



Sponsorship Opportunities

3rd Annual

Leap of Faith Skydiving Event

July 10, 2010 - locations across Canada



To Benefit [Camp Trailblazers](#) - A Special place for kids with facial differences





If you could reap the sponsorship benefits of a unique event with enormous impact without it costing you a penny... would you be interested?

AboutFace has a unique sponsorship system that:

- Rewards you for your support.
- Creates a team building exercise of epic proportion.
- Motivates your employees instead of eating up your corporate dollars.

The more your employees and organization are involved, the higher the sponsorship level and greater the rewards.

Best of all, the logistics and systems are all taken care of. Simply pick your desired sponsorship level, get your people involved and, start fundraising.

Meet the jumper and pledge qualifications for that sponsorship level and start experiencing the sponsorship benefits.

Join the Corporate Team Challenge: enlist your senior staff and employees to jump and raise money for AboutFace. Set up some friendly competition between departments, regional offices, and divisions!

The top Corporate Team (nation wide) wins the naming rights to Camp Trailblazers. There is also a prize for the top fundraising team per location (corporate or non corporate).

Here are some additional sponsorship benefits:

1. Align your company with a fun, exciting and unique event.
2. Exposure to thousands of consumers through our website, newsletter and event marketing materials. Here are some numbers to consider:
 - The AboutFace website receives over 120,000 hits per month
 - The AboutFace newsletter is circulated to over 4,000 emails across Canada
 - The goal is to attract 180 jumpers coast to coast – each jumper will have an online giving page and we estimate that each will target approximately 200 contacts by email – that equals over 30,000 individuals with a targeted message
3. On event day, your corporate logo will be prominently displayed in 8 cities across Canada and touch over 200 people per city!



Sponsorship Opportunities

Benefit	Platinum	Gold	Silver	Bronze	In-Kind
Logo on jumper incentive rewards	✓				
Logo in post event media release	✓				
Logo on event registration page	✓	✓			
On site media station recognition (all locations)	✓	✓			
Logo in E-newsletter	✓	✓			
Logo on event web site	✓	✓	✓		
Press release and media outreach	✓	✓	✓		
Corporate jumper package	✓	✓	✓		
Logo on onsite signage (all locations)	✓	✓	✓	✓	
Listing on general sponsor section (printed material and signage)	✓	✓	✓	✓	
Corporate listing in E-newsletter	✓	✓	✓	✓	✓
AboutFace annual report	✓	✓	✓	✓	✓
Item for Jumper Gift Bag	Branded gift	Product Sample	Promo item	Promo item	-
Number of sponsorship available	1	2	3	10	Unlimited
# of required registered jumpers (or commit to minimum fundraising amount)	55	40	25	10	gifts, products, services or prizes
Minimum fundraising amount	\$55,000	\$40,000	\$25,000	\$10,000	N/A



Sponsorship Confirmation Form

Company Name: _____

Contact: _____

Title: _____

Address: _____

City: _____ Prov.: _____ PC: _____

Phone: _____ Fax: _____

Email: _____

- I would like to join the Leap of Faith as a:
- | | | |
|--------------------------|------------------|-------------------------------------|
| <input type="checkbox"/> | Platinum Sponsor | 55 jumpers and \$55,000 in pledges |
| <input type="checkbox"/> | Gold Sponsor | 40 jumpers and \$40,000 in pledges |
| <input type="checkbox"/> | Silver Sponsor | 25 jumpers and \$25,000 in pledges |
| <input type="checkbox"/> | Bronze Sponsor | 10 jumpers and \$10,000 in pledges |
| <input type="checkbox"/> | In-Kind Sponsor | Gifts, products, services or prizes |

I am unable to sponsor the event, but wish to support the work of AboutFace with a gift of \$ _____

My cheque payable to AboutFace in the amount of \$ _____ is enclosed.

I prefer to pay by credit card: VISA MasterCard AMEX

Card No.: _____

Card Name: _____

Expiry Date: _____ Signature: _____

Tax Receipts will be issued per benefit according to each sponsorship level and for 100% of donations.

To reserve your sponsorship and join the **Leap of Faith 2010**, we ask you to complete and return this form to our office.

For further information on the event and sponsorship opportunities, please contact Jessica Fitzpatrick at 416-597-2229 x 21. We welcome the opportunity to work with you to develop recognition opportunities that support your marketing initiatives.