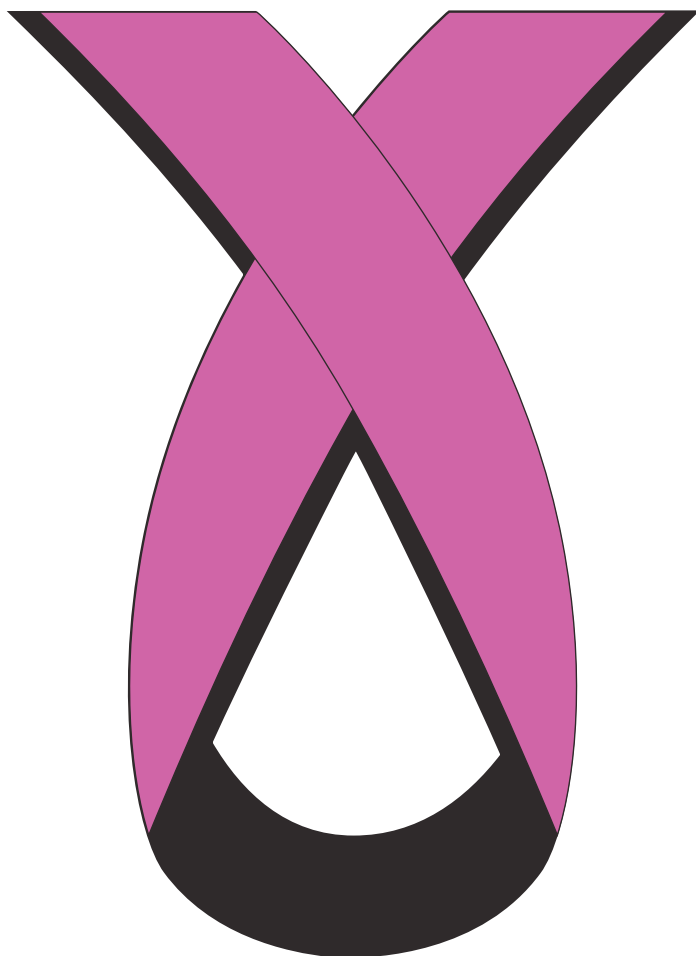


# 2019

## Sponsorship Prospectus

*Michael O'Byrne  
Tribute*



**Peer Support**

**Health & Wellness**

# Background



Join us on September 21, 2019 at the Ottawa and Convention Centre to celebrate Ottawa's own treasure Michael O'Byrne. The evening will be filled with good food, good company, good stories and great fun!

*All proceeds are going to Breast Cancer Action Ottawa in support of its' programs!*

## *Let's discuss sponsorship opportunities ...*

Executive Director, Marie-Louise Doyle  
T: 613.736.5921 Email: ed.bca@bcaott.ca  
Website : [www.bcaott.ca](http://www.bcaott.ca)

## *Businesses coming together in support of Ottawa's breast cancer community*

Your sponsorship supports our programs and fundraising events, to generate more support for the following program:

- Health and Wellness
- Peer Support
- The Kelly Project
- Metastatic Cancer Support
- Busting Out Dragon Boat Team
- and much more....

**BCA PRESENTS**  
**MICHAEL O'BYRNE**  
**A NIGHT OF TRIBUTE**

**BCA**  
BREAST CANCER ACTION  
OTTAWA

**SAVE THE DATE:**  
SEPTEMBER 21, 2019  
COCKTAILS 6:00 PM  
DINNER 7:00 PM

**TICKETS:**  
\$100 EACH  
CORPORATE TABLES \$2000

**WHERE:**  
OTTAWA CONFERENCE  
& EVENT CENTRE  
COVENTRY RD. OTTAWA

DINNER  
ENTERTAINMENT  
PRIZES & AUCTION

**OTTAWA**  
CONFERENCE AND EVENT  
CENTRE

Proceeds directed to [BCA bcaott.ca/events](http://BCA.bcaott.ca/events)

*Please sponsor Breast Cancer Action Ottawa today.*



Breast Cancer Action Ottawa (BCAO)  
Canadian Registered Charity #140776980 RR0001

# About BCA



## *Our vision:*

Our vision is to offer as much emotional and physical support for your well being in a positive, easy and informative way.

*We understand how difficult it is to receive a diagnosis*

– you might be thinking, now what?

*We are here and we are prepared to help!*

Our vision is to make sure that regardless of your gender, those of you working through the next steps of your breast cancer diagnosis receive our support and benefit from our programs.

## *We offer support in the following ways:*

### *1. Emotionally:*

Call our office so that we can introduce you to our community and it's support network.

### *2. Intellectually:*

Visit our website for useful and relevant resource information.

### *3. Physically:*

Register for our health and wellness programs and check out our Dragon Boat program.

### *Need someone to talk to?*

Register for our Peer Support Program and come and talk to us at your pre-op session.

We are here to listen!

### *Need to feel better?*

Become a member and join our wellness and fitness program.

## *Our mission:*

Breast Cancer Action Ottawa is a local, community-based, organization dedicated to enhancing the quality of life for anyone receiving a breast cancer diagnosis through practical help, emotional support and education.

## *Our mandate:*

- To develop and maintain programs to raise public awareness about breast cancer and to educate and support those affected by breast cancer.
- To offer a post-diagnosis support and resource centre to serve women, men and their families living with breast cancer in the greater Ottawa area.
- To contribute to the ongoing exchange of information with other like-minded local, regional, provincial, national and international organizations.

# About BCA

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## *Our values:*

### *Commitment*

We pride ourselves as a compassionate and dedicated hug of support and information for those living with a breast cancer diagnosis. As a not for profit organization we ensure that our organization is maximizing our costs and resources to provide the best service possible for our community and as a resource for our members.

### *Inclusion*

We implement broad-based decision-making practices that best reflect the needs and expectations of our members, stakeholders and community.

### *Diversity*

We respect and value differences among our membership and stakeholders, and believe diverse perspectives can be advantageous.

### *Transparency*

We promote openness regarding our vision, mission and mandate.

### *Integrity*

We are committed to providing our members, stakeholders and the community with information, care and support to the best of our abilities with a high standard of ethics.

### *Effectiveness*

As an organization often faced with difficult choices based on limited resources, we strive to achieve maximum results with what resources are available.

### *Our Statement of Principles*

As an organization, we have established specific Standards of Accountability & Principles of Good Practice.

### *Mission Fulfillment*

By strengthening the organization in order to meet the changing needs and growing expectations of our audience.

### *Effective Stewardship*

By maintaining effective governance and management and by generating and managing resources in a wise and responsible manner.

### *Quality*

By achieving excellence in all aspects of the organization and by evaluating the total organization and its outcomes on a regular basis.

### *Leadership*

By adopting and promoting inclusiveness and diversity through services, programs, initiatives, activities and by pro-actively educating the public.

# Statistics



↑ **1267**  
Gifted post-op  
camisoles

↑ **14**  
Trained peer  
supporters

**200**  
Special exercise programs  
participants per season

**2018**

**3rd Wednesday  
of the month**  
Peer support group  
meetings

**Breast Cancer Action Ottawa  
*thanks you for helping us provide:***

**1094**  
Gifted post-op  
camisoles

**8**  
Trained peer  
supporters

**200**  
Special exercise programs  
participants per season

**2017**

**3rd Wednesday  
of the month**  
Peer support group  
meetings

# Sponsorship



## SPONSORSHIP LEVELS:

Platinum Sponsor: \$10,000 (Limit to 1)

Silver Sponsor: \$5,000 (Limit to 2)

Gold Sponsor: \$7,500 (Limit to 1)

Bronze Sponsor: \$1,500 (Limit to 5)

SPONSORSHIP BENEFITS	PLATINUM	GOLD	SILVER	BRONZE
Picture of your representative to be taken with Michael O'Byrne at the event as well as the President of BCOA for use in your company's social media/website/e-newsletter. Also, to be used in BCOA's social, website and ¼ newsletter <input checked="" type="checkbox"/> <i>Make the opening toast for the dinner at 7pm (4 minutes podium time)</i>	<input checked="" type="checkbox"/>			
1st tier event sponsor placement on posters, logo on news releases, PSAs, promotional materials, our website and thanked at event <input checked="" type="checkbox"/> <i>Make the opening toast at the Cocktail Reception at 6 pm (2 minutes podium time)</i>		<input checked="" type="checkbox"/>		
2nd tier placement on posters, logo on news releases, PSAs, promotional materials, our website and thanked at event.		<input checked="" type="checkbox"/>		
3rd tier placement on posters, logo on news releases, PSAs, thanked at event.			<input checked="" type="checkbox"/>	
4th tier placement on posters, logo on news releases, PSAs, thanked at event.			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Placement of collateral and/or a gift in our gift bags.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Thanked via social media by BCOA after the event, both on BCOA's own social media and posted to your company's social media, highlighting your very much appreciated community support.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Opportunity to provide live auction item.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Skirted table to display your company's printed informational collateral.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Opportunity to loop your promo video/commercial on your info table (no audio but subtitles OK)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
4 tickets to the Gala, VIP seating.	<input checked="" type="checkbox"/>			
2 tickets to the Gala, VIP seating.		<input checked="" type="checkbox"/>		

# Other ways to help 2019

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## *Friendly Donations*

A donation of \$500 or more will be acknowledged on our website.

## *In-Kind Donations*

A donation of \$500 or more will be acknowledged on our website. We are accepting in-kind sponsorship donations, such as auction items, gift certificates, printing services, advertising.

## *Corporate Tables*

Purchase a corporate table to the Annual Gala.  
Visit our calendar of events for links to event ticket sales.

## *Social Media*

Follow us / Share post from our Breast Cancer Action Social Media accounts, to your followers:

FACEBOOK: <https://www.facebook.com/BreastCancerAction/>

TWITTER: @bcaott\_info

INSTAGRAM: bcaott\_info

## *United Way*

Feature Breast Cancer Action Ottawa during United Way campaigns. Business #: 140776980 RR0001.

## *Third Party Event*

Hold third-party events with proceeds going to Breast Cancer Action Ottawa. Please let us know in advance so we can advise and so we can add it to our event calendar if the event is public.

## *Donate on Behalf of Someone You Know*

<https://bcaott.ca/donate-sponsor/>



# Sponsorship Interest Application Form

Thanks for your interest in supporting Breast Cancer Action Ottawa.

We promise to do our best to make this marketing opportunity for you and your company/organization.

Our Executive Director, Marie-Louise Doyle will be in touch with you shortly.

1. Please complete this form
2. Please put a check mark beside the level of sponsorship you have chosen.
3. Send the scanned form via email to [ed.bca@bcaott.ca](mailto:ed.bca@bcaott.ca) or call 613-736-5921 to arrange to fax.

## SPONSORSHIP LEVELS:

Platinum Sponsor: \$10,000

Silver Sponsor: \$5,000

Gold Sponsor: \$7,500

Bronze Sponsor: \$1,500

Organization/Company Name	
Authorized Rep Signature	
Contact Name	
Contact Telephone Number	
Contact Name Email Address	
Website (to link from BCAO website)	
Twitter Hashtag	
Twitter Handle	
Facebook Page or Group Link	
Instagram	
Organization/Company Mailing Address	

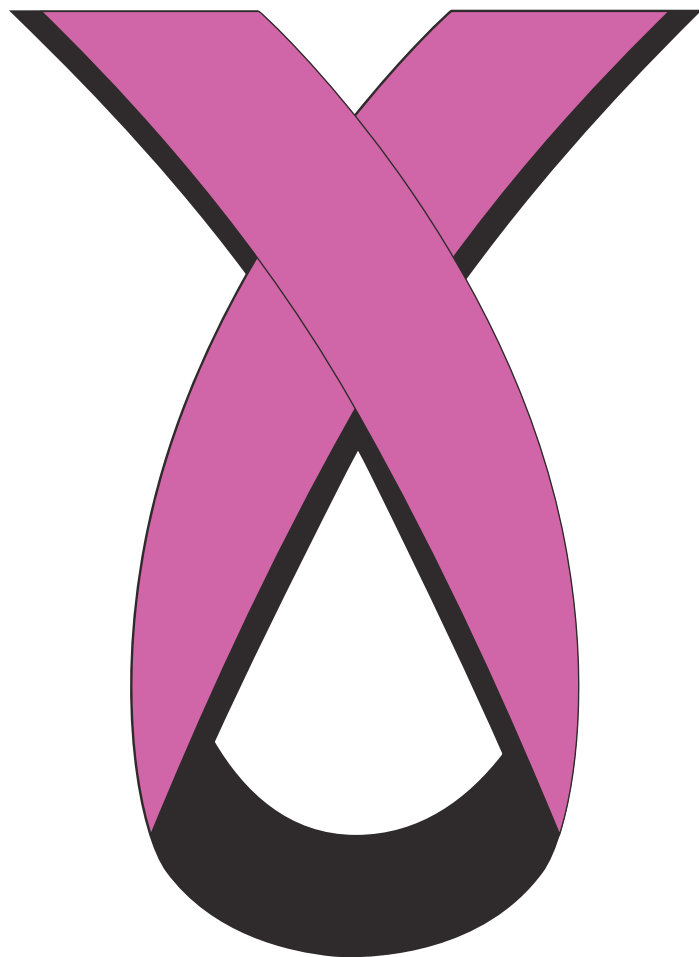
## TERMS AND CONDITIONS OF PAYMENT:

- An invoice will be sent to the contact person that you have identified.
- The invoice must be paid at least 30 days prior to the event (August 21, 2019)
- Cheques should be made out and sent to:
  - o BCA Ottawa, 1130 St Emmanuel Terrace, Orleans, ON, K1C 2J7
- Credit card payments can be made by calling Marie-Louise Doyle, Executive Director at 613-736-5921
- You can visit <http://bcaott.ca/partners/> at complete the fillable sponsorship interest application form.





Thank you!



Peer Support

Health & Wellness