've built flexible **sponsorship opportunities** to match your goals and budget:

CRIME BOSS SPONSOR

3 spots available

\$7,500

- Logo placement as a headline sponsor on all event materials, signage, media releases, and website (1 year)
- Recognition on outside of Jail – Wall of Infamy – top sponsors
- Prominent Logo recognition in Crime Stoppers Magazine*
- Social media recognition on Facebook, YouTube and X **
- Additional organization write-up with crime prevention theme in Crime Stoppers Magazine
- Inclusion in post-event impact report
- Opportunity to become a jailbird
- Personalized Crime Stoppers Presentation for your company/organization
- Volunteer Opportunities with local Alberta Crime Stoppers Chapter
- Right of first refusal for 2026 Caught by Crime Stoppers
- Organization materials added to Jailbird swag bag
- Certificate of Partnership

ACCESSORY TO CRIME SPONSOR

5 spots available

\$5,000

- Logo placement on all event materials, signage, and website
- Logo recognition in Crime Stoppers Magazine*
- Social media recognition on Facebook, YouTube and X**
- Organization materials added to Jailbird swag bag
- Inclusion in post-event impact report
- Opportunity to become a jailbird
- Personalized Crime Stoppers Presentation for your company/organization
- Certificate of Partnership
- Volunteer Opportunities with Crime Stoppers
- Right of first refusal for 2026 Caught by Crime Stoppers

MISDEMEANOR SPONSOR

10 spots
available

\$2,500

- Logo placement on all event materials, signage, and website
- Logo recognition in Crime Stoppers Magazine*
- Social media recognition on Facebook, YouTube and X**
- Inclusion in post-event impact report
- Opportunity to become a jailbird
- Certificate of Partnership
- Volunteer Opportunities with local Alberta Crime Stoppers Chapter

ACCOMPLICE SPONSOR

IN KIND

- Name placement on website
- Name recognition only in Crime Stoppers Magazine*
- Social media recognition on Facebook, YouTube and X**
- Inclusion in post-event impact report
- Opportunity to become a jailbird
- Certificate of Partnership
- Volunteer Opportunities with local Alberta Crime Stoppers Chapter

GOOD SAMARITAN DONOR

Unlimited
Opportunities
to Donate

\$1,000

- \$1,000 charitable tax receipt
- Name recognition on website
- Certificate of Appreciation
- Opportunity to become a jailbird
- Volunteer Opportunities with Crime Stoppers

*Crimestoppers Magazine: Distribution – 10,000 magazines

** Facebook: 7500 Followers, YouTube: 290 subscribers, X: 1200 followers

OUR PROCESS

We provide specialized programs that support crime prevention and reduction initiatives across Edmonton and Northern Alberta.

This Includes:

- The P3 app, 1-800-222-TIPS, and online tip platform **p3tips.com**
- Partnerships with law enforcement, media, and community organizations
- Upholding 100% anonymity, which builds trust and drives participation



THE RESULT

More empowered and engaged citizens, confident in their role to create safer communities.

More Specifically:

- Tips that lead to arrests, recovery of stolen property, and drug seizures
- Financial rewards of up to \$2,000

For every **\$1** invested in Crime Stoppers of Edmonton and Northern Alberta, **more than \$300** in **social and economic value** was returned to the community.

(Public Safety Canada; Bank of Canada; MNP LLP)

In 2024, **Crime Stoppers anonymous tips** across Edmonton and Northern Alberta led to:

215
arrests

6,350
tips received

\$18M
in drugs,
property,
& cash
recovered

412
charges
being
laid

602 cases cleared

LET'S WORK TOGETHER

Ready to make a difference? Let's chat about a sponsorship level that suits your organization or explore custom opportunities.

CONNECT WITH US

Carrie Madu | Program Coordinator
Alberta Crime Stoppers Association
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crimestoppers.ab.ca/edmonton/

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Crime Stoppers of Edmonton and Northern Alberta is planning to raise an estimated \$80,000 this year on Fund-raising campaigns. It will cost our organization an estimated \$15,000 to raise this. The money raised will be used for crime prevention and reduction initiatives. For further information, please contact Derek Bechthold, (403) 510-6958. Our address is 12122 68 St NW, Edmonton, AB T5B 1R1.