



IMAGE IS EVERYTHING GALA 2011



is everything

Image is everything when you

- ...are waiting to hear if you have breast cancer.
- ...might be paralyzed.
- ...don't know the severity of your stroke.
- ...need a scan of your knee or hip before surgery.

The new **MRI** at Rouge Valley Health System will save lives.

Our *Image is Everything* gala is on March 25, 2011, and we would like to invite you to play a central role in this important fundraising event. Your sponsorship will complete our fundraising campaign to bring this important diagnostic tool to our families in west Durham.

This gala will mark the close of our "Image is Everything" Campaign which is raising funds for an MRI at the Rouge Valley Ajax and Pickering hospital. Your contribution will be a wonderful boost to the gala as we celebrate reaching our fundraising campaign goal. We expect to have 500 guests in attendance at this black-tie event, representing both large and small businesses in our community, as well as donors, volunteers, physicians, hospital staff, and political leaders.

Put yourself in the picture.



PLATINUM SPONSORSHIP

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In recognition of your generous support at the Platinum sponsorship level, you will receive:

EVENT BENEFITS:

- Our senior event staff will work with you to create an evening to celebrate your corporate support and help your guests understand why *image is everything*.
- You will receive an indispensable service that will provide you with perfect client entertaining experiences, beginning with the development of your guest list, customization of your invitation packages, choosing the perfect table gifts, a limousine service to and from the venue, a pre-dinner VIP reception, prime seating for 20 guests, as well as dedicated table wait staff.

MEDIA RECOGNITION:

- Recognition of the Platinum sponsorship in an advertisement in the Toronto Star

EVENT RECOGNITION:

- Logo recognition on all event print collateral and in the evening multi-media presentation
- An exclusive full-page colour advertisement in the evening program
- A specially-designed banner to hang in your office in advance of the event
- A corporate banner with logo recognition hung at the gala
- Acknowledgment of sponsorship level in the evening's speaking remarks
- An opportunity to bring greetings to the guests from the event podium
- An opportunity for you to involve your staff as volunteers at the event

COMMUNITY RECOGNITION:

- Logo recognition on the Rouge Valley Health System Foundation website
- Logo recognition on a specially-designed banner to appear in both hospital lobbies for a month in advance of the event
- Display of the corporate banner in the main lobby of the hospital for six weeks following the gala
- Recognition in the Foundation's newsletters distributed to individual and corporate donors, politicians, media and members of both boards of directors
- Recognition on the donor walls in the lobbies of both the Rouge Valley Ajax and Pickering and the Rouge Valley Centenary hospital campuses
- An invitation to attend the donor and sponsor recognition event in 2011



GOLD SPONSORSHIP

GOLD SPONSORSHIP (\$10,000)

In recognition of your generous support at the Gold sponsorship level, you will receive:

EVENT BENEFITS:

- Prime seating for 10 guests
- First right of refusal for Gold Sponsorship of the 2011 gala

MEDIA RECOGNITION:

- Recognition of the Gold sponsorship in an advertisement in the Toronto Star

EVENT RECOGNITION:

- Logo recognition in the evening program materials and in the evening multi-media presentation
- A half-page colour advertisement in the evening program
- A corporate banner with logo recognition hung at the gala
- Acknowledgment of sponsorship level in the evening's speaking remarks
- An opportunity for you to involve your staff as volunteers at the event

COMMUNITY RECOGNITION:

- Logo recognition on the Rouge Valley Health System Foundation website
- Logo recognition on a specially-designed banner to appear in both hospital lobbies for a month in advance of the event
- Display of corporate banner in the main lobby of the hospital for six weeks following the gala
- Recognition in the Foundation's newsletters distributed to individual and corporate donors, politicians, media and members of both boards of directors
- An invitation to attend the donor and sponsor recognition event in 2011



SILVER SPONSORSHIP

SILVER SPONSORSHIP (\$5,000)

In recognition of your generous support at the Silver sponsorship level, you will receive:

EVENT BENEFITS:

- Prime seating for 10 guests

MEDIA RECOGNITION:

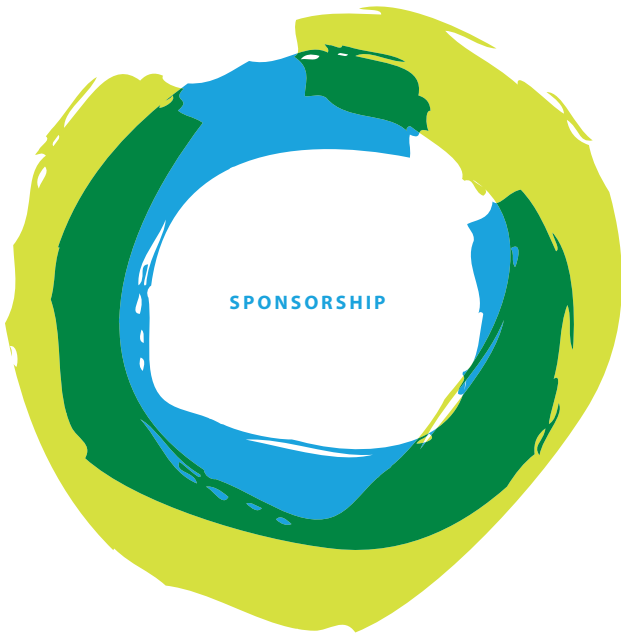
- Recognition of the Silver sponsorship in an advertisement in the Toronto Star

EVENT RECOGNITION:

- Logo recognition in the evening program materials and in the evening multi-media presentation
- Company name recognition on a specially designed banner to appear in both hospital lobby locations for a month in advance of the event
- A corporate banner with logo recognition hung at the gala
- Acknowledgment of sponsorship level in the evening's speaking remarks
- An opportunity for you to involve your staff as volunteers at the event

COMMUNITY RECOGNITION:

- Logo recognition on the Rouge Valley Health System Foundation website
- Company name on a specially-designed banner to appear in both hospital lobbies for a month in advance of the event
- Display of corporate banner in the main lobby of the hospital for six weeks following the gala
- Recognition in the Foundation's newsletters distributed to individual and corporate donors, politicians, media and members of both boards of directors
- An invitation to attend the donor and sponsor recognition event in 2011



There are many levels of sponsorship for you to choose from to best showcase your support. If you are unable to attend our signature Gala, but you wish to support this important fundraising event, you may consider sponsoring one of our many other opportunities, including:

- Bar Sponsor
- Coat-Check Sponsor
- Décor Sponsor
- Designated Driver Service Sponsor
- Dinner Sponsor
- Entertainment Sponsor
- Program Sponsor
- Silent Auction Room Sponsor
- Table Centrepiece Sponsor
- Wine Sponsor

It will be our personal pleasure to ensure that your company achieves its sponsorship goals. To further discuss your needs, please call (905) 683-2320 x1501

IMAGE IS EVERYTHING GALA STEERING COMMITTEE

Ruth Ricci, *Chair*

Judith Barker

Natalie Bubela

Sandra Cassidy

Marilyn Chambers

Catherine Cooper

Linda Crawford

Rene Dowhaniuk

Doreen Evans

Filomena Hansraj

Kathy McKay

Karen O'Brien

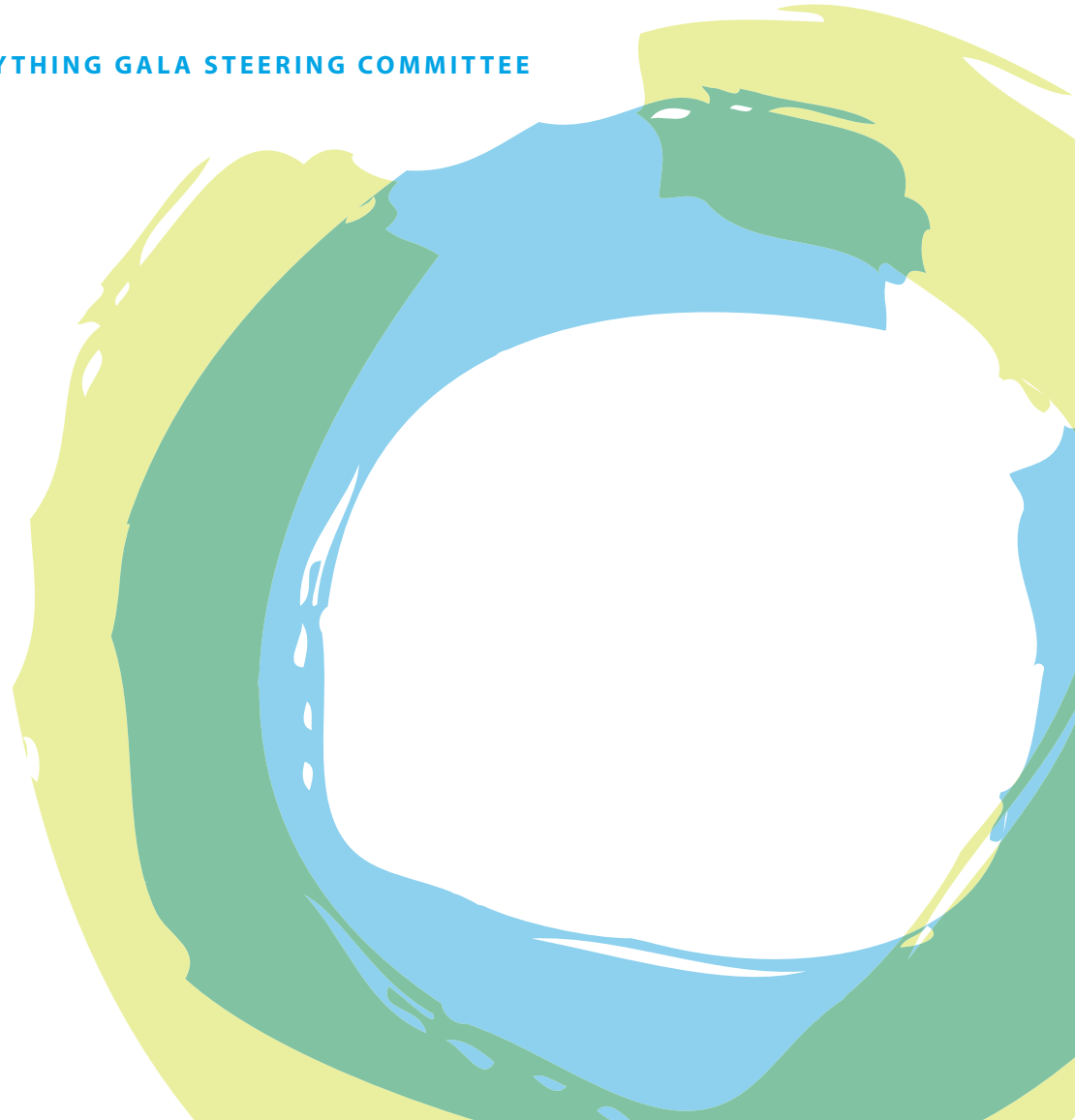
Lori Rubin-Ricer

Lucy Stocco

Barb Stevens

Millie Tavener

Karen Wilson





Rouge Valley
HEALTH SYSTEM
FOUNDATION

Rouge Valley Health System Foundation

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For further details, please call
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or email rougeMRI@rougevalley.ca.

Charitable Registration Number: 12379 7474 RR0001