

Sponsorship Opportunities

About Carefor

Carefor Health & Community Services is a not-for-profit, charitable healthcare organization that provides a wide basket of home healthcare and community support services. These services have been tailored to meet our community needs since 1897. Carefor delivers innovative, comprehensive, and timely high quality service to the residents of Ottawa and the surrounding area. Our skilled staff members work closely with clients, caregivers and members of the healthcare team to deliver a flexible and individual plan of care. We are committed to the highest standards of professional and quality home healthcare.

Charitable registration number:
119284768RR0001.
www.carefor.ca.

6th Annual Carefor Chocolate? Brunch & Competition

Carefor Health & Community Services invites you to participate in an afternoon of indulgence and pampering at the 6th Annual Carefor Chocolate? Brunch & Competition.

On Saturday, March 13th, 2010 at the Centurion Conference and Event Center, 400 guests will meet for the sweetest fundraiser of the year. Starting

at 10 a.m., guests will be treated to a delectable breakfast brunch, lively entertainment, a silent auction with items donated by local businesses, and finally the opportunity to vote on the

establishment that makes Ottawa/Gatineau's BEST chocolate dessert.

Take home containers will be available this year to ensure everyone gets the most out of the chocolate competition!

We invite you to participate as a sponsor

Sponsoring this event will provide your organization with unique marketing

opportunities and will demonstrate your outstanding support and dedication to community involvement.



A wonderful experience. Very unique and fun event! Lots of energy after all the Chocolate!!

2009 Attendee



Join Us as a Sponsor & Benefit

SPONSOR BENEFITS SUMMARY	Decadent Chocolate Presenting Sponsor \$5,000	Chocolate Truffle Community Sponsor \$3,500	Chocolate Velvet Supporting Sponsor \$2,500	Milk Chocolate Supporter \$1,500	Carefor Chocolate Friend \$500
MARKETING BENEFITS					
Exclusive sponsorship	X	limited to 3			
Press release announcing sponsorship	X				
Placement of sponsor name in all TV, radio, print ads, and PSAs	X				
Name recognition in all media releases	X	X			
Sponsor banner display opportunity	X	X			
Placement of sponsor logo on event banner	prominent	prominent	excellent	good	
Page in event souvenir program	2	1	1	1/2	1/4
Full page advertorial in Carefor donor newsletter	1	1/2	logo only	logo only	name only
Full page advertorial in Carefor staff newsletter	1	1/2	logo only	logo only	name only
Placement of sponsor logo on Carefor website	prominent	prominent	X	X	X
Carefor Recognition Certificate	X	X	X	X	
Opportunity to provide corporate lanyards for volunteers	X				
EVENT BENEFITS					
Sponsors representative addresses entire audience	X				
Sponsor representative presents trophy to the award recipients	X				
Sponsor nominates one of five celebrity judges	X				
Right of first refusal on 2011 Presenting Sponsorship	X				
Sponsor recognized during event	X	X	X		
Handout in bags distributed to attendees	X	X	X		
Complimentary tickets for sponsor representatives	20 reserved	10 reserved	8 reserved	6	4
Invitation emailed to the contacts of sponsor	X	X	X	X	
On-site volunteer opportunities for employees	X	X			



Sponsorship Opportunities

The sponsors of the 6th annual Carefor Chocolate? Brunch & Competition champion the delivery of innovative and comprehensive home healthcare and community support services.

Receive a 5% discount when you commit to 2 sponsorships, and 10% for 3.

A buzzing good time at Carefor Chocolate! Really fabulous and creative efforts by everyone.

Ron Eade. Ottawa Citizen. 2009 Judge

Decadent Chocolate Presenting Sponsor (Exclusive sponsorship) - \$5,000

Presenting sponsor benefits:

- Sponsor recognized during opening and award ceremonies
- Sponsor representative addresses entire audience during breakfast (5 min.)
- Sponsor representative acts as one of five celebrity judges
- Sponsor representative presents trophy to the award recipients
- Twenty complimentary tickets in the reserved seating area for sponsor representatives
- Press release announcing your organization as the presenting sponsor
- Prominent placement of sponsor name as presenting sponsor on: All TV, radio, and print & online ads/PSAs. As space permits and/or media sponsors allow
- Name recognition as the presenting sponsor in all media releases
- Prominent placement of logo as presenting sponsor on event banner and signage
- Banner display opportunity on all event entrances (display to be provided by sponsor)
- Two full pages in event souvenir program; inside front cover (1 page ad, 1 page welcome/support message)
- Handout in bags distributed to attendees (400)
- One full page advertorial in the Carefor "Around the Neighborhood" donor newsletter (15,000 homes)
- One full page advertorial in the Carefor "Caring Hands" Newsletter (600 employees)
- Prominent placement of logo with hyperlink to sponsor website on Carefor Health & Community Services website (event page and our community supporter page).
- The company welcome/support message to the event posted on Carefor homepage
- On-site volunteer opportunities for employees
- Opportunity to provide corporate lanyards to be worn by volunteers
- Right to use Carefor Chocolate? Brunch & Competition in promotion and advertising
- Invitation emailed to your contacts announcing your Company as presenting sponsor
- Right of first refusal on 2011 Presenting Sponsorship
- Carefor Recognition Certificate
- CD of photographs of the event for your marketing use



Chocolate Truffle Community Sponsor (Restricted to non-competing organizations) - \$3,500

Community sponsor benefits:

- Sponsor recognized during the award ceremonies
- Ten complimentary tickets in the reserved seating area for sponsor representatives
- Press release announcing your organization as a community sponsor
- Prominent placement of sponsor name as community sponsor in all media releases
- Prominent placement of logo as community sponsor on event banner
- Banner display opportunity in reception area (display to be provided by sponsor)
- Full page ad in event souvenir program (middle or inside back cover)
- Handout in bags distributed to attendees (400)
- One half page advertorial in the Carefor “Around the Neighborhood” donor newsletters (15,000 homes)
- One half page advertorial in the Carefor “Caring Hands” newsletter (600 employees)
- Prominent placement of logo with hyperlink to sponsor website on Carefor Health & Community Services website (event page and our community supporter page)
- On-site volunteer opportunities for employees
- Invitation emailed to your contacts announcing your Company as a community sponsor
- Carefor Recognition Certificate
- CD of photographs of the event for your marketing use



Chocolate Velvet Supporting Sponsor - \$2,500

Supporting sponsor benefits:

- Eight complimentary tickets in the reserved seating area for sponsor representatives
- Excellent placement of sponsor name as supporting sponsor in all media releases
- Excellent placement of logo on event banner
- Full page ad in event souvenir program
- Handout in bags distributed to attendees (400)
- Sponsor logo will be included in the Carefor “Around the Neighborhood” donor newsletter (15,000 homes) and in the Carefor “Caring Hands” newsletter (600 employees)
- Placement of logo with hyperlink to sponsor website on Carefor Health & Community Services website (event page and our community supporter page)
- Invitation emailed to your contacts announcing your Company as a supporting sponsor
- Carefor Recognition Certificate
- CD of photographs of the event for your marketing use



Milk Chocolate Supporter - \$1,500

Supporters benefits:

- Six complimentary tickets
- Good placement of sponsor name as a supporter in all media releases
- Good placement of logo on event banner
- Half page ad in event souvenir program
- Sponsor logo will be included in the Carefor “Around the Neighborhood” donor newsletter (15,000 homes) and in the Carefor “Caring Hands” newsletter (600 employees)
- Placement of logo with hyperlink to sponsor website on Carefor Health & Community Services website (event page and our community supporter page)
- Invitation emailed to your contacts announcing your Company as a supporter
- Carefor Recognition Certificate
- CD of photographs of the event for your marketing use



Carefor Chocolate Friend - \$500

Friends benefits:

- Four complimentary tickets
- Quarter page ad in event souvenir program
- Sponsor name will be included in the Carefor “Around the Neighborhood” donor newsletter (15,000 homes) and in the Carefor “Caring Hands” Newsletter (600 employees)
- Placement of logo with hyperlink to sponsor website on Carefor Health & Community Services event page
- A portion of the sponsorship is tax deductible if Friends receive only the complimentary tickets

IN KIND SPONSORSHIP OPPORTUNITIES

In-kind sponsorships help us to successfully plan the Carefor Chocolate? Brunch & Competition. We are looking for donated advertising, printing, entertainment, photography, chocolate, candies, décor, and many other goods and services. If you are interest in discussing in-kind sponsorship, please contact Delphine Hasle at 613-749-7557x2147.

Silent Auction Donations

Donations to the silent auction are always appreciated. Organizations can provide goods, services, and/or gift baskets to the 400 attendees of the 6th annual Carefor Chocolate? Brunch & Competition.

Silent auction donor benefits:

- Company name, phone number, and website listed in the event souvenir program
- Company name, phone number, and website listed on the screen throughout the event
- Opportunity to place business cards beside the donated item



EXCLUSIVE À LA CARTE SPONSORSHIP OPPORTUNITIES

Chocolate Explosion Centrepiece Sponsor - Company Logo displayed on each table centerpiece	\$750
Chocolate Fondue Take-Home Tray Sponsor - Company Logo displayed on take-home containers	\$750
Upgrade from Half-Page to Full-Page Advertisement in event souvenir program	\$500
Upgrade from Quarter to Half-Page Advertisement in event souvenir program	\$300
Quarter-Page Advertisement in event souvenir program	\$350

To confirm your sponsorship, please complete the Sponsorship Application and email to dhasle@carefor.ca, or fax to Delphine Hasle at 613-749-4002.

Please submit this form no later than FEBRUARY 16, 2010 to ensure that you receive all the benefits associated with your sponsorship.

2009 Carefor Chocolate? Highlights

- The event attracted a sellout crowd of about 350 chocoholics to raise money for Carefor Health & Community Services. In 2009, \$17,000 was raised for Carefor, up from about \$12,000 in 2008.
- 75% of the 2009 attendees indicated they plan to attend the 2010 Carefor Chocolate? Brunch & Competition
- First-time competitor Sucre Salé of Manotick won both the Judges' Choice Award as well as the People's Choice Award
- Judges from 2009 included Elizabeth Manley (Olympian), Alex Munter (Executive Director, Youth Services Bureau), Kurt Stoodley (/A\Ottawa), Ron Eade (Ottawa Citizen food critic and blogger), and Fran Ebbrell (The Jewel 98.5 FM).
- Sponsors received ongoing visibility from various media coverage and some competitors were provided with the opportunity to appear on the A Morning Television show.

Audience Demographics

This family-friendly fundraiser attracts a diverse audience. Attendees range from children right up to corporate executives who are treating their non-golfing clients to a fun, social event while contributing to a great cause. Seniors and baby boomers particularly enjoyed the mix in the crowd.

Who are the media partners?

We are still confirming 2010 media sponsors, but last year's partners included /A\ Ottawa, The Ottawa Citizen, and The Jewel 98.5 FM.



Where does the money go?

The funds raised at the 6th annual Carefor Chocolate? Brunch & Competition will strengthen our ability to deliver high quality home healthcare and community support services, to provide excellent staff training, and to sustain programs that meet the needs of the community. Our sponsorship and ticket sale goal for 2010 is \$40,000.

Charitable registration number: 119284768RR0001.



SPONSORSHIP APPLICATION

6th ANNUAL CAREFOR CHOCOLATE? BRUNCH & COMPETITION

CONTACT INFORMATION:

Company Name: _____

Contact Name: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone: _____ Fax: _____

Email: _____

SPONSORSHIP LEVEL:

Decadent Chocolate / Presenting (\$5,000)

Chocolate Velvet / Supporting (\$2,500)

Carofor Chocolate Friend (\$500)

Chocolate Truffle / Community (\$3,500)

Milk Chocolate / Supporter (\$1,500)

A LA CARTE

Centerpiece \$750

Upgrade to Full-Page \$500

Take-Home Tray \$750

Upgrade to Half-Page \$300

Quarter-Page \$350

IN-KIND SPONSORSHIP

In Kind Sponsorship: _____
(please indicate type of sponsorship being offered and associated value)

Silent Auction Donation: _____
(please indicate item being donated and associated value)

PAYMENT METHOD

DISCOUNT 10% [3 sponsorships]

5% [2 sponsorships]

Total Amount pledge: \$ _____ Signature: _____ Date: _____

Corporate Cheque

Credit Card

Bank Transfer

Please invoice me

If paying by credit card, please complete the following information: Visa Mastercard AMEX

Card number: _____

Name on Card: _____

Expiry: _____

Authorized Signature: _____

Please fax or email your completed confirmation form to **Delphine Hasle at 613-749-4002 or dhasle@carefor.ca.**

A representative from Carefor will contact you personally to finalize the arrangements.

Thank you for supporting the ongoing initiatives and vital work of Carefor Health & Community Services. We have been providing home healthcare services since 1897 and with your help, we will continue to do so for countless years to come.

Charitable registration number BN 11928768RR001

