



CPBI CHARITY BENEFIT

THAT'S SO 1985

Thursday, February 5th, 2015

LIBERTY GRAND, GOVERNOR'S ROOM - TORONTO

Dear Friends,

We are proud to be celebrating our 11th year hosting this outstanding event, which, to date, has raised over \$434,000 for Crohn's and Colitis 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 elegant philanthropic industry evening
- to be recognized throughout the evening 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 2015 CPBI Charity Benefit through one of the included levels of sponsorship. The enclosed sponsorship program outlines the advantages of these sponsorship levels. We hope you will get "Totally Tubular" with us and celebrate CPBI's **80's Night** at the Liberty Grand on Thursday, February 5th, 2015.

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

Christine van Staden, *Chair, 2015 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 2015 CPBI Charity Benefit in support of Crohn's and Colitis Canada will take place Thursday, February 5th, 2015 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 Crohn's and Colitis Canada, 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. Crohn's and Colitis Canada 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 Crohn's and Colitis Canada please visit www.crohnsandcolitis.ca.

MAIN EVENT SPONSOR - \$20,000

This premiere sponsorship offers a unique opportunity to join with CPBI and Crohn's and Colitis 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 by supporting this event, which truly makes a difference on a national scale.

THANK YOU TO OUR 2014 MAIN EVENT SPONSORS



STRONGER COMMUNITIES TOGETHER™



SPONSOR BENEFITS:

- recognition as a Main Event Sponsor of the 2015 CPBI Charity Benefit
- recognition as an Honourary Charity Benefit Chair
- opportunity to participate on the Charity Benefit organizing committee
- first right of refusal for Main Event Sponsor level for 2016 CPBI Charity Benefit
- thank you included in 2016 Charity Benefit Sponsorship package
- speaking opportunity at event
- three complimentary tables of ten
- corporate logo included in Crohn's and Colitis Canada 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 Crohn's and Colitis Canada social media
- corporate logo and sponsor level included in video playing during event
- verbal recognition from stage during event

SPECIAL EVENT SPONSOR - \$10,000

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

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

- one complimentary table of ten
- corporate logo included in Crohn's and Colitis Canada 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 Crohn's and Colitis Canada social media
- corporate logo and sponsor level included in video playing during event
- verbal recognition from stage during event

1. 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 2016 CPBI Charity Benefit
- one complimentary table of ten
- corporate logo displayed on all parking directional signage
- corporate logo displayed on all coat check directional and booth signage
- corporate logo attached to each welcome gift

SPECIAL EVENT SPONSOR - \$10,000 CONTINUED...

2. MYSTERY WALL & RAFFLE SPONSOR BENEFITS:

This event has always provided great opportunities for guests to win some fabulous prizes while also providing a key fundraising component for the charity. These past fundraising opportunities have included silent auctions, mystery auctions, raffles, etc. This year we will offer a Mystery Wall and Raffle Draw with some new and exciting ways to win. Items are donated to Crohn's and Colitis Canada for the event by various donors and solicited by Crohn's and Colitis Canada and Committee members. Past prizes have included paintings, jewellery, theatre passes, home decor items and even vacations.

- recognition as the Mystery Wall & Raffle Sponsor
- first right of refusal for Mystery Wall & Raffle Sponsor for the 2016 CPBI Charity Benefit
- corporate logo displayed on all Mystery Wall & Raffle Sponsor

3. 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 2016 CPBI Charity Benefit
- advertising and signage on Liberty Grand bars and server trays during cocktail reception

4. 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 tubular party as we are taken back to the 80's.

- recognition as Entertainment Sponsor
- first right of refusal for Entertainment Sponsor level for 2016 CPBI Charity Benefit
- opportunity for representative to introduce the evening's entertainment

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 Crohn's and Colitis cause. With your help we can save on these important event elements and raise more funds overall for Crohn's and Colitis Canada.

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 Crohn's and Colitis Canada newsletter
- corporate logo on all related print materials including signage
- corporate logo displayed on CPBI website and Crohn's and Colitis Canada social media
- corporate logo and sponsor level included in video playing during event
- verbal recognition from stage during event

1. WINE

- corporate logo displayed on the wine bottles served during event

2. DECOR

- 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 Crohn's and Colitis Canada 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 Crohn's and Colitis Canada social media
- corporate logo and sponsor level included in video playing during event

CORPORATE TABLE - \$2,500

- one table of ten

INDIVIDUAL TICKET - \$250

- one individual seat at a table of ten



2015 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 2015 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 donate to Crohn's and Colitis Canada \$500 \$1,000 Other \$ _____

Sponsorship Level

- Main Event Sponsor - \$20,000
- Special Event Sponsor - Hospitality - \$10,000
- Special Event Sponsor - Mystery Wall & 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 Partner - \$3,500

Payment

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

Card #: _____ CVC: _____

Expiry Date: _____ Name on Card: _____

Signature: _____ Date: _____

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**