

*“Meeting People Where They Are”*

**2018-2019**



**PARTNERSHIP  
PROSPECTUS**



**contact: [info@bcaott.ca](mailto:info@bcaott.ca)**



I do hope you are having a great day! Please take a few minutes to check out the  
BCA Ottawa Partnership Prospectus!

### Breast Cancer Action Ottawa - Meeting People Wherever They Are...

**Why?** I am writing to ask for your support in our sponsorship drive for the 2018-2018 fiscal year. **Wait!** We understand everyone has their hand out, but give us a chance to explain. Our ongoing goal is to be referred to as “The 911 of breast cancer” by providing ongoing and enhanced programming and support to those in the Ottawa area who have been diagnosed with breast cancer. **We receive no government funding** and we do our best via fundraising, but we need **HELP**. It’s that simple. And we need **YOUR** help.

**What?** BCA is a local (since 1992), community based organization dedicated to enhancing the life for breast cancer patients and survivors through practical help, emotional support and education. We are a small non-profit organization and a registered charity that supports breast cancer patients and survivors in the Ottawa region. Since 1992 we have grown to offer many programs, resources and support for all those in our community who have been diagnosed with breast cancer.

**Who?** In Ottawa alone, 2.7 women are diagnosed with breast cancer. Statistics show that 230 men in Canada will also be diagnosed with breast cancer. It’s a staggering number. And while the Ottawa Hospital is a gold standard treatment facility for the disease, there’s more to **challenging** breast cancer than medicine and hospitals. Biopsies, mammograms, MRIs, surgery, radiation, chemotherapy, hormone treatments and more are among the many roads a breast cancer patient must travel. Often with no road map. As our provincial governments cut back on health care funding, all patients, not just breast cancer patients, are often left without the resources required that go along with dealing with an illness and that are required for long term healing. We are always looking to develop our programs to include changing needs, for example, those people living with metastatic breast cancer who are living longer, but have access to less and less support services due to cutbacks. We are always thriving to enhance existing programs.

**How?** Take a look at our prospectus and pick one of the levels that works for you. And heh, if none of these traditional offerings work for you, let’s create one that does, JUST FOR YOU! If you’re “good to go” please fill out our letter of interest and email, fax or mail it into our office.

We believe most of us want to make a difference in our community and support those organizations and people who are in need of help and support. Through your sponsorship you can:

- **EMPOWER** our members to benefit from enhanced BCA program support.
- **INSPIRE** those in your community and our sector to reach for higher ground.
- **IMPACT** our organization in a positive way that will help us grow as an organization and provide even better support to our members and the Ottawa based cancer sector.

Join us in our **“free for all”** against breast cancer and help us support your local community. Meet us anywhere, we’ll be there for you! Should you want to sponsor or need more details before making your decision please feel free to call me at 613-736-5921 or via email at: [ed.bca@bcaott.ca](mailto:ed.bca@bcaott.ca). Chat soon.

Marie-Louise Doyle/ (per Board directive)  
Executive Director, Breast Cancer Action Ottawa  
<http://bcaott.ca>

## BREAST CANCER ACTION OTTAWA – 2018-2019 PARTNERSHIP OPPORTUNITIES AT A GLANCE

Assets	\$20,000 Sunshine	\$10,000 Lavender	\$7,500 Echinacea	\$5,000 Chamomile	\$2,500 Calendula	\$1,500 Daisy	\$250-\$500 Rose
<b>On Site:</b>							
Podium Time	7 minutes	5 minutes	4 minutes	3 minutes			
Banner/Pop Up Placement	✓	✓	✓	✓			
Complimentary Ticket	✓	✓	✓	✓			
Emcee Mention	✓	✓	✓	✓			
Logo on screen	✓	✓	✓	✓	✓	✓	
Logo on handouts	✓	✓	✓	✓	✓	✓	✓
<b>Social Media:</b>							
Partner Profile (per year)	✓	1	1	1			
Twitter highlight	5	3	3	3			
Facebook Posts	7	3	3	3	2	2	
Event Website Page	✓	✓	✓	✓	✓	✓	✓
<b>Post Event:</b>							
1 <sup>st</sup> right to renew	✓	✓					
Event picture with partner	✓	✓	✓	✓	✓	✓	
<b>Golf Day-Please see special section for Golf Day Partnership Opportunities</b>							
<b>Annual Gala – Please see special section for Gala Partnership Opportunities</b>							

2018-2019 Events	Tentative Dates	Type of Event
Annual Golf Day (CLOSED FOR 2018)	June 28 <sup>th</sup>	Full day (S)
AGM & Kick Off	TBD	Evening (M)
3 Education Events	TBD	Half Day (E)
Annual Fall Gala	October 28, 2018	Evening (O)
Health & Wellness Programs	Set to restart September 2018	Varied (M)
Peer Support Program	Set to restart September 2018	Varied (M)
Dragon Boat (BCA Administration costs)	Summer and Fall	Varied (M)
Quarterly Health and Wellness Fairs	September 9, 2018	Varied (O)

## **DEFINITION OF EVENTS**

### **Showcase Event (S) (O)**

- These larger events are organized by a separate committee specifically to ensure success. They generally have an attendance of over 150.
  - Annual Golf Tournament
  - Annual Fall Gala
  - “Voices” is an episodic play written by those having experienced breast cancer from different perspectives: of the person; of the family; and of the friends. The play explores cancer experiences, from the people who have been directly impacted with the disease. Although a hard topic to discuss, it will prove to be enlightening and uplifting.

### **Member Events (M)**

- These include members participating in our Peer Support Program, Health and Wellness Program and Dragon Boat Team events.

### **Educational Events (E)**

- These events are a combination of both educational and networking events during the program year. The structure of these will be varied between: education session and lunch, education session only; and brown bag lunch only.

### **Open (O)**

- These events are open to the general public

## **SUNSHINE PARTNER (MONETARY)**

**\$20,000**

**AVAILABILITY:** To ensure exclusivity there are only two (2) partnerships available at this level for the following events: Annual Golf Day; Fall Gala; and “Voices”.

### **GENERAL PARTNER BENEFITS**

- Sunshine partner in company advertising and promotion
- Use of BCA Ottawa logo, upon request, for advertising and promotion during the program year
- Logo on BCA Ottawa event page linked to your company website
- YouTube video on BCA Ottawa website about you, your organization and why you want to help BCA Ottawa
- Mention in social media
  - 5 tweets: 2 pre-event; 1 during event; 2 post event
  - Seven posts on BCA Ottawa FB page: 3 pre-event post; 2 dedicated post event post with partner photos; 2 post-event FB posting
- Highlighted reference as Sunshine partner included in BCA Ottawa Social Media Event Recap
- Partner Profile on BCA Ottawa Social Media, two per year
- First right to refusal for renewing the following year

## EVENT SPECIFIC DELIVERABLES

- 10 complimentary registrations or 2 Table at sponsored event
- Table in premium location with company logo reserved sign.
- Speaking and/or video presentation opportunity at podium/stage
  - 7 minutes of podium time including video
  - OR
  - Unique activation plan (activation costs to partner, plan details approved by BCA Ottawa)
- In room on screen logo display at sponsored event (if screen is available)
- Reception signage logo display at sponsored event (supplied by partner)
- Promotional materials displayed in registration area or at the tables (materials supplied by Partner)
- Podium acknowledgment as Sunshine partner by Master of Ceremonies at sponsored event (script placement varies per event)
- Select photos of the partner representative at sponsored event

### Disclaimers:

1. **Submission for stage time, and entertainment if applicable, must be approved by the Director. Speaking notes and/or video must be submitted to the BCA Executive Director no later than 4 weeks prior to event.**

## LAVENDAR PARTNER (MONETARY)

### \$10,000 + HST (Monetary)

**AVAILABILITY:** To ensure exclusivity there are only three (3) partnerships available at this level for the following events: Annual Golf Day; Fall Gala; and “Voices”.

## GENERAL PARTNER BENEFITS

- Lavender partner in company advertising and promotion
- Use of BCA Ottawa logo, upon request, for advertising and promotion during the program year
- Logo on BCA Ottawa event page linked to your company website
- Mention in social media
  - Three tweets: 1 pre-event; 1 during event; 1 post event
  - Two posts on BCA Ottawa FB page: 1 pre-event post (combined with other event partners); 1 dedicated post event post with partner photos
  - One post-event FB posting
- Highlighted reference as Lavender partner included in BCA Ottawa Social Media Event Recap
- Partner Profile on BCA Ottawa Social Media, one per year
- First right to refusal for renewing the following year

## EVENT SPECIFIC DELIVERABLES

- 5 complimentary registrations or 1 Table at sponsored event

- Table in premium location with company logo reserved sign.
- Speaking and/or video presentation opportunity at podium/stage
  - 5 minutes of podium time including video
  - OR
  - Unique activation plan (activation costs to partner, plan details approved by BCA Ottawa)
- In room on screen logo display at sponsored event (if screen is available)
- Reception signage logo display at sponsored event (supplied by partner)
- Promotional materials displayed in registration area or at the tables (materials supplied by Partner)
- Podium acknowledgment as Lavender partner by Master of Ceremonies at sponsored event (script placement varies per event)
- Select photos of the partner representative at sponsored event

**Disclaimers:**

2. Submission for stage time, and entertainment if applicable, must be approved by the Director. Speaking notes and/or video must be submitted to the BCA Executive Director no later than 4 weeks prior to event.

**ECHINACEA PARTNER (MONETARY)**

**\$7,500**

**AVAILABILITY:** This partnership level is for the creative partner who wished to “ACTIVATE” special moments at specific BCA Ottawa Showcase events. Only five (5) partnership will be available for each of the following event moments:

**Annual Fall Gala:**

**Annual Golf Tournament**

Reception Activator

Reception Activator

Wine Toast Activator

Wine Toast Activator

Dessert Activator

Dessert Activator

**ECHINACEA PARTNER BENEFITS & DELIVERABLES**

- Echinacea Partner of BCA Ottawa in company advertising and promotion
- Use of BCA Ottawa logo, upon request, for advertising and promotion of the partnership
- Logo on BCA Ottawa Event page linked to your company website
- Mention in social media
  - Three tweets: 1 pre-event; 1 during event; 1 post event
  - Two posts on BCA Ottawa FB page: 1 pre-event post (combined with other event partners); 1 dedicated post event post with partner photos
  - One post-event FB posting
- Highlighted reference as Lavender partner included in BCA Ottawa Social Media Event Recap
- Partner Profile on BCA Ottawa Social Media, one per year

**EVENT SPECIFIC DELIVERABLES**

- 5 complimentary registrations
- Table in premium location with company logo reserved sign.
- Speaking and/or video presentation opportunity at podium/stage
  - 4 minutes of podium time including video
  - OR
  - Unique activation plan (activation costs to partner, plan details approved by BCA Ottawa)

- In room on screen logo display at sponsored event (if screen is available)
- Reception signage logo display at sponsored event (supplied by partner)
- Promotional materials displayed in registration are or at the tables (materials supplied by Partner)
- Podium acknowledgment as Echinacea Partner by Master of Ceremonies at sponsored event (script placement varies per event)
- Select photos of the partner representative at sponsored event

**Disclaimers:**

1. Submission for stage time, and entertainment if applicable, must be approved by the Director. Speaking notes and/or video must be submitted to the BCA Executive Director no later than 4 weeks prior to event.

**CHAMOMILLE PARTNER**

**\$5,000**

**AVAILABILITY:** Chamomile partnerships are available at all BCA Ottawa events. A maximum of seven (7) partnerships will be accepted for the following events: ¼ Health and Wellness Fairs; Annual Fall Gala; and Annual Golf Tournament.

- Chamomile Partner of BCA Ottawa in company advertising and promotion
- Use of BCA Ottawa logo, upon request, for advertising and promotion of the partnership
- Logo on BCA Ottawa Event page linked to your company website
- Mention in social media
  - Three tweets: 1 pre-event; 1 during event; 1 post event
  - Two posts on BCA Ottawa FB page: 1 pre-event post (combined with other event partners); 1 dedicated post event post with partner photos
  - One post-event FB posting
- Highlighted reference as Chamomile partner included in BCA Ottawa Social Media Event Recap
- Partner Profile on BCA Ottawa Social Media, one per year

**EVENT SPECIFIC DELIVERABLES**

- 2 complimentary registrations
- Seats at table in premium location with company logo reserved sign.
- Speaking and/or video presentation opportunity at podium/stage
  - 3 minutes of podium time including video
  - OR
  - Unique activation plan (activation costs to partner, plan details approved by BCA Ottawa)
- In room on screen logo display at sponsored event (if screen is available)
- Reception signage logo display at sponsored event (supplied by partner)
- Promotional materials displayed in registration are or at the tables (materials supplied by Partner)
- Podium acknowledgment as Echinacea Partner by Master of Ceremonies at sponsored event (script placement varies per event)
- Select photos of the partner representative at sponsored event

**Disclaimers:**

2. Submission for stage time, and entertainment if applicable, must be approved by the Director. Speaking notes and/or video must be submitted to the BCA Executive Director no later than 4 weeks prior to event.

## CALENDULA (MONETARY)

**\$2,500**

**AVAILABILITY:** Calendula partnerships are available at all BCA Ottawa events. A maximum of ten (10) partnerships will be accepted for the following events: ¼ Health and Wellness Fairs; Annual Fall Gala; and Annual Golf Tournament. This partnership is designed to provide logo placement and networking opportunities for your company.

- Calendula Partner of BCA Ottawa in company advertising and promotion
- Use of BCA Ottawa logo, upon request, for advertising and promotion of the partnership
- Logo on BCA Ottawa Event page linked to your company website
- Mention in social media
  - Two posts on MPI Ottawa FB page: 1 pre-event (combined with other partners); 1 dedicated post-event with partner photos

### EVENT SPECIFIC DELIVERABLES

- 2 complimentary registrations for one of the events
- Reserved seats with company logo reserved sign.
- Speaking and/or video presentation opportunity at podium/stage
  - 1 minute of podium time including video
  - OR
  - Unique activation plan (activation costs to partner, plan details approved by BCA Ottawa)
- In room on screen logo display at sponsored event (if screen is available)
- Reception signage logo display at sponsored event (supplied by partner)
- Promotional materials displayed in registration area or at the tables (materials supplied by Partner)
- Podium acknowledgment as Chamomile Partner by Master of Ceremonies at sponsored event (script placement varies per event)
- Select photos of the partner representative at sponsored event

### Disclaimers:

1. Submission for stage time, and entertainment if applicable, must be approved by the Director. Speaking notes and/or video must be submitted to the BCA Executive Director no later than 4 weeks prior to event.

## DAISY PARTNER

**\$1,500**

**AVAILABILITY:** Daisy partnerships are unlimited and are designed to let you ease into our sponsorship program.

- Daisy Partner of BCA Ottawa in company advertising and promotion
- Use of BCA Ottawa logo, upon request, for advertising and promotion of the partnership
- Logo on BCA Ottawa Event page linked to your company website
- Mention in social media
  - Two posts on MPI Ottawa FB page: 1 pre-event (combined with other partners); 1 dedicated post-event with partner photos

### EVENT SPECIFIC DELIVERABLES

- Complimentary Registrations
  - 1 complimentary registration for one of the events



- In room on screen logo display at sponsored event (if screen is available)
- Promotional materials displayed in registration are or at the tables (materials supplied by Partner)
- Podium acknowledgment as Chamomile Partner by Master of Ceremonies at sponsored event (script placement varies per event)
- Select photos of the partner representative at sponsored event

**Disclaimers:**

1. Submission for stage time, and entertainment if applicable, must be approved by the Director. Speaking notes and/or video must be submitted to the BCA Executive Director no later than 4 weeks prior to event.

**ROSE**

**\$250-\$500**

**AVAILABILITY:** This partnership level is designed to help build your event community profile while sponsoring BCA Ottawa and/or its events.

- Rose Partner of BCA Ottawa in company advertising and promotion
- Use of BCA Ottawa logo, upon request, for advertising and promotion of the partnership
- Logo on BCA Ottawa Event page linked to your company website

**EVENT SPECIFIC DELIVERABLES**

- In room on screen logo display at sponsored event (if screen is available)
- Select photos of the partner representative at sponsored event

**SPECIAL REQUESTS**

*If the above sponsorship items do not meet your current marketing aims please do contact us at [ed.bca@bcaott.ca](mailto:ed.bca@bcaott.ca) to discuss your needs and we will do our utmost to work on a tailor-made package that would fit your objectives.*

## **ANNUAL GALA PARTNERSHIP OPPORTUNITIES**

AVAILABILITY: These partnership opportunities are designed for relationship building and brand exposure.

EVENT SPONSOR: \$10,000\_– There are only one (2) partnership for this opportunity.

### **BENEFITS AND DELIVERABLES**

- Use of Breast Cancer Action (BCA) logo, upon request, for advertising and promotion of the partnership
- Logo on BCA event page, linked to your company website
- Mention in BCA social media:
  - I. Two posts on BCA Facebook page: 1 pre-event post (combined with other event partners); 1 dedicated post-event post with partner photos
- In-Room on screen logo display at tournament wrap up
- Public acknowledgment Master of Ceremonies
- Select photos of the partner representative at the sponsored event
- 1 complimentary table (of 10) for partner representatives
- Stage Time Opportunity to draw ticket if Raffle item donation of a \$100+ value is donated

**PLATINUM SPONSOR: \$5,000\_– There is only one (1) partnership for this opportunity.**

### **BENEFITS AND DELIVERABLES**

- Use of Breast Cancer Action (BCA) logo, upon request, for advertising and promotion of the partnership
- Logo on BCA event page, linked to your company website
- Mention in BCA social media:
  - II. Two posts on BCA Facebook page: 1 pre-event post (combined with other event partners); 1 dedicated post-event post with partner photos
- In-Room on screen logo display at tournament wrap up
- Public acknowledgment Master of Ceremonies
- Select photos of the partner representative at the sponsored event
- 4 complimentary dinner tickets for partner representatives
- Stage Time Opportunity to draw ticket if Raffle item donation of a \$100+ value is donated

**WHITE GOLD SPONSOR: \$1,000\_– There is only one (1) partnership for this opportunity.**

### **BENEFITS AND DELIVERABLES**

- Use of Breast Cancer Action (BCA) logo, upon request, for advertising and promotion of the partnership

- Logo on BCA event page, linked to your company website
- Mention in BCA social media:
  - I. Two posts on BCA Facebook page: 1 pre-event post (combined with other event partners); 1 dedicated post-event post with partner photos
- In-Room on screen logo display
- Public acknowledgment Master of Ceremonies
- Select photos of the partner representative at the sponsored event
- Static display with Partner logo at sponsored hole
- Two (2) complimentary dinner tickets for partner representatives

**SILVER SPONSOR: \$500\_– There is only one (1) partnership for this opportunity.**

#### **BENEFITS AND DELIVERABLES**

- Use of Breast Cancer Action (BCA) logo, upon request, for advertising and promotion of the partnership
- Logo on BCA event page, linked to your company website
- Mention in BCA social media:
  - II. One post on BCA Facebook page: 1 pre-event post (combined with other event partners); 1 dedicated post-event post with partner photos
- In-Room on screen logo display
- Public acknowledgment Master of Ceremonies
- Select photos of the partner representative at the sponsored event
- Two (2) complimentary dinner tickets for partner representatives

## GOLF DAY PARTNERSHIP OPPORTUNITIES

**AVAILABILITY:** These partnership opportunities are designed for relationship building and brand exposure.

**BEVERAGE CART PARTNER: \$1,000\_**– There is only one (1) partnership for this opportunity.

### BENEFITS AND DELIVERABLES

- Use of Breast Cancer Action (BCA) logo, upon request, for advertising and promotion of the partnership
- Logo on BCA event page, linked to your company website
- Mention in BCA social media:
  - III. Two posts on BCA Facebook page: 1 pre-event post (combined with other event partners); 1 dedicated post-event post with partner photos
- In-Room on screen logo display at tournament wrap up
- Public acknowledgment Master of Ceremonies
- Select photos of the partner representative at the sponsored event
- Two (2) complimentary dinner tickets for partner representatives
- Branding Opportunity
  - I. Brand the snack cart which will visit each golfer during the tournament
  - II. Branded snack ticket which will be given to each golfer
- Stage Time Opportunity to draw ticket if Raffle item donation of a \$100+ value is donated

**SNACK PARTNER: \$1,000\_**– There is only one (1) partnership for this opportunity.

### BENEFITS AND DELIVERABLES

- Use of Breast Cancer Action (BCA) logo, upon request, for advertising and promotion of the partnership
- Logo on BCA event page, linked to your company website
- Mention in BCA social media:
  - IV. Two posts on BCA Facebook page: 1 pre-event post (combined with other event partners); 1 dedicated post-event post with partner photos
- In-Room on screen logo display at tournament wrap up
- Public acknowledgment Master of Ceremonies
- Select photos of the partner representative at the sponsored event
- Two (2) complimentary dinner tickets for partner representatives
- Branding Opportunity
  - I. Opportunity to promote your company’s sustainable initiatives by providing branded lunch/snack bags to all tournament participants. (activation costs paid by partner) OR
  - II. BCA to brand disposable snack bags to be given to each golfer during tournament
- Stage Time Opportunity to draw ticket if Raffle item donation of a \$100+ value is donated

**COMPETITION PARTNER: \$600** – There are two Competition Hole Opportunities available and will be sold on a first come basis.

1. Longest drive
2. Closets to the Hole

## **BENEFITS AND DELIVERABLES**

- Use of Breast Cancer Action (BCA) logo, upon request, for advertising and promotion of the partnership
- Logo on BCA event page, linked to your company website
- Mention in BCA social media:
  - III. Two posts on BCA Facebook page: 1 pre-event post (combined with other event partners); 1 dedicated post-event post with partner photos
- In-Room on screen logo display at tournament wrap up
- Public acknowledgment Master of Ceremonies
- Select photos of the partner representative at the sponsored event
- Static display with Partner logo at sponsored hole
- Two (2) complimentary dinner tickets for partner representatives
- Ownership of specific Competition hole during the tournament with opportunity for company representatives to host all golfers during competition
- State Time Opportunity to draw ticket if Raffle item donation of a \$100+ value is donated

**WATER PARTNER: \$600\_**– There is only one (1) partnership for this opportunity. Buy this new initiative now to be the first!

## **BENEFITS AND DELIVERABLES**

- Use of Breast Cancer Action (BCA) logo, upon request, for advertising and promotion of the partnership
- Logo on BCA event page, linked to your company website
- Mention in BCA social media:
  - I. Two posts on BCA Facebook page: 1 pre-event post (combined with other event partners); 1 dedicated post-event post with partner photos
- In-Room on screen logo display at tournament wrap up
- Public acknowledgment Master of Ceremonies
- Select photos of the partner representative at the sponsored event
- Opportunity to promote your company’s sustainable initiatives by providing branded water bottles to all tournament participants. (activation cost paid by partner)
- Two (2) complimentary dinner tickets for partner representatives
- Stage Time Opportunity to draw ticket if Raffle item donation of a \$100+ value is donated

**GOLF CART PARTNER: \$600** – There is only one (1) partnership for this opportunity. Imagine the photo opportunity with the golf carts lined up with your logo prominently displayed on every cart.

## **BENEFITS AND DELIVERABLES**

- Use of Breast Cancer Action (BCA) logo, upon request, for advertising and promotion of the partnership
- Logo on BCA event page, linked to your company website
- Mention in BCA social media:

- V. Two posts on BCA Facebook page: 1 pre-event post (combined with other event partners); 1 dedicated post-event post with partner photos
- In-Room on screen logo display at tournament wrap up
- Public acknowledgment Master of Ceremonies
- Select photos of the partner representative at the sponsored event
- Two (2) complimentary dinner tickets for partner representatives
- Stage Time Opportunity to draw ticket if Raffle item donation of a \$100+ value is donated

**GOLF BALL PARTNER: \$600\_**– There is only one (1) partnership for this opportunity. Act fast to scoop up this opportunity to have a lasting impression.

#### **BENEFITS AND DELIVERABLES**

- Use of Breast Cancer Action (BCA) logo, upon request, for advertising and promotion of the partnership
- Logo on BCA event page, linked to your company website
- Mention in BCA social media:
  - VI. Two posts on BCA Facebook page: 1 pre-event post (combined with other event partners); 1 dedicated post-event post with partner photos
- In-Room on screen logo display at tournament wrap up
- Public acknowledgment Master of Ceremonies
- Static display with Partner logo at Golf Ball Station in Registration Area
- Select photos of the partner representative at the sponsored event
- Opportunity to promote your company by providing 2 (two) branded golf balls to all tournament participants. (activation costs paid by partner)
- Two (2) complimentary dinner tickets for partner representatives
- Stage Time Opportunity to draw ticket if Raffle item donation of a \$100+ value is donated

**PUTTING GREEN PARTNER: 600\$\_**– There is only one (1) partnership for this opportunity. Activation idea – Are you a great putter? Do you know one? Try providing putting lessons to attract traffic to your putting green station.

#### **BENEFITS AND DELIVERABLES**

- Use of Breast Cancer Action (BCA) logo, upon request, for advertising and promotion of the partnership
- Logo on BCA event page, linked to your company website
- Mention in BCA social media:
  - VII. Two posts on BCA Facebook page: 1 pre-event post (combined with other event partners); 1 dedicated post-event post with partner photos
- In-Room on screen logo display at tournament wrap up
- Public acknowledgment Master of Ceremonies
- Static display with Partner logo at Putting Green
- Ownership of the putting green prior to and during the tournament with the opportunity to have representatives from your company host and entertain (food/beverage permitted pending venue’s approval – activation costs paid by partner)
- Select photos of the partner representative at the sponsored event

- Two (2) complimentary dinner tickets for hole representatives
- Stage Time Opportunity to draw ticket if Raffle item donation of a \$100+ value is donated

**HOLE PARTNER: \$500** - There are 7 partnership for this opportunity. This is a great way to get to spend time with every golfer.

### **BENEFITS AND DELIVERABLES**

- Use of Breast Cancer Action (BCA) logo, upon request, for advertising and promotion of the partnership
- Logo on BCA event page, linked to your company website
- Mention in BCA social media:
  - VIII. Two posts on BCA Facebook page: 1 pre-event post (combined with other event partners); 1 dedicated post-event post with partner photos
- In-Room on screen logo display at tournament wrap up
- Public acknowledgment Master of Ceremonies
- Static display with Partner logo at sponsored hole
- Ownership of the sponsored hole prior to and during the tournament with the opportunity to have representatives from your company host/entertain (food/beverage permitted pending venue's approval – activation costs paid by partner and must be within time constraints to keep game flow)
- Select photos of the partner representative at the sponsored event
- Two (2) complimentary dinner tickets for hole representatives

### **IN-KIND PARTNERSHIPS**

In-kind partnerships are a great way to showcase your services to the BCA membership who are of course your current and potential clients. In-kind partnerships are valued at 60% of the total actual costs/contributions (E.G. An \$8,500 contribution is valued at \$5,100 and considered a Lavender partnership). Partnerships are based on actual requirements for each BCA event. If you choose to provide additional "Showcase Specialty Items", the labour and/or cost associated with said items are the responsibility of the In-Kind Partner and are not applicable to the overall partnership level calculations. Take this opportunity to support BCA events, wow the audience with the quality, and service levels you are known for!

### **IN-KIND LAVENDAR PARTNERSHIP**

*Contribution valued at \$10,000 or more*

**AVAILABILITY:** Champion In-Kind partnerships are available for the following events only: Festive Dinner, BCA Charity Auction & Dinner, and Prestige Awards Gala

### **GENERAL PARTNER BENEFITS**

- Champion Partner of BCA Chapter in company advertising and promotion
- Use of Ottawa Chapter BCA logo, upon request, for advertising and promotion during the program year
- Logo on BCA event page linked to your company website

- Logo on name badge for BCA sponsored Event
- Mention in BCA social media
  - I. Three tweets: 1 pre-event, 1 during event, 1 post-event
  - II. Two posts on BCA Facebook page: 1 pre-event post (combined with other event partners); 1 dedicated post-event post with partner photos
  - III. One post-event Facebook posting with event photos on BCA group page
- Highlighted reference as Lavender Partner included in BCA Social Media Event recap
- Partner Profile on BCA Social media, limit one per year
- First right of refusal for renewing the following year

## **EVENT SPECIFIC DELIVERABLES**

- Complimentary registrations:
  - I. 10 registrations or 1 table at sponsored event
  - II. Table in premium location with company logo reserved sign
- Speaking and/or video presentation opportunity at podium/on stage:
  - I. 5 minutes at podium including video OR
  - II. Unique activation plan (activation costs to partner, plan details approved by BCA)
- In-Room on screen logo display at sponsored even (if screen is available)
- Reception area signage at sponsored event (supplied by Partner)
- Promotional materials displayed in registration area or at the tables (materials supplied by Partner)
- Podium acknowledgment as Champion Partner by Master of Ceremonies at sponsored event (script placement varies per event)
- Select photos of the partner representative at sponsored event

## **Disclaimers**

1. The Executive Director must approve submissions for stage time, and entertainment if applicable. Speaking notes and/or video must be submitted to the Executive Director no later than 4 weeks prior event.

## **IN-KIND ECHINACEA PARTNERSHIP**

*Contribution valued from \$5,000-\$9,999.99*

**AVAILABILITY:** Motivator In-Kind partnerships are available for the following events only: Golf Day/September Kick-off, October Gala.

## **ECHINACEA PARTNER BEENFITS & DELIBERABLES**

- Echinacea Partner of BCA in company advertising and promotion
- Use of BCA logo, upon request, for advertising and promotion of the partnership
- Logo on BCA event page linked to your company website
- Logo on name badge for BCA sponsored Event
- Mention in BCA Social Media



- I. Three tweets: 1 pre-event, 1 during event, 1 post-event
  - II. Two posts on BCA Facebook page: 1 pre-event post (combined with other event partners); 1 dedicated post-event post with partner photos
  - III. One post-event Facebook posting with event photos on BCA group page
- Highlighted reference as Echinacea Partner included in BCA Social Media Event recap
  - Partner Profile on BCA Social Media, limit of one per year

## **EVENT SPECIFIC DELIVERABLES**

- Complimentary registrations:
  - I. 3 registrations at sponsored event
  - II. Seats at table in premium location with company logo reserved sign
- Speaking and/or video presentation opportunity at podium/on stage:
  - I. 3 minutes at podium including video OR
  - II. Unique activation plan (activation costs to partner, plan details approved by BCA)
- In-Room on screen logo display at sponsored event (if screen is available)
- Reception area signage at sponsored event (supplied by Partner)
- Podium acknowledgment as Echinacea Partner by Master of Ceremonies at sponsored event (script placement varies per event)
- Select photos of the partner representative at sponsored event

## **Disclaimers**

1. *The Director must approve submissions for stage time, and entertainment if applicable. Speaking notes and/or video must be submitted to the Event Chair no later than 4 weeks prior event.*

## IN-KIND CALENDULA PARTNERSHIP

*Contribution valued from \$2,500 - \$4,999.99*

**AVAILABILITY:** Supporter in-kind partnerships are available for all events

### CALENDULA PARTNER BENEFITS & DELIVERABLES

- Enhancer Partner of BCA in company advertising and promotion
- Use of BCA logo, upon request, for advertising and promotion of the partnership
- Logo on BCA event page linked to your company website
- Mention on BCA Social Media
  - I. Two posts on BCA Facebook page: 1 pre-event post (combined with other event partners); 1 dedicated post-event post with partner photos
- Complimentary Registrations:
  - I. 2 registrations at sponsored event
  - II. Reserved seats with company logo reserved sign
- Speaking opportunity at podium/on stage:
  - I. 1 minute at podium for specific task – welcome, toast or intro of dessert
- Unique activation plan opportunity (activation costs to partner, plan details approved by BCA)
- In-Room on screen logo display at sponsored event (if screen is available)
- Reception area signage at sponsored event (supplied by Partner)
- Podium acknowledgment as Calendula Partner by Master of Ceremonies at sponsored event (script placement varies per event)
- Select photos of the partner representative at sponsored event

#### *Disclaimers*

2. *The Director must approve submissions for stage time, and entertainment if applicable. Speaking notes and/or video must be submitted to the Event Chair no later than 4 weeks prior event.*

## IN-KIND DAISY PARTNERSHIP

*Contribution valued from \$1,500 - \$2,499.99*

**AVAILABILITY:** Supporter in-kind partnerships are available for all events

### DAISY PARTNER BENEFITS & DELIVERABLES

- Daisy Partner of BCA in company advertising and promotion
- Use of BCA logo, upon request, for advertising and promotion of the partnership
- Logo on BCA Event page linked to your company website
- Mention in BCA social media
  - I. Two posts on BCA Facebook page: 1 pre-event post (combined with other event partners); 1 dedicated post-event post with partner photos

## **EVENT SPECIFIC DELIVERABLES**

- Complimentary Registrations:
  - I. 1 registration at sponsored event
  - II. Reserved seat company logo reserved sign
- In-Room on screen logo display at sponsored event (if screen is available)
- Reception area signage at sponsored event (supplied by Partner)
- Podium acknowledgment as Supporter Partner by Master of Ceremonies at sponsored event (script placement varies per event)
- Select photos of the partner representative at sponsored event



**Breast Cancer Action Interest Reply Form – 2018/2019**

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Website (to link from BCA site): \_\_\_\_\_

Twitter Hashtag: \_\_\_\_\_ Twitter Handle: \_\_\_\_\_

Facebook Page or Group Link: \_\_\_\_\_

**Golf Day** Beverage Cart  Partner \$1,000  
 Hole Partner  \$600  
 Competition Hole  \$600  
 Golf Cart Partner  & OR Golf Ball Partner  \$600  
 Water Partner  \$600  
 Snack Bag Partner  \$1,000  
 Putting Green Partner  \$600

<b>Annual Gala</b>	Event Sponsor <input type="checkbox"/> \$10,000	Platinum Sponsor <input type="checkbox"/> \$5,000	White Gold Sponsor <input type="checkbox"/> \$1,000	Silver Sponsor <input type="checkbox"/>			
<b>Voices</b>	Sunshine - \$20,000 <input type="checkbox"/>	Lavender - \$10,000 <input type="checkbox"/>	Echinacea - \$7,500 <input type="checkbox"/>	Chamomile - \$5,000 <input type="checkbox"/>	Calendula - \$2,500 <input type="checkbox"/>	Daisy - \$1,500 <input type="checkbox"/>	Rose - \$250-\$500 <input type="checkbox"/>
<b>Gala</b>	Sunshine - \$20,000 <input type="checkbox"/>	Lavender - \$10,000 <input type="checkbox"/>	Echinacea - \$7,500 <input type="checkbox"/>	Chamomile - \$5,000 <input type="checkbox"/>	Calendula - \$2,500 <input type="checkbox"/>	Daisy - \$1,500 <input type="checkbox"/>	Rose - \$250-\$500 <input type="checkbox"/>
<b>Education Events</b>	Sunshine - \$20,000 <input type="checkbox"/>	Lavender - \$10,000 <input type="checkbox"/>	Echinacea - \$7,500 <input type="checkbox"/>	Chamomile - \$5,000 <input type="checkbox"/>	Calendula - \$2,500 <input type="checkbox"/>	Daisy - \$1,500 <input type="checkbox"/>	Rose - \$250-\$500 <input type="checkbox"/>
<b>Charity Auction</b>	Sunshine - \$20,000 <input type="checkbox"/>	Lavender - \$10,000 <input type="checkbox"/>	Echinacea - \$7,500 <input type="checkbox"/>	Chamomile - \$5,000 <input type="checkbox"/>	Calendula - \$2,500 <input type="checkbox"/>	Daisy - \$1,500 <input type="checkbox"/>	Rose - \$250-\$500 <input type="checkbox"/>