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# TRUE PATRIOT LOVE TRIBUTE DINNER

In support of  
CANADIAN MILITARY FAMILIES

Metro Toronto Convention Centre, Toronto  
Wednesday, November 10th, 2010

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EVENT SPONSORSHIP OPPORTUNITIES



For further information on Sponsorships please call Karen I. Miller, Fundraising & Dinner Co-ordinator  
Ph: 416-224-9990 or email: [kim.inc@rogers.com](mailto:kim.inc@rogers.com)

## ***TRUE PATRIOT LOVE TRIBUTE DINNER***

### **TRUE PATRIOT LOVE FOUNDATION**

True Patriot Love Foundation (TPLF) was founded in 2009 by a group of citizens who want to make a positive contribution to the lives of Canadian military personnel and their families – to serve those who serve on behalf of our nation. The Foundation has grown through generous contributions from patriotic Canadians, corporations and other organizations.

TPLF supports the *Military Families Fund*, started by General (Ret'd) Rick Hillier, Canada's former Chief of the Defence Staff, and other charities and funds such as, *Soldier On*, *Military Family Resource Centres* or other charities dedicated to supporting the Canadian Military and their families. Through these charities and funds, we are able to help families quickly reunite in times of illness, injury and death, access rehabilitation and counseling related to injury-induced life adjustments and support the needs of the children of our soldiers, sailors, airmen and our fallen comrades. Our funding complements and enhances – but does not replace - existing public and non-public programs.

We need your sponsorship because EVEN HEROES NEED HEROES.

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## **TRUE PATRIOT LOVE TRIBUTE DINNER**

### **EVENT SPONSORSHIP OPPORTUNITIES**

#### **EXCLUSIVE TITLE/PRESENTING SPONSOR SOLD**

##### **Event Sponsorship Benefits:**

- ❑ Exclusive opportunity for one Sponsor
- ❑ 2 Complimentary Tables in prime location
- ❑ Plus, 2 Head Table seats
- ❑ Opportunity to bring Greetings from the Head Table
- ❑ Company name and logo as Title/Presenting Sponsor on Invitation
- ❑ Recognition as Title/Presenting Sponsor from the Podium
- ❑ Framed photo with your Company Representative and the Chief of the Defence Staff
- ❑ Distinctive recognition plaque for display in donor's corporate offices presented at Tribute Dinner
- ❑ Military/Dignitary/Celebrity hosting opportunity at your Table
- ❑ Company name on Table signs
- ❑ Front page recognition on the Tribute Dinner Book as Title/Presenting Sponsor
- ❑ Full page recognition in the Tribute Dinner Book as Title/Presenting Sponsor
- ❑ Company name and logo in *Recognition Video* shown during Dinner
- ❑ Company name and logo as Title/Presenting Sponsor on any relevant marketing materials
- ❑ VIP Reception invitation for your Table Guests
- ❑ Opportunity for promotional display in Cocktail Reception
- ❑ Title/Presenting Sponsor recognition at any Press Conference
- ❑ Podium opportunity at any Press Conference
- ❑ Media coverage as Title/Presenting Sponsor at the Dinner
- ❑ Opportunity for a hot link on True Patriot Love Web Site

## ***TRUE PATRIOT LOVE TRIBUTE DINNER***

### **EVENT SPONSORSHIP OPPORTUNITIES**

#### **VIP RECEPTION SPONSOR**

**\$75,000**

#### **Event Sponsorship Benefits:**

- ❑ Exclusive opportunity for one Sponsor
- ❑ 2 Complimentary Tables in prime location
- ❑ Plus, 2 Head Table seats
- ❑ Opportunity to bring Greetings at VIP Reception
- ❑ Company name and logo on VIP Invitation
- ❑ Recognition as VIP Reception Sponsor from the Podium
- ❑ Framed photo with your Company Representative and the Chief of the Defence Staff
- ❑ Distinctive recognition plaque for display in donor's corporate offices presented at Tribute Dinner
- ❑ Military/Dignitary/Celebrity hosting opportunity at your Table
- ❑ Company name on Table signs
- ❑ Full page recognition in the Tribute Dinner Book as VIP Sponsor
- ❑ Company name and logo in *Recognition Video* shown during Dinner
- ❑ Company name and logo as VIP Reception Sponsor on any relevant marketing materials
- ❑ VIP Reception invitation for your Table Guests
- ❑ Recognition in VIP Reception area
- ❑ Opportunity for promotional display in VIP Reception room
- ❑ VIP Reception Sponsor recognition at any Press Conference
- ❑ Podium opportunity at any Press Conference
- ❑ Media coverage as VIP Sponsor at the Dinner
- ❑ Opportunity for a hot link on True Patriot Love Web Site

## ***TRUE PATRIOT LOVE TRIBUTE DINNER***

### **EVENT SPONSORSHIP OPPORTUNITIES**

#### **TRIBUTE DINNER HEAD TABLE SPONSOR \$75,000**

##### **Event Sponsorship Benefits:**

- ❑ Exclusive opportunity for one Sponsor
- ❑ 2 Complimentary Tables in prime location
- ❑ Plus, 2 Head Table seats
- ❑ Opportunity to bring Greetings from the Head Table
- ❑ Recognition as Head Table Sponsor from the Podium
- ❑ Framed photo with your Company Representative and the Chief of the Defence Staff
- ❑ Distinctive recognition plaque for display in donor's corporate offices
- ❑ Military/Dignitary/Celebrity hosting opportunity at your Table
- ❑ Company name on Table signs
- ❑ Full page recognition in the Tribute Dinner Book as Head Table Sponsor
- ❑ Company name/logo on the Head Table listing in Tribute Dinner Book
- ❑ Company name and logo in *Recognition Video* shown during Dinner
- ❑ Company name and logo as Head Table Sponsor on any relevant marketing materials
- ❑ VIP Reception invitation for your Table Guests
- ❑ Head Table Sponsor Recognition at any Press Conference
- ❑ Podium opportunity at any Press Conference
- ❑ Media coverage as Head Table Sponsor at the Dinner
- ❑ Opportunity for a hot link on True Patriot Love Web Site

## ***TRUE PATRIOT LOVE TRIBUTE DINNER***

### **EVENT SPONSORSHIP OPPORTUNITIES**

#### **PLATINUM SPONSOR**

**\$75,000**

#### **Event Sponsorship Benefits:**

- ❑ 2 Complimentary Tables in prime location
- ❑ Plus, 2 Head Table seats
- ❑ Company name and logo as Platinum Sponsor on Invitation
- ❑ Recognition as Platinum Sponsor from the Podium
- ❑ Framed photo with your Company Representative and the Chief of the Defence Staff
- ❑ Distinctive recognition plaque for display in donor's corporate offices
- ❑ Military/Dignitary/Celebrity hosting opportunity at your Table
- ❑ Company name on Table signs
- ❑ Full page recognition in the Tribute Dinner Book as Platinum Sponsor
- ❑ Company name and logo in *Recognition Video* shown during Dinner
- ❑ Company name and logo as Platinum Sponsor on any relevant marketing materials
- ❑ VIP Reception invitation for your Table Guests
- ❑ Opportunity for promotional display in Cocktail Reception
- ❑ Platinum Sponsor recognition at any Press Conference
- ❑ Podium opportunity at any Press Conference
- ❑ Media coverage as Platinum Sponsor at the Dinner
- ❑ Opportunity for a hot link on True Patriot Love Web Site

## ***TRUE PATRIOT LOVE TRIBUTE DINNER***

### **EVENT SPONSORSHIP OPPORTUNITIES**

#### **TRIBUTE DINNER BOOK SPONSOR \$50,000**

##### **Event Sponsorship Benefits:**

- ❑ Exclusive opportunity for one Sponsor
- ❑ 2 Complimentary Tables in prime location
- ❑ Framed photo with your Company Representative and the Chief of the Defence Staff
- ❑ Distinctive recognition plaque for display in donor's corporate offices
- ❑ Military/Dignitary/Celebrity hosting opportunity at your Table
- ❑ Company name on Table signs
- ❑ Full page recognition as the Dinner Book Sponsor in the Tribute Dinner Book
- ❑ Company name and logo in *Recognition Video* shown during Dinner
- ❑ Company name and logo on any relevant marketing materials
- ❑ VIP Reception invitation for your Table Hosts
- ❑ Recognition at any Press Conference
- ❑ Media coverage at the Dinner
- ❑ Opportunity for a hot link on True Patriot Love Web Site

## ***TRUE PATRIOT LOVE TRIBUTE DINNER***

### **EVENT SPONSORSHIP OPPORTUNITIES**

#### **AUCTION SPONSOR \$50,000**

##### **Event Sponsorship Benefits:**

- ❑ Exclusive opportunity for one Sponsor
- ❑ 2 Complimentary Tables in prime location
- ❑ Opportunity for Auction Naming, i.e. (Company name) TPL Auction\*
- ❑ Framed photo with your Company Representative and the Chief of the Defence Staff
- ❑ Distinctive recognition plaque for display in donor's corporate offices
- ❑ Military/Dignitary/Celebrity hosting opportunity at your Table
- ❑ Company name on Table signs
- ❑ Full page recognition as Auction Sponsor in the Tribute Dinner Book
- ❑ Company name and logo in *Recognition Video* shown during Dinner
- ❑ Company name and logo on any relevant marketing materials
- ❑ Company name/logo on Auction bid cards and at Auction display area
- ❑ Opportunity for recognition on TPL web site as "Auction Sponsor" in the Auction page
- ❑ VIP Reception invitation for your Table Hosts
- ❑ Recognition at any Press Conference
- ❑ Media coverage at the Dinner
- ❑ Opportunity to have corporate product in Auction
- ❑ Opportunity for a hot link on True Patriot Love Web Site

\*Based upon the outstanding success of the 2009 Silent Auction of hand painted and sculpted military helmets, this will be repeated in 2010. These helmets met with much praise and were executed by artists Canada-wide selling in some cases for up to \$7,000. The presses expressed extreme interest in this concept and are curious to see if we are going to repeat. The sponsor of this area will be front and center in all promotions, press conferences and press releases regarding the auction and the event in general.

## **TRUE PATRIOT LOVE TRIBUTE DINNER**

### **EVENT SPONSORSHIP OPPORTUNITIES**

#### **CENTERPIECE SPONSOR**

**\$50,000 SOLD**

#### **Event Sponsorship Benefits:**

- ❑ Exclusive opportunity for one Sponsor
- ❑ 2 Complimentary Tables in prime location
- ❑ Corporate recognition with Commemorative Centerpieces
- ❑ Company name on table cards as Centerpiece Sponsor
- ❑ Framed photo with your Company Representative and the Chief of the Defence Staff
- ❑ Distinctive recognition plaque for display in donor's corporate
- ❑ Military/Dignitary/Celebrity hosting opportunity at your Table
- ❑ Company name on Table signs
- ❑ Full page recognition in the Tribute Dinner Book as Centerpiece Sponsor
- ❑ Company name and logo in *Recognition Video* shown during Dinner
- ❑ Company name and logo on any relevant marketing materials
- ❑ VIP Reception invitation for your Table Hosts
- ❑ Recognition at any Press Conference
- ❑ Media coverage at the Dinner
- ❑ Opportunity for a hot link on True Patriot Love Web Site

## ***TRUE PATRIOT LOVE TRIBUTE DINNER***

### **EVENT SPONSORSHIP OPPORTUNITIES**

#### **GOLD SPONSOR \$50,000**

##### **Event Sponsorship Benefits:**

- ❑ 2 Complimentary Tables in prime location
- ❑ Framed photo with your Company Representative and the Chief of the Defence Staff
- ❑ Distinctive recognition plaque for display in donor's corporate offices
- ❑ Military/Dignitary/Celebrity hosting opportunity at your Table
- ❑ Company name on Table signs
- ❑ Full page recognition as Gold Sponsor in the Tribute Dinner Book
- ❑ Company name and logo in *Recognition Video* shown during Dinner
- ❑ Company name and logo on any relevant marketing materials
- ❑ VIP Reception invitation for your Table Hosts
- ❑ Recognition at any Press Conference
- ❑ Media coverage at the Dinner
- ❑ Opportunity for a hot link on True Patriot Love Web Site

## ***TRUE PATRIOT LOVE TRIBUTE DINNER***

### **EVENT SPONSORSHIP OPPORTUNITIES**

#### **WINE SPONSOR \$30,000**

##### **Event Sponsorship Benefits:**

- ❑ Exclusive opportunity for one Sponsor
- ❑ 2 Complimentary Tables in Sponsor Seating
- ❑ Company name on table cards as Wine Sponsor
- ❑ Military/Dignitary/Celebrity hosting opportunity at your Table
- ❑ Company name on Table signs
- ❑ Company name and logo in the Tribute Dinner Book as Wine Sponsor
- ❑ Company name and logo in *Recognition Video* shown during Dinner
- ❑ Company name and logo on any relevant marketing materials
- ❑ VIP Reception invitation for your Table Hosts
- ❑ Recognition at any Press Conference
- ❑ Media coverage at the Dinner
- ❑ Opportunity for a hot link on True Patriot Love Web Site

## ***TRUE PATRIOT LOVE TRIBUTE DINNER***

### **EVENT SPONSORSHIP OPPORTUNITIES**

#### **ENTERTAINMENT SPONSOR \$30,000**

##### **Event Sponsorship Benefits:**

- ❑ Exclusive opportunity for one Sponsor
- ❑ 2 Complimentary Tables in Sponsor Seating
- ❑ Corporate recognition on entertainment segment
- ❑ Opportunity to introduce entertainment segment
- ❑ Company name on Table signs
- ❑ Military/Dignitary/Celebrity hosting opportunity at your Table
- ❑ Company name and logo in the Tribute Dinner Book as Entertainment Sponsor
- ❑ Company name and logo in *Recognition Video* shown during Dinner
- ❑ Company name and logo on any relevant marketing materials
- ❑ VIP Reception invitation for your Table Hosts
- ❑ Recognition at any Press Conference
- ❑ Media coverage at the Dinner
- ❑ Opportunity for a hot link on True Patriot Love Web Site

## ***TRUE PATRIOT LOVE TRIBUTE DINNER***

### **EVENT SPONSORSHIP OPPORTUNITIES**

#### **SILVER SPONSOR \$25,000**

##### **Event Sponsorship Benefits:**

- ❑ 2 Complimentary Tables in Sponsor Seating
- ❑ Company name on Table signs
- ❑ Military/Dignitary/Celebrity hosting opportunity at your Table
- ❑ Company name and logo in the Tribute Dinner Book as Silver Sponsor
- ❑ Company name and logo in *Recognition Video* shown during Dinner
- ❑ Company name and logo on any relevant marketing materials
- ❑ VIP Reception invitation for your Table Hosts
- ❑ Recognition at any Press Conference
- ❑ Media coverage at the Dinner
- ❑ Opportunity for a hot link on True Patriot Love Web Site

