

The Assaulted Women's Helpline presents our 9th Annual Gala Fundraiser...



RED
CARPET
affair

A night of glamour from the late 1950's when film stars were true icons and American cinema was regarded as the standard of elegance across the globe.

April 20, 2012

The Liberty Grand- Artifacts Room, Toronto

Cocktail Reception: 6:30pm

Dinner: 8pm



The Cause

The Assaulted Women's Helpline has served as a 24-hour telephone and TTY crisis line to all women in the province of Ontario who have experienced any form of abuse. We provide crisis counseling, safety planning, emotional support, with information and referrals accessible 7 days a week 365 days a year.

Due to lack of funding, as many as 50% of the women that call the line during peak periods cannot get through to speak with a counsellor. This means thousands of women hear a busy signal when they need to hear the voice of one of the crisis line counsellors.

The Event

The theme of this year's gala is classic Hollywood, reaching back to the late 1950's when film stars were true icons and American cinema was regarded as the standard of elegance across the globe.

Since 2004, the Assaulted Women's Helpline gala has raised over \$400,000 in critical funds and awareness for the 24/7 crisis line, supporting more than 50% of Ontario women who are facing violence and abuse.

Our Goal

To raise funds and critical awareness for the life-saving work the Assaulted Women's Helpline provides each year.



2012 Gala Event: Highlights

On April 20, 2012 the Red Carpet Affair gala will take place at the luxurious Liberty Grand- Artifacts Room, in Toronto.

The event will also feature:

- A signature cocktail reception with a silent auction
- A three course dinner, featuring live entertainment of the Toronto All-Star Big Band
- An exciting live auction

Our Guests:

Each year the AWHL gala is attended and sponsored by an exceptional group of dedicated and socially minded individuals and companies.

Below are some of the key characteristics of our guests in attendance:

- 200-250 guests with approximately 70% female and 30% male
- Guests typically range in age from their early-thirties to mid-fifties
- The majority of guests are comprised of corporate executives, working professionals, community service agencies and other groups



Sponsorship Opportunities

Presenting Sponsor | \$10,000 (Category Exclusivity)

[SOLD TO BELL]

Guest Benefits:

- Presenting Sponsor Table for 10

Corporate Recognition:

- Premium signage at event during reception and dinner
- Premium logo recognition on all event promotion (including tickets)
- Double-page ad in event program
- Public recognition from MC during event
- Product sampling/promotional materials in guest gift bags
- Post-event recognition in AWHL e-communications/social media/ annual report

Entertainment Sponsor | \$6,000

Guest Benefits:

- Entertainment Sponsor- 4 tickets with premium seating

Corporate Recognition:

- Exposure on signage at event, during reception and dinner
- Logo recognition on all event promotion
- Full-page ad in event program
- Public recognition from MC during event
- Product sampling/promotional materials in guest gift bags
- Post-event recognition in AWHL e-communications/social media/ annual report



Guest Gift Bag Sponsor | \$3,000

[SOLD TO KPMG]

Guest Benefits:

- Guest Gift Bag Sponsor: 2 tickets with premium seating

Corporate Recognition:

- Logo printed on all guest gift bags
- Exposure on signage at event during reception and dinner
- Logo recognition on all event promotion
- Half-page ad in event program
- Logo on event website with link
- Public recognition from MC during the event
- Post-event recognition in AWHL e-communications/social media/ annual report

Auction Sponsor | \$3,000

Guest Benefits:

- Auction Sponsor: 2 tickets with premium seating

Corporate Recognition:

- Signage with logo on all silent auction pens/tables
- Exposure on signage at event during reception and dinner
- Logo on auction pages in program
- Mention from auctioneer on stage & MC during the event
- Logo on screen during auction with every auction item
- Logo recognition on all event promotion
- Half-page ad in event program
- Logo on event website with link
- Post-event recognition in AWHL e-communications/social media/ annual report



Cocktail Reception Signature Sponsor | \$3,000
(Branded cocktail reception before dinner)

Guest Benefits:

- 2 tickets to the event with premium seating

Corporate Recognition:

- Bar signage during reception- serving up to 300 glasses of signature themed cocktail
- Logo printed on all cocktail napkins given to guests during reception
- Exposure to signage at event during reception and dinner
- Logo recognition on all event promotion
- Half-page ad in event program
- Logo on event website with link
- Public recognition from MC during event
- Post-event recognition in AWHL e-communications/social media/ annual report

Surprise Bag Sponsor | \$2,500

Corporate Recognition:

- Logo printed on all surprise bag print material
- Exposure on signage at event and during reception
- Half-page ad in event program
- Logo on event website with link
- Public recognition from MC during event
- Post-event recognition in AWHL e-communications/ social media/ annual report



Dinner Wine Sponsor | \$2,500

Corporate Recognition:

- Logo printed on all menu cards recognizing wine sponsorship
- Exposure on signage at event during reception
- Half-page ad in event program
- Logo on event website with link
- Public recognition from MC during event
- Post-event recognition in AWHL e-communications/social media/ annual report

Dessert Sponsor | \$2,000

Corporate Recognition:

- Logo printed on all menu cards recognizing dessert sponsorship
- Exposure on signage at event during reception
- Quarter-page ad in event program
- Logo on event website with link
- Public recognition from MC during event
- Post-event recognition in AWHL e-communications/social media/ annual report

Printing Sponsor | In-Kind

Corporate Recognition:

- Full-page ad inside back cover and in event program
- Exposure on signage at event during reception
- Logo on event website with link
- Public recognition from MC during event
- Post-event recognition in AWHL e-communications/social media/ annual report



Advertising Opportunities

All ad spaces are printed in black or greyscale.

To book your ad space, please fax or email back the completed sponsorship form enclosed, or contact Rebecca Ng, Resource Development Coordinator at 416.364.4144 x 227 or via email at rng@awhl.org.

Full Page Program Advertiser | \$750

- Full page ad in event program (8" X 5")
- Logo on event website/social media & post-event recognition in AWHL e-communications

1/2 Page Program Advertiser \$500	1/4 Page Program Advertiser \$250
<ul style="list-style-type: none"> - Half-page ad in event program (4" X 4") - Logo on event website with link/social media - Post-event recognition in AWHL e-communications 	<ul style="list-style-type: none"> - Quarter-page ad in event program (2" X 4") - Logo on event website with link/social media - Post-event recognition in AWHL e-communications

Auction & Gift Bag Donors

Many companies donate products to our silent/live auction or gift bags. Items such as gift certificates jewelry, samples or experience packages (Helicopter tours, hockey tickets or golf packages).

Auction Item Donor In-Kind	Gift Bag Item Donor In-Kind
<ul style="list-style-type: none"> - Listing/ promotion in event program - Business cards/ small promotional materials can be displayed next to auction item - Post-event recognition in AWHL e-communications/ social media - Auction donations valued at over \$1,000 receive full page ad in event program 	<ul style="list-style-type: none"> - Sampling opportunity in swag bags of all guests (quantity 300) - Promotion in event program - Post-event recognition in AWHL e-communications/ social media - Public recognition from MC during event



Sponsorship Response Form

Please indicate your sponsorship interest with an "X"

- Presenting Sponsor | \$10,000
- Entertainment Sponsor | \$6,000
- Guest Gift Bag Sponsor | \$3,000
- Auction Sponsor | \$3,000
- Cocktail Reception Signature Sponsor | \$3,000
- Surprise Bag Sponsor | \$2,500
- Dinner Wine Sponsor | \$2,500
- Dessert Sponsor | \$2,000
- Program Advertisement full page | \$750
- Program Advertisement 1/2 page | \$500
- Program Advertisement 1/4 page | \$250
- Printing In-Kind Sponsor
- Auction Item Donation
- Gift Bag Donation Item (quantity 300)

Please return no later than Friday March 16th, 2012 to ensure your sponsorship is properly acknowledged in our event promotions and materials.

Payment and Contact Details:

Please find enclosed a cheque for my sponsorship/advertisement (made payable to "Assaulted Women's Helpline)

OR

I wish to pay by Visa/ Mastercard

Payment and Contact Details:

Visa/ Mastercard:

Cardholder name _____

Card number: _____ Expiry: ____/____

Signature: _____

In-kind Auction or Gift Bag Donation Commitment:

Please contact me to arrange for logos, ad details and in-kind donation delivery:

Name: _____

Company: _____

Address: _____

Telephone: _____ Email: _____

Please return no later than Friday March 16th, 2012 to ensure your sponsorship is properly acknowledged in our event promotions and materials.

Thank you for supporting the Assaulted Women's Helpline!



For more information:

There are a variety of ways in which you can support the Assaulted Women's Helpline and we would like to hear from you! If you are interested in other sponsorship opportunities, are interested in making a contribution or would like more information on volunteering for the event, please contact:

Jennifer Rollo

Resource Development Manager

416.344.4144 x 236

email: jrollo@awhl.org

OR

Rebecca Ng

Resource Development Coordinator

416.344.4144 x 227

email: rng@awhl.org