

## 2017 Lottery Calendar “Celebrate Your Community”

### SPONSORSHIP OPPORTUNITY PACKAGE



*All proceeds staying in Chatham-Kent to support people who  
have an intellectual disability and their families.*

## 2017 Lottery Calendar “Celebrate Your Community”

Community Living Chatham-Kent is excited to announce the 4<sup>th</sup> Annual Lottery Calendar, “**Celebrate Your Community**”, and we would like you to join us! 2017 is the year to celebrate YOUR community.

During the 12 months beginning on January 1, 2017 and until December 31, 2017, we will be drawing a prize daily in the amount of \$20, \$50, \$100, \$250, \$500 or \$1,000, or door prizes for some big-ticket items and gift cards from participating retailers. With the purchase of a calendar for \$20, the purchaser will be eligible to win one or more times throughout the year as the ticket stub is returned to the draw each time.

There will be 2,000 Lottery Calendars printed, which is great odds of winning a prize. Calendars will be available for purchase beginning October 3, 2016 until they are sold out or February 28, 2017, whichever comes first.

Each day CKSY FM 94.3 and Country 92.9 CFCO will announce the winners at around 6:50 p.m. Winners will be contacted by Community Living Chatham-Kent to arrange to receive their prize.

We look forward to your support in this fundraiser. I am certain it will be worthy of your investment in promoting your business as well as the proud legacy of Community Living Chatham-Kent.

Please find the sponsorship opportunities on the following page. I am available to assist you in selecting your sponsorship opportunity and answer any questions you may have.

Regards,

Angela Corso  
Manager of Community Relations  
519-352-1174 ext. 232  
[acorso@clc-k.ca](mailto:acorso@clc-k.ca)

# 2017 Lottery Calendar “Celebrate Your Community”

## SPONSORSHIP PACKAGES

### PRESENTING SPONSOR - Kent & Essex Mutual Insurance

- ✓ Business Story highlighted on inside front cover (6.5" x 3")
- ✓ Business name and logo displayed as a banner (12" x 2") prominently on bottom of preferred selected month, in full colour
- ✓ Logo featured each month and prominently on the back cover of the calendar
- ✓ Daily business announcement as **Presenting Sponsor** on CKSY 94.3 and Country 92.9 CFCO
- ✓ During sponsorship month, recognition on social media and website [www.clc-k.ca](http://www.clc-k.ca)
- ✓ Name and logo recognition as **Presenting Sponsor** including but not limited to all event print materials and social media coverage
- ✓ Logo and thankful acknowledgement featured on [www.clc-k.ca](http://www.clc-k.ca)
- ✓ Live acknowledgement and appreciation during event sales as **Presenting Sponsor**

### MONTHLY BANNER SPONSOR - \$750

*(Twelve sponsors accepted)*

- ✓ Business name and logo displayed as a banner (12" x 2") prominently on bottom of selected month, in full colour
- ✓ Logo featured on the back cover of the calendar
- ✓ During sponsorship month, daily business announcement as **Monthly Sponsor** on CKSY 94.3 and Country 92.9 CFCO
- ✓ During sponsorship month, recognition on social media and website [www.clc-k.ca](http://www.clc-k.ca)
- ✓ Name and logo recognition as **Monthly Banner Sponsor** including but not limited to all event print materials and social media coverage
- ✓ Logo and thankful acknowledgement featured on [www.clc-k.ca](http://www.clc-k.ca)
- ✓ Live acknowledgement and appreciation during event sales

### PRIZE DONATION - \$30 and Up

*(Multiple sponsors accepted)*

- ✓ Business name and logo displayed prominently on sponsored date(s), in full colour
- ✓ Business announcement as **Prize Donation** on CKSY 94.3 and Country 92.9 CFCO
- ✓ Logo featured on the back cover of the calendar
- ✓ Logo and thankful acknowledgement featured on [www.clc-k.ca](http://www.clc-k.ca) and social media

### HOLIDAY SPONSOR - \$200

*(Multiple sponsors and dates accepted)*

- ✓ Business name and logo displayed prominently on chosen sponsored dates\*, in full colour
- ✓ Logo featured on the back cover of the calendar
- ✓ During sponsorship month, business announcement as **Holiday Sponsor** on CKSY 94.3 and Country 92.9 CFCO
- ✓ Logo and thankful acknowledgement featured on [www.clc-k.ca](http://www.clc-k.ca)

*\*(Selected dates are subject to availability)*

### PROMOTE YOUR EVENT - \$50/date or \$125/weekend rate

*(Multiple sponsors accepted)*

- ✓ Available to 2000 households
- ✓ Advertisement of your event/group name displayed prominently on sponsored date(s), in full colour
- ✓ Promotion of event featured on [www.clc-k.ca](http://www.clc-k.ca) and social media

I prefer to make a **tax-deductible charitable donation** of \$



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## Sponsorship Information

CONTACT NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_ EMAIL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ POSTAL CODE: \_\_\_\_\_ PHONE#: \_\_\_\_\_

Acknowledge permission to send correspondence via e-mail for fundraising and promotional purposes.

extension

**My cheque in the amount of \$ \_\_\_\_\_ is enclosed!**

Cheque payable to Community Living Chatham-Kent and mail to:

Community Living Chatham-Kent  
PO Box 967  
Chatham ON N7M 5L3

Please charge my VISA/MasterCard # \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ CV #: \_\_\_\_\_

Expiry Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ Name on Card: \_\_\_\_\_  
MM YY

### CANADA REVENUE AGENCY DEFINITIONS:

**SPONSORSHIP** - when a business makes a donation to a charity and in return, receives advertising or promotion of its brand, products or services. As per Canada Revenue Agency (Policy CSP-S13), charitable tax receipts cannot be issued for sponsorships as they are not considered gifts. Community Living Chatham-Kent cannot issue a donation receipt where a corporation/business receives a material advantage such as promotion or advertising in return, BUT the corporation can claim the contribution as an advertising expense when provided with a business receipt from Community Living Chatham-Kent.

**GIFT** – a voluntary transfer of property without expectation of return or considerations. To this end, charitable gifts are welcome and donors will be issued a tax-deductible receipt, but will not receive sponsorship benefits as noted above.

### ANY QUESTIONS?

Please contact Angela Corso: 519-352-1174 ext.232, [acorso@clc-k.ca](mailto:acorso@clc-k.ca)