

Sponsorship Opportunities

About Carefor

Carefor Health & Community Services is a not-for-profit, charitable healthcare organization that provides a wide basket of home healthcare and community support services. These services have been tailored to meet our community needs since 1897. Carefor delivers innovative, comprehensive, and timely high quality service to the residents of Ottawa and the surrounding area. Our skilled staff members work closely with clients, caregivers and members of the healthcare team to deliver a flexible and individual plan of care. We are committed to the highest standards of professional and quality home healthcare.

Charitable registration number:
119284768RR0001.
www.carefor.ca.

6th Annual Carefor Chocolate? Brunch & Competition

Carefor Health & Community Services invites you to participate in an afternoon of indulgence and pampering at the 6th Annual Carefor Chocolate? Brunch & Competition.

On Saturday, March 13th, 2010 at the Centurion Conference and Event Center, 400 guests will meet for the sweetest fundraiser of the year. Starting

at 10 a.m., guests will be treated to a delectable breakfast brunch, lively entertainment, a silent auction with items donated by local businesses, and finally the opportunity to vote on the

establishment that makes Ottawa/Gatineau's BEST chocolate dessert.

Take home containers will be available this year to ensure everyone gets the most out of the chocolate competition!

We invite you to participate as a sponsor

Sponsoring this event will provide your organization with unique marketing

opportunities and will demonstrate your outstanding support and dedication to community involvement.



“A wonderful experience. Very unique and fun event! Lots of energy after all the Chocolate!!”

2009 Attendee



Media Sponsorship

The sponsors of the 6th annual Carefor Chocolate? Brunch & Competition champion the delivery of innovative and comprehensive home healthcare and community support services.

A buzzing good time at Carefor Chocolate! Really fabulous and creative efforts by everyone.

Ron Eade. Ottawa Citizen. 2009 Judge

Media sponsor benefits:

- Sponsor recognized during the award ceremony
- Sponsor appoints one media personality as a celebrity judge
- Five complimentary tickets in the reserved seating area for sponsor representatives
- Name recognition as the presenting sponsor in all media releases
- Prominent placement of logo on event banner
- One full page in event souvenir program
- Handout in bags distributed to attendees (400)
- Sponsor logo will be included in the Carefor “Around the Neighborhood” donor newsletter (15,000 homes) and in the Carefor “Caring Hands” Newsletter (600 employees)
- Prominent placement of logo with hyperlink to sponsor website on Carefor Health & Community Services website
- Cross publicity with other media sponsors
- Right to use Carefor Chocolate? Brunch & Competition in promotion and advertising
- Carefor Recognition Certificate
- CD of photographs of the event for your marketing use



EXCLUSIVE À LA CARTE SPONSORSHIP OPPORTUNITIES

Chocolate Explosion Centrepiece Sponsor - Company Logo displayed on each table centerpiece	\$750
Chocolate Fondue Take-Home Tray Sponsor - Company Logo displayed on take-home containers	\$750

To confirm your sponsorship, please complete the Sponsorship Application and email to Chantel Beaupre at cbeaupre@carefor.ca, or fax to 613-749-4002 (ATTN: Carefor Chocolate? Brunch & Competition).

Please submit this form no later than FEBRUARY 16, 2010 to ensure that you receive all the benefits associated with your sponsorship.

2009 Carefor Chocolate? Highlights

- The event attracted a sellout crowd of about 350 chocoholics to raise money for Carefor Health & Community Services. In 2009, \$17,000 was raised for Carefor, up from about \$12,000 in 2008.
- 75% of the 2009 attendees indicated they plan to attend the 2010 Carefor Chocolate? Brunch & Competition
- First-time competitor Sucre Salé of Manotick won both the Judges' Choice Award as well as the People's Choice Award
- Judges from 2009 included Elizabeth Manley (Olympian), Alex Munter (Executive Director, Youth Services Bureau), Kurt Stoodley (/A\ Ottawa), Ron Eade (Ottawa Citizen food critic and blogger), and Fran Ebbrell (The Jewel 98.5 FM).
- Sponsors received ongoing visibility from various media coverage and some competitors were provided with the opportunity to appear on the A Morning television show.

Audience Demographics

This family-friendly fundraiser attracts a diverse audience. Attendees range from children right up to corporate executives who are treating their non-golfing clients to a fun, social event while contributing to a great cause. Seniors and baby boomers particularly enjoyed the mix in the crowd.



Who are the media partners?

We are still confirming 2010 media sponsors, but last year's partners included /A\ Ottawa, The Ottawa Citizen, and The Jewel 98.5 FM.

Where does the money go?

The funds raised at the 6th annual Carefor Chocolate? Brunch & Competition will strengthen our ability to deliver high quality home healthcare and community support services, to provide excellent staff training, and to sustain programs that meet the needs of the community. Our sponsorship and ticket sale goal for 2010 is \$40,000.

Charitable registration number: 119284768RR0001.



SPONSORSHIP APPLICATION

6th ANNUAL CAREFOR CHOCOLATE? BRUNCH & COMPETITION

CONTACT INFORMATION:

Company Name: _____

Contact Name: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone: _____ Fax: _____

Email: _____

IN-KIND MEDIA SPONSORSHIP

Media Sponsorship (please indicate media outlet & type of sponsorship being offered and associated value): _____

A LA CARTE

Centerpiece \$750

Take-Home Tray \$750

PAYMENT METHOD

Total Amount pledge: \$ _____ Signature: _____ Date: _____

Corporate Cheque

Credit Card

Bank Transfer

Please invoice me

If paying by credit card, please complete the following information: Visa Mastercard AMEX

Card number: _____

Name on Card: _____

Expiry: _____

Authorized Signature: _____

Please fax or email your confirmation form to **Chantel Beaupre at 613-749-4002 or cbeaupre@carefor.ca**. A representative from Carefor will contact you personally to finalize the arrangements.

Thank you for supporting the ongoing initiatives and vital work of Carefor Health & Community Services. We have been providing home healthcare services since 1897 and with your help, we will continue to do so for countless years to come.

Charitable registration number BN 11928768RR001

