



Charity Benefit

GETS GROOVY

FEBRUARY 6th, ~~1974~~ 2014

LIBERTY GRAND, GOVERNOR'S ROOM - TORONTO



2014 CPBI Charity Benefit GETS GROOVY

Dear Friends,

We are proud to be celebrating our 10th year hosting this outstanding event, which, to date, has donated over \$387,000 to the Crohn's and Colitis Foundation of Canada. This charitable evening would not be possible without the support of our sponsors and business partners. The money raised through the CPBI Charity Benefit has helped fund research to find the cure for Crohn's disease and ulcerative colitis. Our sponsors have been an integral part of the success of the Charity Benefit.

Sponsoring this event offers a unique opportunity:

- to be part of an exciting philanthropic industry evening
- to be recognized throughout as a supporter of the CPBI Charity Benefit
- to have your corporate logo included in all ads that are printed in industry publications leading up to the Charity Benefit

We invite you to participate in the 2014 CPBI Charity Benefit through sponsorship at one of four levels. The enclosed sponsorship program outlines the advantages of these sponsorship levels. We hope you will "Get Groovy" with us and celebrate CPBI's **70's Night** at the Liberty Grand on Thursday, February 6th, 2014.

We thank you in advance for your support and we look forward to making this year another sell-out event!

Christine van Staden, Chair, *2014 CPBI Charity Benefit*



Sponsorship Opportunities ***Help Make a Difference***

Sponsorship opportunities are limited - don't miss out on your chance to be a part of this unique event!

The 2014 CPBI Charity Benefit in support of the Crohn's and Colitis Foundation of Canada (CCFC) will take place Thursday, February 6th, 2014 at the Liberty Grand in Toronto. Join us and other industry leaders at the Charity Benefit to enjoy networking and a lively atmosphere with great entertainment and gourmet food.

Since 2005 the CPBI Charity Benefit, organized by the Ontario Regional Council of the Canadian Pension & Benefits Institute and CCFC, has helped fund research to find the cure for Crohn's disease and ulcerative colitis as well as provide education on the disease to health care professionals, patients, their families and the general public.

Over 200,000 Canadian men, women and children have Inflammatory Bowel Disease. Currently there is no cure. The CCFC and the Canadian Pension & Benefits Institute are continuing to work together to help change that with funding from events like the CPBI Charity Benefit. For more information about the CCFC please visit www.ccfc.ca.





Main Event Sponsor - \$20,000

This premiere sponsorship offers a unique opportunity to join with CPBI and the Crohn's and Colitis Foundation of Canada to help raise much needed funds for research and education.

As a Main Event Sponsor you will lead as an example for other industry members attending and supporting this event which truly makes a difference on a national scale.

Thank you to our 2013 Main Event Sponsors



STRONGER COMMUNITIES TOGETHER™

The logo for Standard Life, featuring the words 'Standard Life' in a bold, blue, sans-serif font. A small orange triangle is positioned above the letter 'e' in 'Life'.

Sponsor Benefits:

- recognition as a Main Event Sponsor of the 2014 CPBI Charity Benefit
- recognition as an Honorary Charity Benefit Chair
- opportunity to participate on the Charity Benefit organizing committee
- first right of refusal for Main Event Sponsor level for 2015 CPBI Charity Benefit
- thank you included in 2015 Charity Benefit Sponsorship package
- speaking opportunity at event
- three complimentary tables of ten
- corporate logo included in CCFC newsletter with recognition as CPBI Charity Benefit Main Event Sponsor
- corporate logo on all related print materials including any event advertising and signage
- corporate logo displayed on CPBI website and CCFC social media
- corporate logo and sponsor level included in video playing during event
- verbal recognition from stage during event
- a tax receipt will be issued as allowed by Revenue Canada



Special Event Sponsor - \$10,000

The CPBI Charity Benefit offers four Special Event Sponsors - Hospitality, Silent Auction & Raffle, Cocktail Reception and Entertainment. All four offer the sponsor high profile recognition before and during the event.

Hospitality Sponsor Benefits:

As the Hospitality Sponsor you will be the first impression for our guests as they are welcomed to the event. Upon arrival our guests will be directed to complimentary parking and coat check. At the entrance to the dining room guests will receive a gift.

- recognition as the Hospitality Sponsor
- first right of refusal for Hospitality Sponsor for the 2015 CPBI Charity Benefit
- one complimentary table of ten
- corporate logo included in CCFC newsletter with recognition as CPBI Charity Benefit Hospitality Sponsor
- corporate logo displayed on all parking directional signage
- corporate logo displayed on all coat check directional and booth signage
- corporate logo attached to welcome gifts
- corporate logo displayed on CPBI website and CCFC social media
- corporate logo and sponsor level included in video playing during event
- verbal recognition from stage during event
- a tax receipt will be issued as allowed by Revenue Canada



Special Event Sponsor continued

Silent Auction & Raffle Sponsor Benefits:

One of the key fundraising components of this event is the Silent Auction and Raffle Draw. Items are donated to the CCFC for the Charity Benefit by various donors and solicited by the CCFC and Committee members. Past Silent Auction items included have been paintings, furs, jewellery, theatre passes, home decor items and even vacations. Past Raffle prizes have been valued at a \$500 minimum and have included diamond necklaces, golf packages, hockey tickets and MedCan Clinic health exams.

- recognition as the Silent Auction & Raffle Sponsor
- first right of refusal for Silent Auction & Raffle Sponsor for the 2015 CPBI Charity Benefit
- one complimentary table of ten
- corporate logo included in CCFC newsletter with recognition as CPBI Charity Benefit Silent Auction & Raffle Sponsor
- corporate logo displayed on all Silent Auction & Raffle signage
- corporate logo displayed on CPBI website and CCFC social media
- corporate logo and sponsor level included in video playing during event
- verbal recognition from stage during event
- a tax receipt will be issued as allowed by Revenue Canada



Special Event Sponsor continued

Cocktail Reception Benefits:

As the Cocktail Reception Sponsor you will host the major networking portion of the evening. Guests arrive, meet and mingle in a lively atmosphere while enjoying gourmet hors d'oeuvres and themed signature drinks before the evening gets underway.

- recognition as the Cocktail Reception Sponsor
- first right of refusal for Cocktail Reception Sponsor for the 2015 CPBI Charity Benefit
- one complimentary table of ten
- corporate logo included in CCFC newsletter with recognition as CPBI Charity Benefit Cocktail Reception Sponsor
- corporate logo on all related print materials including any event advertising and signage on Liberty Grand bars and server trays
- corporate logo displayed on CPBI website and CCFC social media
- corporate logo and sponsor level included in video playing during event
- verbal recognition from stage during event
- a tax receipt will be issued as allowed by Revenue Canada



Special Event Sponsor continued

Entertainment Sponsor Benefits:

One of the highlights of this industry event is the outstanding entertainment fitting with our creative and fun theme each year. Whether we are enjoying a Medieval Faire, Mardi Gras jazz or taken away to Hawaii for the night, guests experience the extraordinary entertainment this event is known for. This year sponsor the groovy party as we are taken back to the 70's.

- recognition as Entertainment Sponsor
- first right of refusal for Entertainment Sponsor level for 2015 CPBI Charity Benefit
- opportunity for representative to introduce the evening's entertainment
- one complimentary table of ten
- corporate logo included in CCFC newsletter with recognition as CPBI Charity Benefit Entertainment Sponsor
- corporate logo on all related print materials including any event advertising and signage
- corporate logo displayed on CPBI website and CCFC social media
- corporate logo and sponsor level included in video playing during event
- verbal recognition from stage during event
- a tax receipt will be issued as allowed by Revenue Canada



Activity Sponsor - \$7,000 each

The CPBI Charity Benefit offers three Activity Sponsors - Wine, Décor and Gift Bag. The CPBI Charity Benefit prides itself on offering guests - CPBI members, industry leaders, friends and family - with additional perks at this event to show our sincere appreciation for their support of the CCFC cause. With your help we can save on these important event elements and raise more funds overall for the CCFC.

Activity Sponsor Benefits:

In addition to the benefits each individual element offers, Activity Sponsors will receive the following:

- one complimentary table of ten
- corporate logo included in CCFC newsletter with recognition as a CPBI Charity Benefit Sponsor
- corporate logo on all related print materials including signage
- corporate logo displayed on CPBI website and CCFC social media
- corporate logo and sponsor level included in video playing during event
- verbal recognition from stage during event
- a tax receipt will be issued as allowed by Revenue Canada

1. Wine

- corporate logo displayed on the wine bottles served during event

2. Décor

- recognition as Décor Sponsor
- corporate logo displayed with each take-home centrepiece
- opportunity to announce centrepiece winners

3. Gift Bag

- recognition as Gift Bag Sponsor
- corporate logo displayed in each take-home gift



Corporate Partner - \$3,500

- one complimentary table of ten
- corporate logo included in CCFC newsletter with recognition as a CPBI Charity Benefit Sponsor
- corporate logo on all related print materials including signage
- corporate logo displayed on CPBI website and CCFC social media
- corporate logo and sponsor level included in video playing during event
- a tax receipt will be issued as allowed by Revenue Canada

Corporate Table - \$2,500

- one table of ten
- a tax receipt will be issued as allowed by Revenue Canada

Individual Ticket - \$250

- a tax receipt will be issued as allowed by Revenue Canada



2014 CPBI Charity Benefit Sponsorship Form

Once completed, please print out a copy and fax your form to (905) 643 2972

Contact Information

Name:	Company:
Email:	Phone:
Address:	City, Province, Postal Code:

Commitment

- I would like to be a sponsor of the 2014 CPBI Charity Benefit
- I would like to purchase _____ table(s) of 10 for \$2,500
- I would like to purchase _____ ticket(s) for \$250
- I would like to make a donation to the CCFC \$500 \$1,000 Other \$ _____

Sponsorship Level

- Main Event Sponsor - \$20,000
- Special Event Sponsor - Hospitality - \$10,000
- Special Event Sponsor - Silent Auction & Raffle - \$10,000
- Special Event Sponsor - Cocktail Reception - \$10,000
- Special Event Sponsor - Entertainment - \$10,000
- Activity Sponsor - Wine - \$7,000
- Activity Sponsor - Décor - \$7,000
- Activity Sponsor - Gift Bag - \$7,000
- Corporate Sponsor - \$3,500

Payment

- Cheque (enclosed)
- Credit Card: Visa Master Card American Express

Card #: _____ CVC: _____

Expiry Date: _____ Name on Card: _____

Signature: _____ Date: _____

- I require a receipt in the company name above.
- I require a receipt made out to _____

To pay by cheque:

Mail to: CPBI Ontario
200 Bay Street, PO Box 64003
Toronto, ON M5J 2T6

Courier to: CPBI Ontario
60 Richmond Cres.
Stoney Creek, ON L8E 5T9

For more information, please contact Jackie Ablett
1-877-599-1414 or ontario@cpbi-icra.ca