

OpportuniTeas with **Kate Linder & Friends** star of "The Young and the Restless"

SPONSORSHIP OPPORTUNITIES **7th Annual CALGARY TEA,** **Sunday April 5th, 2020**

Conductive Education: Ms. Linder became the national spokesperson for March of Dimes' Conductive Education (CE) program in 2012, a dynamic learning system that blends elements of education and rehabilitation to help children and adults living with neuro-motor disabilities, including stroke survivors become more mobile, independent and self-confident. Ms. Linder was moved when she saw firsthand the significant, life-changing impacts CE has, not only on the participants, but their families as well.



Proceeds benefit Children's Conductive Education a Program of March of Dimes Canada. Kate Linder, Abhi Sinha, Daniel Hall and Christian Le Blanc with our CE kids and Conductors.

Event Overview

OpportuniTeas · Event Overview & Sponsorship Opportunities

THE EVENT :	OpportuniTEA High Tea with Kate Linder & Friends 7 th Annual Calgary Sunday April 5, 2020 The Westin Calgary
INCLUDES:	Three (3) course afternoon High Tea/Lunch, Question & Answer Session with the cast and a Silent & Live Auction.
SPECIAL GUESTS :	Select cast members of the #1 Daytime Drama, <i>The Young and the Restless</i>
MEDIA SPONSORS:	Co-host Linda Olsen Anchor, Global Calgary Television Sponsor: Global News Print Media: Calgary Sun and Calgary Herald
ATTENDEES:	Demographics: Women age 20 to 80 and attendance of 400 plus. Tickets \$100. , \$125. and \$250. Tables \$1,000, \$1,250. and \$2,500.
THE HIGH TEA:	This is an amazing fundraising partnership between host Kate Linder and March of Dimes Canada. The High Afternoon Tea is a unique cause marketing concept, capitalizing on the highly acclaimed, and top-rated daytime drama, <i>The Young and the Restless</i> . This three-hour charity event provides patrons with the opportunity to meet and chat with some of their favourite soap stars!
MARCH OF DIMES CANADA:	March of Dimes Canada will be celebrating in 2021, 70 years of providing services to people with disabilities, their families, and caregivers across Canada. Our goal is to enhance the independence and community participation of people with physical disabilities every day through a wide range of programs and services across Canada. Proceeds from OpportuniTEA Calgary will benefit Conductive Education® (more information about CE on cover page)
CONTACT:	Linda Yielding, Manager, Special Events / National Office 1-800-263-3463 x7290 / 416-425-3463 x 7290 lyielding@marchofdimes.ca

\$50,000 is our goal with a fundraising cost of \$18,000, net proceeds to benefit local Programs of March of Dimes Canada specifically Conductive Education.



Thank you

Our Host... *Kate Linder* Has played
Esther Valentine (The Young and the Restless) since
1982



Marketing *Tools*

POSITIONING: A 'Can't Miss' event to raise money for the life changing Children's Conductive Education Program.

MARKETING SUPPORT:

Event Collateral Material · Promotion - print, radio

Advertising - print, television, Social Media - Facebook, Twitter

TARGET AUDIENCE:

PRIMARY

Select cast members of the #1 Daytime Drama, *The Young and the Restless*

Female-male ratio 98-2 in favour of female

18-25 years of age 20% of audience

26-49 years of age 50% of audience

50-69 years of age 25% of audience

70 plus 5% of audience

SECONDARY

Donors/Supporters of March of Dimes Canada

PUBLICITY SUPPORT (Local):

Media Releases · Newspaper Articles · Websites -Radio (Interview) · Television
· Social Media

TANGIBLE BENEFITS: On-Site sampling where possible with aligned target audience Hospitality - clients, etc.

Title Sponsor: 1 spot

INCLUDES but not limited to the following benefits:

- Opportunity to use The High Tea name and/or logo in corporate communications/marketing programs to promote your Title Sponsorship status
- Category exclusivity and first right of refusal for 2021
- Your brand logo (or name) to be recognized in 15 second Global Billboard, running pre-event (minimum 30 spots) and Global Community Calendar
- Your brand logo (or name) prominently placed in all collateral materials, including: print ads, gift bag, event website, tickets, posters, signage, handouts/program
- Opportunity to include a promotional piece for all patrons in gift bags (200 plus)
- Opportunity to speak to guests on your Corporate responsibility and commitment to supporting diversity and inclusion for all.
- Your company name will be recognized through Announcements and Visual Presentations (at the event)
- 2 VIP invitations to the Saturday night Private Cast Dinner
- 4 VIP invitations to the Sunday night Private Cast Dinner
- Special photo taken with cast members and sponsor
- 30 VIP complimentary tickets to The Tea (3 tables) Reserved Seating and Meet & Greet Pre Event

\$15,000

Presenting Sponsor: 1 spot

INCLUDES but not limited to the following benefits:

- Opportunity to use The High Tea name and/or logo in corporate communications/marketing programs to promote your Presenting Sponsorship status
- Category exclusivity and first right of refusal for 2021
- Your brand logo (or name) to be recognized in 15 second Global Billboard, running pre-event (minimum 30 spots) and Global Community Calendar
- Your brand logo (or name) prominently placed in all collateral materials, including: print ads, gift bag, event website, tickets, posters, signage, handouts/program
- Opportunity to include a promotional piece for all patrons in gift bags (200)
- Your company name will be recognized through Announcements and Visual Presentations (at the event)
- 2 VIP invitations to the Sunday night Private Cast Dinner
- Special photo taken with cast members and sponsor
- 20 VIP complimentary tickets to The Tea (2 table) Reserved Seating and Meet & Greet Pre Event

\$10,000

VIP Meet & Greet **Sponsor** 1 spot

INCLUDES but not limited to the following benefits:

- Opportunity to use The High Tea name and/or logo in corporate communications/marketing programs to promote your VIP Meet & Greet Sponsorship status
- Category exclusivity and first right of refusal for 2021
- Your brand logo (or name) prominently placed in all collateral materials, including: event website, tickets, posters, signage, handouts/program
- Your company name will be recognized through Announcements and Visual Presentations (at the event)
- 10 VIP tickets to The Tea - Reserved Seating and Meet & Greet Pre Event
- Special photo taken with cast members and sponsor

\$5,000

Gift Bag **Sponsor** 3 spots

INCLUDES but not limited to the following benefits:

- Opportunity to use The High Tea name and/or logo in corporate communications/marketing programs to promote your Gift Bag Sponsorship status
- Category exclusivity and first right of refusal for 2021
- Your brand logo (or name) prominently placed in all collateral materials, including: event website, tickets, posters, signage, handouts/program
- Promotional piece/products in gift bags for all patrons (200)
- Customized Gift Bag with your company logo (up to four logos/sponsors on gift bag only)
- Your company name will be recognized through Announcements and Visual Presentations (at the event)
- 6 VIP tickets to The Tea - Reserved Seating and Meet & Greet Pre Event
- Special photo taken with cast members and sponsor

\$3,000

VIP Circle of Friends Corporate Table

- Front row seating for 10 guests
- VIP Meet & Greet Pre Event
- Corporate Table signage

\$2,500

Thank you for kind consideration of our Ask of support and reviewing these Sponsorship opportunities. We can also customize a Sponsorship tailored specifically for you !

