



Nite of HopeTM

North Shore

Sponsorship Package 2015



Introduction

We are pleased to present you with the opportunity to become a sponsor for the **6th Annual Nite of Hope™ North Shore Gala** on Friday, March 27th, 2015 at the Pinnacle Hotel at the Pier in North Vancouver, in support of the Canadian Breast Cancer Foundation – BC/ Yukon Region.

This sponsorship will allow your company to:

- Further your existing commitment to corporate citizenship on the North Shore by aligning with a well-established gala led by a committee of engaged and talented volunteers.
- Support a local event with an audience of 200 invited guests that supports one of the leading health charities in Canada and is committed to funding vital breast cancer research in British Columbia.

Thank you sincerely for taking the time to consider this sponsorship proposal for **Nite of Hope™ North Shore**.

About Nite of Hope™

Nite of Hope™ is a powerful gala evening that raises money in support of the Canadian Breast Cancer Foundation - BC/Yukon Region (CBCF), while also raising awareness to the devastating effects of breast cancer and providing support and encouragement to survivors.

After losing both her mother, Evelyn, and her dear sister-in-law, Debbie, to breast cancer, Judi (Miller) Knapp single-handedly founded Nite of Hope™, the most successful community fundraising event in the history of CBCF.

After launching the event in her home in 1994, Judi expanded Nite of Hope™ to the Radisson Hotel in Richmond in 1999 and it began to evolve to the gala that it is today, now taking place at the River Rock Resort with over 400 guests.

In 2009, the Nite of Hope™ franchise grew – breast cancer survivor Gail Spurgeon and her dear friend, Lin Rockwell, initiated Nite of Hope™ North Shore, where the event has recently celebrated five successful years, raising close to \$300,000. With a 'Havana Nights' theme, Nite of Hope™ North Shore will take place on Friday, March 27th, 2015 at the Pinnacle Hotel at the Pier and will feature a gourmet meal, live entertainment, fashion show and fantastic silent and live auctions.

In the twenty years since Judi (Miller) Knapp founded Nite of Hope™, the event has raised over \$3.7 million in support of CBCF and our vision of creating a future without breast cancer. The funds raised through Nite of Hope™ North Shore are directed to CBCF's research fellowship program.

Sponsorship Levels & Benefits

Within the Nite of Hope™ family of events, sponsorship values are adapted to each individual event, and are driven by both the size and demographic of the community within which each event is held. We are pleased to offer many levels of sponsorship for **Nite of Hope™ North Shore**. These include:

PRESENTING SPONSORSHIP (1 available)

\$20,000 INVESTMENT

In addition to a premiere table of ten at the event, as our valued Presenting Sponsor, you would receive:

Logo Recognition:

- On the Nite of Hope™ website (including a link to your company's website) for 6 months leading up to the event
- In all pre and post-event newspaper & online advertising
- On our 'Save the Date' brochure
- On the front page of our event program
- On the multi-media presentation at the event
- On all signage at the event

Social Media/ E-Communication:

- Up to 10 mentions on our Twitter account @NiteofHope NS
- Acknowledgment of your sponsorship on our Facebook page, as well as a corporate 'like'
- Acknowledgment in one e-blast to the Nite of Hope™ North Shore guest list (approximately 200 guests)

Additional Benefits:

- Provide a full-page ad with a corporate statement in the event program
- Display a vertical pop-up banner in a prominent location at the event
- Provide a company representative to speak at the event in a key part of the evening's timeline (of your choice)
- Provide a branded take-away gift for all 200 guests at the event
- Provide branded wine bags/ stickers for the wine bags for the 'Wall of Wine' at the gala
- Receive a gift of appreciation at the gala
- First right of refusal for next year's event

DOUBLE PLATINUM SPONSORSHIP

\$10,000 INVESTMENT

In addition to 5 premiere tickets to the event (half a table), as a Double Platinum Sponsor you would receive:

Logo Recognition:

- On the Nite of Hope™ website (including a link to your company's website) for 6 months leading up to the event
- In all pre and post-event newspaper & online advertising
- In the event program
- On the multi-media presentation at the event
- On all signage at the event

Social Media/ E-Communication:

- Up to 5 mentions on our Twitter account @NiteofHope NS
- Acknowledgment of your sponsorship on our Facebook page, as well as a corporate 'like'
- Acknowledgment in one e-blast to the Nite of Hope™ North Shore guest list (approximately 200 guests)

Additional Benefits:

- Provide a half-page ad with a corporate statement in the event program
- Display a vertical pop-up banner in a prominent location at the event
- Provide a company representative to speak at the event in a key part of the evening's timeline
- Receive a gift of appreciation at the gala
- First right of refusal for next year's event

PLATINUM SPONSORSHIP

\$5,000 INVESTMENT

In addition to 3 premiere tickets to the event, as a Platinum Sponsor you would receive:

Logo Recognition:

- On the Nite of Hope™ website (including a link to your company's website) for 6 months leading up to the event
- In all pre and post-event newspaper & online advertising
- In the event program, as well as a quarter page ad & corporate statement
- On the multi-media presentation at the event
- On all signage at the event

Social Media:

- Up to 3 mentions before on our Twitter account @NiteofHope NS
- Acknowledgment of your sponsorship on our Facebook page, as well as a corporate 'like'

Additional Benefits:

- Receive a gift of appreciation at the gala

GOLD SPONSORSHIP**\$3,500 INVESTMENT**

In addition to 2 premiere tickets to the event, as a Gold Sponsor you would receive:

Logo Recognition:

- On the Nite of Hope™ website for 6 months leading up to the event
- In post-event newspaper & online advertising
- In the event program
- On the multi-media presentation at the event
- On all signage at the event

Social Media:

- Up to 2 mentions on our Twitter account @NiteofHope NS
- Acknowledgment of your sponsorship on our Facebook page, as well as a corporate 'like'

Additional Benefits:

- Receive a gift of appreciation at the gala

SILVER SPONSORSHIP**\$2,000 INVESTMENT**

In addition to 1 premiere ticket to the event, as a Silver Sponsor you would receive:

Logo Recognition:

- On the Nite of Hope™ website for 6 months leading up to the event
- In post-event newspaper & online advertising
- In the event program, as well as a quarter page ad & corporate statement
- On the multi-media presentation at the event

Social Media:

- 1 mention on our Twitter account @NiteofHope NS
- Acknowledgment of your sponsorship on our Facebook page, as well as a corporate 'like'

BRONZE SPONSORSHIP**\$1,000 INVESTMENT**

As a Bronze Sponsor, you would receive:

Logo Recognition:

- On the Nite of Hope™ website for 6 months leading up to the event
- In post-event newspaper & online advertising
- In the event program, as well as a quarter page ad & corporate statement
- On the multi-media presentation at the event

Additional Benefits:

- Receive a gift of appreciation after the gala

FRIEND OF NITE OF HOPE™

\$250 - \$999 INVESTMENT

This level of sponsorship is a great opportunity for those who wish to support this worthwhile cause for themselves or on behalf of someone they wish to honor, remember or acknowledge. You (or the person you choose to honor) will have your name listed on the sponsorship page of our event program.

Summary

In summary, an investment as a sponsor for Nite of Hope™ North Shore will provide your company with:

- Marketing exposure to expand your loyal customer base on the North Shore and beyond
- A unique opportunity to support a local volunteer-driven gala event to create a future without breast cancer
- The ability to convey your philanthropic commitment to over 200 guests at the event

We would be delighted to welcome **you** as a Nite of Hope™ North Shore Sponsor. We kindly request confirmation of your commitment by November 30, 2014. To confirm your commitment, please complete the following sponsorship agreement.

Thank you sincerely in advance for your time and consideration. If you have any questions, please do not hesitate to contact:

Ms. Dina Hingston, Nite of Hope™ North Shore Event Chair

dingston@telus.net or 604.351.2477

Sponsorship Agreement

Please email your completed sponsorship agreement and corporate logo to dhingston@telus.net

Sponsor Name: *(please print your name as you wish it to appear in all recognition)*

Sponsor Level:

Address:

City:

Province:

Postal Code:

Telephone:

Email:

Contact Person:

PAYMENT INFORMATION:

Cheque payment of \$_____ is enclosed/ to follow (please circle one).

Cheque payable to:

Nite of Hope™ North Shore