



A Fundraising Event
in support of



Performing Arts Lodges,
Toronto

April 4, 2011

ARCADIAN COURT

401 Bay Street, Simpson Tower, 8th Floor

S P O N S O R S H I P

O P P O R T U N I T I E S

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Be part of a great event for a great cause

SCRABBLE® WITH THE STARS is an exclusive, fun event that has more than doubled in size during its six year existence. Why is it so popular? Partly because it IS so much fun, and also because of its cause: To help The Performing Arts Lodge, Toronto fulfill its mandate of caring for ailing and aging members of the performing arts communities.

This presentation tells you how you can be an important player in the 2011 SCRABBLE® WITH THE STARS.

SCRABBLE® WITH THE STARS gives you – and your guests – the opportunity to hobnob with Canadian celebrities like Margaret Atwood, R.H. Thomson, Sarah Polley, Graham Greene, Gordon Pinsent, Colin Fox, Michael Burgess, Peter Kent, Austin Clarke, Colin Mochrie, Deb McGrath, Jeanne Beker, Mark Breslin and many others who return from year to year to share in this delightful evening.

The celebrities come back because they enjoy the intimate setting and the fun of playing a cordially competitive game of Scrabble® with people like you, while supporting a wonderful cause. Our organizers work hard to ensure you'll enjoy a casual yet elegant evening, loaded with great conversation, challenging play and lots of fun.

This year's evening begins with cocktails, while you mix and mingle with more than forty celebrities from every genre. A delicious buffet dinner is followed by a rousing game of SCRABBLE® with one of the stars.

Along with prizes for high-scoring individuals, tables and words, there are opportunities to bid on celebrities' artistic creations and an auction of the services of World Champion SCRABBLE® Experts to give your game a competitive edge!



A few words about us...

“At **Scotiabank**, we have a proud tradition of supporting the communities that we serve throughout Canada...not surprisingly, this support occurs in countless ways. ...Much to my delight, my involvement with SCRABBLE® WITH THE STARS not only allowed me to represent Scotiabank in supporting such a worthwhile cause in PAL, but how often does one share a SCRABBLE® board with the likes of Gordon Pinsent while engaging the auctioned services of one of the world's greatest players? (No, it wasn't Gordon). Congratulations to the event organizers, and once again, it was Scotiabank's pleasure to provide a measure of support.”

Jim Gervais - Vice President, Scotiabank

“It's an evening of fun with people who touched your life with their talent...worthwhile wordplay with stars in support of fellow performers who need a bit of a hand in retirement.”

The Hon. Peter Kent
Minister of State for Foreign Affairs



A little more about PAL

Canada's esteemed actors, singers, cameramen, writers, and other behind-the-scenes professionals, have elevated our lives by contributing their life's work to the theatrical, television and cinematic arts in this country.

The Performing Arts Lodges, Toronto (PAL) is the first organization of its kind in Canada. Dedicated to providing affordable housing and care for members of the entertainment industry, PAL offers assistance in the areas of health, well-being and affordable accommodation. Located right downtown, PAL Toronto operates PAL Place, a unique subsidized complex that many of Canada's esteemed artists call home. Here our residents live independently in a friendly environment with other members of the performing arts community.

PAL's equally unique voluntary service, Supporting Cast, is available to ailing or aging performing arts professionals throughout the GTA.

Some residents are no longer able to live independently. "These artists, who have given so much through their work and talent, deserve to maintain their homes at PAL as long as possible, living independently with respect and dignity", said Ken Gass, President of PAL Toronto.

Funds raised at the Seventh Annual SCRABBLE® WITH THE STARS will further the ongoing steps towards providing assisted living care for PAL residents who can no longer live independently. This will allow residents whose failing health precludes independent living to remain among friends with whom they share common bonds, while receiving the additional care they need.



Your support will receive great notices!

When you add your support to SCRABBLE® WITH THE STARS, you're attaching yourself to a unique event that has grown in stature and status each year. SCRABBLE® WITH THE STARS garners more media support, public awareness and celebrity participation every year.

Our publicity campaign wins attention from every form of media, which highlights our event and publicizes the support of our sponsors.

Your support will be recognized in magazines, newspapers, radio and television. CTV's ETalk Daily and Global Television's Entertainment Tonight are two of many high profile programs that once again will be invited to attend and cover the event, as they have done in previous years.



Sponsorship Opportunities

We offer a select number of sponsorship opportunities. These include:

Presenting Sponsor	\$10,000
Host Sponsor	\$ 7,500
Production Sponsor	\$ 5,000
Celebrity Sponsor	\$ 2,500
Corporate Table Sponsor	\$ 1,000
Patron	\$ 500

Every table in your package includes an opening reception, a wonderful dinner and three places for you, and your guests, to play along with one of our cast of celebrities.

PRESENTING SPONSOR

As the **Presenting Sponsor**, you will receive:

- Category exclusivity
- Above the Title rights
- A branded/ identified “zone” specific to your product, message or brand
- Recognition on all communication materials including, but not limited to:
 - Event Letterhead
 - Event flyers/posters
 - Media Release
 - Web site
 - PAL Canada National Publication (*Palingenesis*)

On-site visibility:

- Podium Opportunity
- Photo Opportunity: prize presentation with the Celebrity Players
- Signage/Banners (in keeping with theme and ambiance of the evening)
- Full page Ad in Souvenir Program
- Listing in Souvenir Program
- Table card Recognition
- Sponsor Logo Boards
- Opportunity to showcase/ sample products/ services on-site

VIP Services including:

- Private pre-Gala Champagne reception with key stars
- 3 Event Tables
- Framed Autographed Photo with Celebrity of Choice
- Autographed game board with celebrity players
- Opportunity to use event images for promotional purposes
- Your logo integrated into the masthead of the event website

The sponsorship fee is \$10,000



Sponsorship Opportunities

H,O,S,T, S,P,O,N,S,O,R,

As the **Host Sponsor**, you will receive:

- Category exclusivity (there will only be 2 Host Sponsors)
- Below the Title rights
- Recognition on all communication materials including, but not limited to:
 - Event flyers/posters
 - Media Release
 - Web site
 - PAL Canada National Publication (*Palingenesis*)

On-site visibility:

- Photo Opportunity: prize presentation with the Celebrity Players
- Signage/Banners (in keeping with theme and ambiance of the evening)
- Half- page Ad in Souvenir Program
- Listing in Souvenir Program
- Table card Recognition
- Sponsor Logo Boards
- Opportunity to showcase/ sample products/ services on-site

VIP Services including:

- Private pre-Gala Champagne reception with key stars
- 2 Event Tables
- Photo with Celebrity of Choice
- Autographed Poster with celebrity players
- Opportunity to use event images for promotional purposes
- Your logo integrated into the masthead of the event website

The sponsorship fee is \$7,500



Sponsorship Opportunities

PRODUCTION SPONSOR

Please note that this package will only be offered to 4 sponsors in non-conflicting categories: (Dinner Sponsor, Cocktail Reception Sponsor, Stage Sponsor, and Game Area Sponsor)

As a **Production Sponsor**, you will receive:

- Category exclusivity (one of four categories)
- Recognition on communication materials including, but not limited to:
 - Media release
 - Event flyers/posters
 - Web site
 - PAL Canada National Publication (*Palingenesis*)

On-site visibility:

- Signage located at sponsored area
- Sponsor Logo Boards
- Table card
- 1/4 Page Ad in Souvenir Program
- Listing in Souvenir Program

VIP Services including:

- 1 Event Table
- Photo with the celebrity of your choice
- Autographed Poster by your celebrity

The sponsorship fee is \$5,000





Sponsorship Opportunities

CELEBRITY SPONSOR

Please note that this package will be offered to a maximum of 25 sponsors

As a **Celebrity Sponsor**, you will receive:

- Recognition on communication materials including, but not limited to:
 - Media release
 - Event flyers/posters
 - Web site
 - PAL Canada National Publication (*Palingenesis*)

On-site visibility:

- Sponsor Logo Boards
- Listing in Souvenir Program
- Recognition on the table card at your table

VIP Services including:

- 1 Event Table
- 1 Autographed poster by your table celebrity
- Recognition in the celebrity zone of the event website

The sponsorship fee is \$2,500





Sponsorship Opportunities

C O R P O R A T E T A B L E S P O N S O R

As a **Corporate Table Sponsor**, you will receive:

- Recognition on communication materials including, but not limited to:
 - Web site
 - PAL Canada National Publication (*Palingenesis*)

On-site visibility:

- Sponsor Logo Boards
- Listing in Event Program

VIP Services including:

- 1 event table
- Recognition on the event website

The sponsorship fee is \$1,000

P A T R O N

As a **Patron** you will receive:

On-site visibility:

- Listing in Event Program

VIP Services including:

- 1 event table
- Recognition on the event website

The sponsorship fee is \$500



Sponsorship Commitment Form

If you would like to participate as a sponsor, please check the appropriate sponsorship level below, date and sign the form and return it to:
 PAL Toronto, 110 The Esplanade #328, Toronto ON M5E 1X9
 Or
 FAX to: 416-777-0427

Selection	Level	Contribution	Highlighted Benefits
<input type="checkbox"/>	Presenting Sponsor	\$10,000	<ul style="list-style-type: none"> • Category exclusivity / Above the Title rights • Podium Opportunity at Event • Full page Ad in Souvenir Program • Private Champagne reception with key stars • 3 Event Tables • Autographed Photo with celebrity of choice • Autographed game board with celebrity players
<input type="checkbox"/>	Host Sponsor	\$7,500	<ul style="list-style-type: none"> • Category exclusivity (only 2 available) • Half page Ad in Souvenir Program • Private Champagne reception with key stars • 2 Event Tables • Autographed Photo with celebrity of choice • Autographed Poster with celebrity players
<input type="checkbox"/>	Production Sponsor	\$5,000	<ul style="list-style-type: none"> • Category exclusivity (only 4 available) • Quarter page Ad in Souvenir Program • 1 Event Table • Autographed Photo with celebrity of choice • Autographed Poster by your celebrity player
<input type="checkbox"/>	Celebrity Sponsor	\$2,500	<ul style="list-style-type: none"> • Recognition on select communication materials • Listing in Souvenir Program • 1 Event Table • Autographed Poster by your celeb player
<input type="checkbox"/>	Corporate Table Sponsor	\$1,000	<ul style="list-style-type: none"> • Recognition on select communication materials • Listing in Souvenir Program • 1 Event Table
<input type="checkbox"/>	Patron	\$500	<ul style="list-style-type: none"> • 1 Event Table

Please indicate whether your gift is: Monetary or an In-Kind Donation. Please describe:
 _____ Value\$ _____

Organization: _____

Name: _____ Signature: _____

Your Title: _____ Phone: _____

Address: _____

Email: _____ Date: _____