



# Annual October Soiree

## Sponsorship Package

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*Heart House Hospice  
Annual October Soiree*

Dear Friend of Heart House Hospice,

Thank you for your interest in sponsoring the Heart House Hospice Annual October Soiree. The event will take place on Friday, October 21<sup>st</sup>, 2011 at the Renaissance by the Creek and promises to be another fabulous success. The business community of Peel Region is invited to participate in an event, which creates positive awareness of our local hospice organization in an easy, interactive and highly effective manner.

As a Corporate Sponsor, your company will be recognized as an organization that not only contributes to the community, but one that values that contribution in others as well.

Last year we had over 300 guests join us for a fun evening of live and silent auctions, dancing and great food.

Why Hospice?

It is estimated that only 5-15% of Ontarians have access to skilled hospice palliative care services.

95% of Canadians say they want to die at home but 75% die in hospital or other institutions.

84% Of Canadians strongly agree that it is important for terminally ill people to be able to spend their final days in comfort and in familiar surroundings.

Please see the attached page for the various levels of Sponsorship opportunities.

Sincerely,

Edie MacEachern  
Manager of Special Events and Annual Giving

Heart House Hospice Annual October Soiree  
Friday, October 21<sup>st</sup>, 2011  
Renaissance by the Creek, Mississauga

## Sponsorship Opportunities

**Title Sponsor** *\$20,000* (available to one sponsor)

- Recognition as the Title Sponsor for the October Soiree
- Prominent title recognition in all October Soiree pre-event promotions, including but not limited to: invitations, print and radio advertising, Go Transit Campaign, media releases, promotional brochure
- Recognition on the Heart House Hospice website
- ½ page ad in the Soiree auction program distributed the night of the event
- Prominent title recognition in all Soiree materials at the event, including but not limited to: front page of Soiree program, banners and signage.
- Prominent title recognition in all post event materials including but not limited to: media releases, photo opportunity to be issued in a press release to all major Peel publications, a thank you letter issued to the Editor of the Mississauga Post and Brampton Guardian.
- Thank you article included in an edition of our Hospice newsletter, distribution of 4,000
- Complimentary corporate table at the event for 10 guests
- Opportunity to showcase your company with a display at the event
- Verbal recognition and formal presentation at the dinner by the emcee
- Opportunity to provide input towards the presentation of the event

**Dinner Sponsor** *\$10,000* **SOLD**

- Recognition as the Dinner Sponsor for the October Soiree
- Recognition on the Heart House Hospice website
- ½ page ad in the Soiree auction program distributed the night of the event
- Prominent title recognition in all Soiree materials at the event, including but not limited to: Soiree program, banners and signage.
- Prominent recognition in all Soiree advertising and media releases pre and post event
- Thank you mention included in an edition of our Hospice newsletter, distribution 4,000
- Complimentary corporate table at the event for 10 guests
- Verbal recognition and formal presentation at the dinner by the emcee

**Corporate Sponsor** *\$5,000* (available to multiple sponsors)

- Recognition as a Corporate Sponsor for the October Soiree
- Recognition in all Soiree promotional items at the event including banner and signage
- Recognition on Soiree event brochure
- Recognition on Heart House Hospice website
- ¼ page ad in the Soiree auction program distributed the night of the event
- Verbal recognition and formal presentation at dinner by the emcee

Heart House Hospice Annual October Soiree  
Friday, October 21<sup>st</sup>, 2011  
Renaissance by the Creek, Mississauga

## Sponsorship Opportunities

**Entertainment Sponsor**                      **\$4,000**                      **(available to one sponsor)**

- Recognition as the Entertainment Sponsor for the October Soiree
- Recognition in all Soiree promotional items at the event including banner and signage
- Recognition on the Heart House Hospice website
- Recognition on Soiree event brochure
- Logo displayed prominently on a banner at the event
- Verbal recognition at dinner by the emcee
- Recognition in Soiree auction program as the presenting sponsor of our entertainment.

**Audio Visual Sponsor**                      **\$2,500**                      **(available to multiple sponsors)**

- Recognition as a Audio Visual Sponsor for the October Soiree
- Logo displayed prominently on a banner at the event
- Logo in Soiree auction program distributed the night of the event
- Verbal recognition at dinner by the emcee
- Recognition on Soiree event brochure

**Program Sponsor**                              **\$2,000**                      **(available to multiple sponsors)**

- Recognition as a Program Sponsor for the October Soiree
- Logo displayed prominently on a banner at the event
- Logo in Soiree auction program distributed the night of the event
- Verbal recognition at dinner by the emcee
- Recognition on Soiree event brochure

### Tickets

- Individual                                      \$ 150
- Table of 10                                      \$1,500
- Corporate Table                              \$1,700

### Program Advertising

- Business Card                                      \$ 50
- ¼ Page Ad                                      \$ 100
- ½ Page Ad                                      \$ 125
- Full Page Ad                                      \$ 250

### Sponsorship Opportunities

Title Sponsor	\$20,000	\$ _____
Dinner Sponsor	\$10,000	\$ _____
Centre piece Sponsor	\$10,000	\$ _____
Foundation Sponsor	\$10,000	\$ _____
Corporate Sponsor	\$ 5,000	x ___ = \$ _____
Entertainment Sponsor	\$ 4,000	\$ _____
Audio Visual Sponsor	\$ 2,500	x ___ = \$ _____
Program Sponsor	\$ 2,000	x ___ = \$ _____

I am unable to attend but I would like to contribute:  
\$ \_\_\_\_\_  
and/or

A prize donation \_\_\_\_\_

### Contact Information

Company Name: \_\_\_\_\_  
Contact at Company: \_\_\_\_\_  
Or  
Individual Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
Postal Code: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
Fax Number: \_\_\_\_\_  
Email: \_\_\_\_\_

\*Please complete the guest form when  
purchasing/hosting a table

### Tickets

Individual	\$ 150	x ___ = \$ _____
Table of 10 *	\$1,500	x ___ = \$ _____
Corporate Table *	\$1,700	x ___ = \$ _____

### Payment Method

**Cheques** (made payable to Heart House Hospice)

**Credit Card** (check one)    Visa    Master Card

Card Number   \_\_\_\_\_

Exp. Date \_\_\_\_\_ Amt. Authorized \$ \_\_\_\_\_

Print Name on Card \_\_\_\_\_

Signature Authorizing Charge  
\_\_\_\_\_

### Program Advertising

Business Card	\$ 50	x ___ = \$ _____
¼ Page Ad	\$ 100	x ___ = \$ _____
½ Page Ad	\$ 125	x ___ = \$ _____
Full Page Ad	\$ 250	x ___ = \$ _____

Submit form and payment to:

Heart House Hospice  
1-855 Matheson Blvd. East, Mississauga,  
ON L4W 4L6  
Fax : 905-712-4029

# Heart House Hospice

## October Soireé Table Guest Form

Please complete the form below and include all table guests. Thank you!

	Name	Address	City	Prov.	Postal Code	Tax Receipt (Y/N)
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						

Mail : 1-855 Matheson Blvd. East, Mississauga, ON L4W 4L6  
Fax : 905-712-4029 or Email: [emaceachern@hearthousehospice.com](mailto:emaceachern@hearthousehospice.com)