



Saturday, April 16th, 2011

A Benefit Fundraiser for The AIDS Committee of Guelph and Wellington County, Bracelet of Hope and The Masai Clinic



You can make a difference! Our 19th Annual Red Ribbon Gala is fast approaching and we are asking for your help to support those living with HIV/AIDS in Guelph, KW Region and around the world. The Gala is a joint fundraiser between The AIDS Committee of Guelph and Wellington County, Bracelet of Hope and The Masai Clinic. As the only collaboration of its kind in Canada, our efforts focus not only on providing treatment, but also prevention and education.

All three organizations provide:

- Education—Community workshops, community development and consultation
- Support—Counselling, support groups, advocacy, financial and nutritional assistance
- Clinical Services—Health Care, medication, testing and treatment information
- Outreach—Harm reduction and community capacity building

Held at the Guelph Delta Hotel on Saturday April 16th, 2011, the Gala is an evening of music, mingling and dinner with a live and silent auction. Each year we draw more than 250 people and we would like to ask you to be a part of our special evening.

The benefits of sponsorship include:

- Public affirmation of your commitment to LOCAL, REGIONAL & GLOBAL HIV and AIDS work
- Access to a wide audience of business and community leaders
- A high profile through event publicity and press coverage
- High visibility at the event that allows you to promote your company, as well as your company name in all follow up print materials thanking our donors
- Your sponsorship of this event will strengthen your corporate image as a leading community member

Most importantly, your sponsorship will enable us to continue to provide HIV and AIDS education, prevention, support and specialized clinical services locally, regionally and globally.

This year we are very excited to include as part of the three top sponsorship levels Intrigue Digital Media. This media campaign will run 20,000 times throughout the month of March on LCD screens located strategically throughout Guelph. This will also be placed on YouTube, pushed through social channels on Facebook, Twitter and LinkedIn, and advertised on the Intrigue Media E Newsletter which is sent out to 1500 local businesses.

Please find enclosed the information on how you can become a sponsor. Charitable Tax Receipts will be provided. Should you have any questions about any of our support categories, or wish to develop a unique category with us, please contact Carol Meyer at 519.780.5298 ext. 144 or email cmeyer@masaicentre.ca

We sincerely thank the companies and individuals who have generously and compassionately sponsored our event throughout the years. Your involvement has made a difference!

Respectfully,

Tom Hammond
Executive Director
AIDS Committee of Guelph & Wellington County

Dr. Anne-Marie Zajdlik
The Masai Centre for Local, Regional
and Global Health & Bracelet of Hope

Red Ribbon Gala 2011



SPONSORSHIP PROPOSAL

A Live and Silent Auction Benefiting
the AIDS Committee of Guelph &
Wellington County, Bracelet of Hope and
The Masai Clinic

Saturday, April 16th 2011
The Guelph Delta Hotel &
Conference Centre



Red Ribbon Gala 2011

A Live and Silent Auction Benefiting the AIDS Committee of Guelph & Wellington County, Bracelet of Hope and the Masai Clinic



DIAMOND SPONSORSHIP \$5000

- Recognition as exclusive sponsor / presenter of the gala
- Prominent acknowledgement on event signage
- TEN reserved complimentary tickets with prominent seating
- Company wordmark on event promotion and publicity materials—includes new digital media campaign
- Two full-page advertisements strategically placed in the evening program
- Company name on front cover as event sponsor
- Donor name in evening program
- Stage presentation with an opportunity for remarks
- Sponsor name recognition in all media releases
- Powerpoint presentation with your company wordmark (varying sizes—runs throughout the evening).
- Prominent recognition in all donor appreciation letters and post-event appreciation advertisements
- Appreciation plaque and tax receipt



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A Live and Silent Auction Benefiting the AIDS Committee of Guelph & Wellington County, Bracelet of Hope and the Masai Clinic



PLATINUM SPONSORSHIP

\$2500

- Prominent acknowledgement on event signage
- FOUR complimentary tickets
- Company wordmark on event promotion and publicity materials—includes new digital media campaign
- One full-page advertisement strategically placed in the evening program
- Donor name in evening program
- Sponsorship name recognition in all media releases
- Powerpoint presentation with your company wordmark (varying sizes—runs throughout evening)
- Recognition in all donor appreciation letters and post-event appreciation advertisements
- Appreciation plaque and tax receipt





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GOLD SPONSORSHIP

\$1000

- Prominent acknowledgement on event signage
- TWO complimentary tickets
- Company wordmark on event promotion and publicity materials—includes new digital media campaign
- One-half page advertisement in the evening program
- Donor name in evening program
- Powerpoint presentation with your company wordmark (varying sizes—runs throughout evening)
- Recognition in post-event appreciation advertisements
- Appreciation plaque and tax receipt



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SILVER SPONSORSHIP

\$500

- Company wordmark on event promotion and publicity materials
- One-quarter page advertisement in the evening program
- Donor name in evening program
- Powerpoint presentation with your company wordmark (varying sizes—runs throughout evening)
- Recognition in post-event appreciation advertisements
- Appreciation plaque and tax receipt

BRONZE SPONSORSHIP

\$250

- Company wordmark on event promotion and publicity materials
- One-eighth page advertisement in the evening program
- Donor name in evening program
- Powerpoint presentation with your company wordmark (varying sizes—runs throughout evening)
- Recognition in post-event appreciation advertisements
- Appreciation plaque and tax receipt





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OTHER WAYS TO HELP

If sponsorship is not a possibility for your business, there are many other options to contribute to the gala and support those living with HIV/AIDS in Guelph, the region and around the world.

DONATIONS CAN BE MADE TO:

Silent Auction

The gala's Silent Auction is a favourite with many guests and includes a wide variety of items including crafts, gift certificates, sports memorabilia, gift baskets and much, much more. Guests bid on items throughout the entire evening and donor names are displayed prominently alongside all items.

Live Auction

Our Live Auction will feature works of art, dining, entertainment, and travel. This has been the most exciting event of the evening for the past 18 years.

Swag Bags

Promote your company or products through a donation of an item for the evening guest takeaway bags.

Tickets

Purchase a ticket or a table for your employees or your business associates.

Gala Services

We appreciate contributions in the form of services to help minimize our costs. For example, printing of posters and tickets, flowers and other decorations for the hall, wine and sound equipment.

We thank you very much for any contribution you are able to make.
Tax receipts will be provided
for all donations.



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Yes, I would like to participate in the Red Ribbon Gala in the following way:

- | | | | |
|--|--------|---|--------|
| <input type="checkbox"/> Diamond Sponsor | \$5000 | <input type="checkbox"/> Platinum Sponsor | \$2500 |
| <input type="checkbox"/> Gold Sponsor | \$1000 | <input type="checkbox"/> Silver Sponsor | \$500 |
| <input type="checkbox"/> Bronze Sponsors | \$250 | <input type="checkbox"/> Other | |

Business Name: _____
(please print)

Contact Name: _____ Position: _____

City: _____ Postal Code: _____

Telephone: _____ Fax: _____

Email Address: _____

Description of Donation for Auction: _____

Value: \$ _____



Signature: _____

Thank you for your support.



A Live and Silent Auction Benefiting the AIDS Committee of Guelph & Wellington County, Bracelet of Hope and the Masai Clinic



CONTACT INFORMATION

To sponsor our event or for more information:

Carol Meyer,
Red Ribbon Gala Co-coordinator
Masai Clinic Coordinator

E-mail: cmeyer@masaicentre.ca
Telephone: (519) 780-5298 Ext. 144
Fax: (519) 763-8125

The Masai Clinic
409 Woolwich Street
Guelph, ON
N1H 3X2

Charitable Tax Numbers:

The AIDS Committee of Guelph
& Wellington County
The Masai Clinic
10668 9821 RR0001

Bracelet of Hope
83739 0947 RR0001

Photos courtesy of:
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Victor McQuade
& Abid Virani

