



Sponsorship Opportunities

For

The 14th Annual Fred Victor Centre Gala

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& Media Relations
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Charitable Registration Number #118931377RR

Investing in Fred Victor Centre makes good business sense!

As a partner with Fred Victor Centre, we will work with your organization to develop a sponsorship package that suits your needs.

If your organization is looking for:

- Recognition, profile and communication with a large audience on a limited budget;
- The perfect opportunity to showcase your good corporate citizenship and enhance your community investment program;
- A reputable and successful charitable organization in which to invest.

The 14th Annual Centre Gala is the right partnership opportunity for you!

About Fred Victor Centre

Fred Victor Centre is an integrated multi-service organization that is committed to working in partnership with adults living in poverty to address their needs. Founded in 1894 by the Methodist Church, Fred Victor Centre has evolved from its original focus as an outreach mission to its present goal of helping adults who are homeless or living in poverty to make better lives for themselves and achieve their personal goals. Fred Victor Centre, still located at its original site at the corner of Queen and Jarvis Streets, works with all people regardless of their background or situation.

About Fred Victor Centre Women's Services Group of Programs

Fred Victor Centre Women's Services Programming consists of the Women's Hostel, the Day Program and the Harm Reduction Program. The Hostel and Day Program were created as safe havens from the street for women who have nowhere else to turn. All three programs assist women who are homeless, struggling with mental health issues, alcohol and/or substance use issues, or who are victims of violence. The Day Program provides services to approximately 135 women per day and, since its opening in 1997, more than 2,280 different women have found refuge at the Women's Hostel. The Harm Reduction Program operates out of both locations.

Fred Victor Presents The Roaring '20's!
Thursday October 22nd, 2009

The Event

The date is set for the 14th Annual Centre Gala. This premier gala event has raised more than \$950,000 for Fred Victor Centre Women's Services Group of Programs.

The evening will begin with an elegant cocktail reception. This will be followed by a wonderful evening in the main room, with a gourmet dinner, entertainment, an open bar, a silent as well as live auction, surprise activities and celebrity guests. We are delighted to have veteran host Gord Martineau emcee the Gala again and we're delighted to have Mary Anne Chambers, Former Minister of Children and Youth Services in the Ontario Government as our keynote speaker this year.

Event Details

Date	Thursday, October 22nd, 2009
Time	Registration: Begins at 6 p.m. Cocktail Reception: 6:00-7:00 p.m. Dinner: 7:00 p.m.
Location	Palais Royale 1601 Lakeshore Blvd. West Toronto, Ontario M6K 3C1
Details	Cocktail Reception Silent Auction Live Auction Entertainment Gourmet Dinner Casino Games (open all night)
Emcee	Gord Martineau-Anchor, City TV
Participants	There will be upwards of 350 people from Toronto's corporate, political, arts and social services communities attending this event.
Ticket Costs	\$250/ticket \$2,000/corporate table of 8 \$2,500/corporate table of 10

Be Seen By The Right People At The Right Time.
Fred Victor Centre – Charitable Registration #118931377RR

Fred Victor Presents The Roaring '20's!
Thursday October 22nd, 2009

The Opportunity

The 14th Annual Gala provides an exciting opportunity for your organization to make a tremendous contribution to the programs and services Fred Victor Centre provides to women who are homeless and living in poverty in Toronto.

We invite you to become a supporter of the 14th Annual Centre Gala.

This package outlines numerous levels of sponsorship and related benefits. We offer four key ways for organizations to get involved: sponsorship, gifts-in-kind, corporate tables and donations.

There are many different benefits to some of the sponsorship levels including:

- Recognition in press kits, appropriate publicity and promotional materials;
- Branding your commitment to providing programs and services to women who are homeless and living in poverty in Toronto by using the gala or Fred Victor Centre's logo in your corporate advertising, depending on sponsorship level;
- Complimentary registration of a specified number of guests;
- Prominent placement of signage during the gala and inclusion in our Valued Sponsors list, depending on sponsorship level;
- Advertisement or a short paragraph describing your business in the official event program;
- An opportunity to address the audience, briefly, at the gala depending on sponsorship level;
- Including approved promotional material in the thank you take home bags and a donated item in the silent auction;
- Acknowledgement in Fred Victor Centre's newsletter and the 2010 Annual Report.

Fred Victor Presents The Roaring '20's!
Thursday October 22nd, 2009

Sponsorship Level Summary

The sponsorship levels and fees are outlined as follows:

Program Sponsor (Women's Day Program Drop-In)	\$15,000
Program Sponsor (Women's Hostel)	\$15,000
Program Sponsor (Harm Reduction Program)	\$15,000
Program Sponsor (Phoenix Survivors of Domestic Violence Program)	\$15,000
Platinum Sponsor (Seniors 101)	\$10,000
Platinum Sponsor (Information & Referral Services)	\$10,000
Platinum Sponsor (English as a Second Language)	\$10,000
Platinum Sponsor (Clothing Room, Shower and Laundry Facilities)	\$10,000
Platinum Sponsor (Social Recreational Programming)	\$10,000
Casino Sponsor	\$ 7,500
Entertainment Sponsor	\$ 7,500
Cocktail Reception Sponsor	\$ 5,000
Auction Sponsor	\$ 5,000
Dinner Sponsor	\$ 5,000
Souvenir Program Sponsor	\$ 2,500
Corporate Table Sponsor (10 seats)	\$ 2,500
Corporate Table Sponsor (8 seats)	\$ 2,000
Floral Sponsor	\$ 1,000
Friends of the Gala	\$ 500

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Communications Strategy

This year we will implement an effective marketing and public relations program to generate awareness and interest in the 14th Annual Centre Gala. We will engage in a targeted marketing program. Planned tactics include:

- A save-the-date card to be distributed through our extensive database along with distribution at key external events and at key Fred Victor Centre events;
- A direct mail initiative (invitation package) to our extensive database;
- An email campaign to our extensive database of supporters;
- On-line promotion;
- Directed communications and promotions (e.g. posters, media kit, media relations).

Detailed Sponsorship Levels

Program Sponsor (Women's Day Program Drop-In) - \$15,000

Rights

- Official designation as the Program Sponsor (Women's Day Program Drop-In);
- Opportunity to address audience from the podium;
- Right to promote sponsorship designation & use Fred Victor Centre's logo in approved print, media and web materials;

Benefits

Hospitality – two complimentary tables of 10.

Communications – corporate logo/name as Program Sponsor (Women's Day Program Drop-In) in all Gala advertising and promotional materials, including, but not limited to:

- Virtual initiatives (website promotion, email);
- Direct mail invitation packages;
- Public relations campaign materials;
- Sponsor listing in event program;
- Selected media/sponsor initiatives.

Profile recognition at and before the event including:

- Sponsor sign/board;
- News releases & media advisories;
- On-stage recognition from the podium;
- On-screen recognition.

Advertising & Marketing

- Full-page Ad in the event program.

Detailed Sponsorship Levels

Program Sponsor (Women's Hostel) - \$15,000

Rights

- Official designation as the Program Sponsor (Women's Hostel);
- Opportunity to address audience from the podium;
- Right to promote sponsorship designation & use Fred Victor Centre's logo in approved print, media and web materials;

Benefits

Hospitality – two complimentary tables of 10.

Communications – corporate logo/name as Program Sponsor (Women's Hostel) in all Gala advertising and promotional materials, including, but not limited to:

- Virtual initiatives (website promotion, email);
- Direct mail invitation packages;
- Public relations campaign materials;
- Sponsor listing in event program;
- Selected media/sponsor initiatives.

Profile recognition at and before the event including:

- Sponsor sign/board;
- News releases & media advisories;
- On-stage recognition from the podium;
- On-screen recognition.

Advertising & Marketing

- Full-page Ad in the event program.

Detailed Sponsorship Levels

Program Sponsor (Harm Reduction Program) - \$15,000

Rights

- Official designation as the Program Sponsor (Harm Reduction Program);
- Opportunity to address audience from the podium;
- Right to promote sponsorship designation & use Fred Victor Centre's logo in approved print, media and web materials;

Benefits

Hospitality – two complimentary tables of 10.

Communications – corporate logo/name as Program Sponsor (Harm Reduction Program) in all Gala advertising and promotional materials, including, but not limited to:

- Virtual initiatives (website promotion, email);
- Direct mail invitation packages;
- Public relations campaign materials;
- Sponsor listing in event program;
- Selected media/sponsor initiatives.

Profile recognition at and before the event including:

- Sponsor sign/board;
- News releases & media advisories;
- On-stage recognition from the podium;
- On-screen recognition.

Advertising & Marketing

- Full-page Ad in the event program.

Detailed Sponsorship Levels

Program Sponsor (Phoenix Survivors of Domestic Violence Program) - \$15,000

Rights

- Official designation as the Program Sponsor (Phoenix Survivors of Domestic Violence Program);
- Opportunity to address audience from the podium;
- Right to promote sponsorship designation & use Fred Victor Centre's logo in approved print, media and web materials;

Benefits

Hospitality – two complimentary tables of 10.

Communications – corporate logo/name as Program Sponsor (Phoenix Survivors of Domestic Violence Program) in all Gala advertising and promotional materials, including, but not limited to:

- Virtual initiatives (website promotion, email);
- Direct mail invitation packages;
- Public relations campaign materials;
- Sponsor listing in event program;
- Selected media/sponsor initiatives.

Profile recognition at and before the event including:

- Sponsor sign/board;
- News releases & media advisories;
- On-stage recognition from the podium;
- On-screen recognition.

Advertising & Marketing

- Full-page Ad in the event program.

Detailed Sponsorship Levels

Platinum Sponsor (Seniors 101) - \$10,000

Rights

- Official designation as the Platinum Sponsor (Seniors 101);
- Right to promote sponsorship designation & use Fred Victor Centre's logo in approved print, media and web materials.

Benefits

Hospitality – complimentary table of 10.

Communications – corporate logo/name as Platinum Sponsor (Seniors 101) in all Gala advertising and promotional materials, including, but not limited to:

- Virtual initiatives (website promotion, email);
- Direct mail invitation packages;
- Public relations campaign materials;
- Sponsor listing in event program;
- Selected media/sponsor initiatives.

Profile recognition at and before the event including:

- Sponsor sign/board;
- News releases & media advisories;
- On-stage recognition from the podium;
- On-screen recognition.

Advertising & Marketing

- Half-page Ad in the event program.

Detailed Sponsorship Levels

Platinum Sponsor (Information & Referral Services) - \$10,000

Rights

- Official designation as the Platinum Sponsor (Information & Referral Services);
- Right to promote sponsorship designation & use Fred Victor Centre's logo in approved print, media and web materials.

Benefits

Hospitality – complimentary table of 10.

Communications – corporate logo/name as Platinum Sponsor (Information & Referral Services) in all Gala advertising and promotional materials, including, but not limited to:

- Virtual initiatives (website promotion, email);
- Direct mail invitation packages;
- Public relations campaign materials;
- Sponsor listing in event program;
- Selected media/sponsor initiatives.

Profile recognition at and before the event including:

- Sponsor sign/board;
- News releases & media advisories;
- On-stage recognition from the podium;
- On-screen recognition.

Advertising & Marketing

- Half-page Ad in the event program.

Detailed Sponsorship Levels

Platinum Sponsor (English as a Second Language) - \$10,000

Rights

- Official designation as the Platinum Sponsor (English as a Second Language);
- Right to promote sponsorship designation & use Fred Victor Centre's logo in approved print, media and web materials.

Benefits

Hospitality – complimentary table of 10.

Communications – corporate logo/name as Platinum Sponsor (English as a Second Language) in all Gala advertising and promotional materials, including, but not limited to:

- Virtual initiatives (website promotion, email);
- Direct mail invitation packages;
- Public relations campaign materials;
- Sponsor listing in event program;
- Selected media/sponsor initiatives.

Profile recognition at and before the event including:

- Sponsor sign/board;
- News releases & media advisories;
- On-stage recognition from the podium;
- On-screen recognition.

Advertising & Marketing

- Half-page Ad in the event program.

Detailed Sponsorship Levels

Platinum Sponsor (Clothing Room, Shower and Laundry facilities) - \$10,000

Rights

- Official designation as the Platinum Sponsor (Clothing Room, Shower and Laundry Facilities);
- Right to promote sponsorship designation & use Fred Victor Centre's logo in approved print, media and web materials.

Benefits

Hospitality – complimentary table of 10.

Communications – corporate logo/name as Platinum Sponsor (Clothing Room, Shower and Laundry Facilities) in all Gala advertising and promotional materials, including, but not limited to:

- Virtual initiatives (website promotion, email);
- Direct mail invitation packages;
- Public relations campaign materials;
- Sponsor listing in event program;
- Selected media/sponsor initiatives.

Profile recognition at and before the event including:

- Sponsor sign/board;
- News releases & media advisories;
- On-stage recognition from the podium;
- On-screen recognition.

Advertising & Marketing

- Half-page Ad in the event program.

Detailed Sponsorship Levels

Platinum Sponsor (Social Recreational Programming) - \$10,000

Rights

- Official designation as the Platinum Sponsor (Social Recreational Programming);
- Right to promote sponsorship designation & use Fred Victor Centre's logo in approved print, media and web materials.

Benefits

Hospitality – complimentary table of 10.

Communications – corporate logo/name as Platinum Sponsor (Social Recreational Programming) in all Gala advertising and promotional materials, including, but not limited to:

- Virtual initiatives (website promotion, email);
- Direct mail invitation packages;
- Public relations campaign materials;
- Sponsor listing in event program;
- Selected media/sponsor initiatives.

Profile recognition at and before the event including:

- Sponsor sign/board;
- News releases & media advisories;
- On-stage recognition from the podium;
- On-screen recognition.

Advertising & Marketing

- Half-page Ad in the event program.

Detailed Sponsorship Levels

Casino Sponsor - \$7,500

Rights

- Official designation as the Casino Sponsor;
- Right to promote sponsorship designation & use Fred Victor Centre's logo in approved print, media and web materials.

Benefits

Hospitality – complimentary table of 10.

Communications – corporate logo/name as the Casino Sponsor in all Gala advertising and promotional materials, including, but not limited to:

- Virtual initiatives (website promotion, email);
- Direct mail invitation packages;
- Public relations campaign materials;
- Sponsor listing in event program;
- Selected media/sponsor initiatives.

Profile recognition at and before the event including:

- Sponsor sign/board;
- News releases & media advisories;
- On-stage recognition from the podium;
- On-screen recognition.

Advertising & Marketing

- Half-page Ad in the event program.

Detailed Sponsorship Levels

Entertainment Sponsor - \$7,500

Rights

- Official designation as the Entertainment Sponsor;
- Right to promote sponsorship designation & use Fred Victor Centre's logo in approved print, media and web materials.

Benefits

Hospitality – complimentary table of 10.

Communications – corporate logo/name as the Entertainment Sponsor in all Gala advertising and promotional materials, including, but not limited to:

- Virtual initiatives (website promotion, email);
- Direct mail invitation packages;
- Public relations campaign materials;
- Sponsor listing in event program;
- Selected media/sponsor initiatives.

Profile recognition at and before the event including:

- Sponsor sign/board;
- News releases & media advisories;
- On-stage recognition from the podium;
- On-screen recognition.

Advertising & Marketing

- Half-page Ad in the event program.

Detailed Sponsorship Levels

Cocktail Reception Sponsor - \$5,000

Benefits

Hospitality – 4 complimentary tickets.

Communications – corporate logo/name as Cocktail Reception Sponsor in all Gala advertising and promotional materials, including, but not limited to:

- Virtual initiatives (website promotion, email);
- Direct mail invitation packages;
- Public relations campaign materials;
- Sponsor listing in event program;
- Selected media/sponsor initiatives.

Profile recognition at and before the event including:

- Sponsor sign/board;
- News releases & media advisories;
- On-stage recognition from the podium;
- On-screen recognition.

Advertising & Marketing - Half-page Ad in the event program;

Auction Sponsor - \$5,000

Benefits

Hospitality – 4 complimentary tickets.

Communications – corporate logo/name as Auction Sponsor in all Gala advertising and promotional materials, including, but not limited to:

- Virtual initiatives (website promotion, email);
- Direct mail invitation packages;
- Public relations campaign materials;
- Sponsor listing in event program;
- Selected media/sponsor initiatives.

Profile recognition at and before the event including:

- Sponsor sign/board;
- News releases & media advisories;
- On-stage recognition from the podium;
- On-screen recognition.

Advertising & Marketing - Half-page Ad in the event program.

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Detailed Sponsorship Levels

Dinner Sponsor - \$5,000

Benefits

Hospitality – 4 complimentary tickets.

Communications – corporate logo/name as Dinner Sponsor in all Gala advertising and promotional materials, including, but not limited to:

- Virtual initiatives (website promotion, email);
- Direct mail invitation packages;
- Public relations campaign materials;
- Sponsor listing in event program;
- Selected media/sponsor initiatives.

Profile recognition at and before the event including:

- Sponsor sign/board;
- News releases & media advisories;
- On-stage recognition from the podium;
- On-screen recognition.

Advertising & Marketing

- Half-page Ad in the event program.

Souvenir Program Sponsor - \$2,500

Benefits

Hospitality – 4 complimentary tickets.

Communications – corporate logo/name as the Souvenir Program Sponsor in the following Gala advertising and promotional materials:

- Virtual initiatives (website promotion, email);
- Sponsor listing in event program;
- Selected media/sponsor initiatives.

Profile recognition at and before the event including:

- On-stage recognition from the podium;
- On-screen recognition.

Advertising & Marketing

- Full-page ad in the back of the event program.

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Detailed Sponsorship Levels

Corporate Table Sponsor of 10 - \$2,500

Benefits

Hospitality – complimentary table of 10

Communications – corporate logo/name as a Table Sponsor in the following Gala advertising and promotional materials:

- Virtual initiatives (website promotion, email);
- Sponsor listing in event program.

Profile recognition at and before the event including:

- On-screen recognition.

Corporate Table Sponsor of 8 - \$2,000

Benefits

Hospitality – complimentary table of 8

Communications – corporate logo/name as a Table Sponsor in the following Gala advertising and promotional materials:

- Virtual initiatives (website promotion, email);
- Sponsor listing in event program.

Profile recognition at and before the event including:

- On-screen recognition.

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Floral Sponsor - \$1,000

Benefits

Hospitality – 1 complimentary ticket.

Communications – corporate logo/name as the Floral sponsor in the following Gala advertising and promotional materials:

- Virtual initiatives (website promotion, email);
- Sponsor listing in event program.

Profile recognition at and before the event including:

- Recognition on floral centerpiece cards.

Friends of the Gala - \$500

Benefits

Hospitality – 2 complimentary tickets.

Communications – corporate logo/name as a Friend of the Gala in the following Gala advertising and promotional materials:

- Sponsor listing in event program.

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Thursday October 22nd, 2009**

Sponsorship Form

Company Name: _____

Address: _____

Postal Code: _____

Telephone: _____ Fax: _____

Email: _____

Contact Name: _____

Approved By: _____

Sponsorship Opportunity:

<input type="checkbox"/> Program Sponsor (Women's Day Program Drop-In) - \$15,000	<input type="checkbox"/> Program Sponsor (Women's Hostel) - \$15,000
<input type="checkbox"/> Program Sponsor (Harm Reduction Program) - \$15,000	<input type="checkbox"/> Program Sponsor (Phoenix Survivors of Domestic Violence Program) - \$15,000
<input type="checkbox"/> Platinum Sponsor (Seniors 101) - \$10,000	<input type="checkbox"/> Platinum Sponsor (Information & Referral Services) - \$10,000
<input type="checkbox"/> Platinum Sponsor (English as a Second Language) - \$10,000	<input type="checkbox"/> Platinum Sponsor (Clothing Room, Shower and Laundry Facilities) - \$10,000
<input type="checkbox"/> Platinum Sponsor (Social Recreational Programming) - \$10,000	<input type="checkbox"/> Casino Sponsor - \$7,500
<input type="checkbox"/> Entertainment Sponsor - \$7,500	<input type="checkbox"/> Cocktail Reception Sponsor - \$5,000
<input type="checkbox"/> Auction Sponsor - \$5,000	<input type="checkbox"/> Dinner Sponsor - \$5,000
<input type="checkbox"/> Souvenir Program Sponsor - \$2,500	<input type="checkbox"/> Corporate Table Sponsor 10 seats - \$2,500
<input type="checkbox"/> Corporate Table Sponsor 8 seats - \$2,000	<input type="checkbox"/> Floral Sponsor - \$1,000
<input type="checkbox"/> Friends of the Gala - \$500	

FAX OR MAIL YOUR SPONSORSHIP FORM AND CORPORATE LOGO TO:

Attention: Mark Pusey
14th Annual Fred Victor Centre Gala
59 Adelaide Street East, #600
Toronto, Ontario M5C 1K6
Phone: 416-36-8228 ext. 303 Fax: 416-364-4728
Email: mpusey@fredvictor.org
www.fredvictor.org

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