



Arabian Night

Black Tie Bingo



Sponsorship Package



Black Tie Bingo

Black Tie Bingo is considered by many to be the gala event of the year in Guelph and the surrounding area. It's known for amazing live and silent auction prizes, raffle prizes, five exciting games of bingo as well as a delicious multi-course dinner. Most of all, it's known for its enormous fundraising success. Held at the exclusive Village by the Arboretum, Black Tie Bingo is the most successful fundraising gala in our area.

Now in its 15th year, Black Tie Bingo has raised **more than \$1.5 million dollars**, which have been used to help purchase urgently needed equipment for virtually every patient care area of Guelph General Hospital, from patient lifts to operating room scopes to our digital mammography machine and new MRI scanner

Guelph General Hospital has depended on the support of the community since its beginnings in 1875 – and that support is just as important today.



We invite you to be part of Black Tie Bingo on March 3, 2012 for an evening of fun, fine dining and an opportunity to bid on a cornucopia of prizes.

Black Tie Bingo sells out quickly. Our 420 guests range from young professionals to seniors, and all enjoy the finer things in life.

Black Tie Bingo provides publicity and media exposure opportunities for companies to gain access to a specific target market.

Our sponsors are recognized in a variety of ways, commensurate with level of sponsorship. The specific opportunities are detailed in the pages that follow.

Don't miss this opportunity...



Presenting Sponsor, \$15,000 and above, cash

Our presenting sponsor will receive the following recognition...

Pre-event promotion including:

Reserved - - Westminster Woods

- Presenting sponsor tag on event brochure – **ABC Company Presents – *if confirmed prior to November 11, 2011.*** This brochure is sent to all prior Black Tie ticket buyers and prize donors, and distributed through other means (quantity: 1,000).
- Presenting sponsor tag on event poster – *if confirmed prior to November 11, 2011.* (quantity 150)
- Presenting sponsor tag in letter to all previous ticket buyers and prize donors, ***if confirmed prior to November 11, 2011*** (quantity: 600).
- Presenting sponsor tag on event tickets ***if confirmed prior to November 11, 2011*** (quantity: 420).
- Logo on GGH website and Black Tie Bingo website with link to your site.
- Provision of article for your company newsletter, if desired.
- Presenting sponsor named in Black Tie Bingo articles in hospital and foundation newsletters, combined circulation of approximately 6,000.

Prominent Public Acknowledgement at Event including:

- Presenting sponsor tag on event program(s).
- Exclusive signage.
- Presenting sponsor tag on sponsor sign board.
- Opportunity to address the guests.

Post-event Acknowledgement including:

- Prominent recognition in all guest thank you letters.
- Presenting sponsor tag in follow up thank you advertisement.
- Opportunity to include material in guest thank you letters.

We thank the following for their generous support of Black Tie Bingo 2011

Presenting Sponsor



Gold



Your Voice in Guelph
Guelph TRIBUNE

Silver

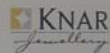
Danby

Ernie Kalwa
Jazz Trio



GUELPH KIA

Guelph Mercury



Scotiabank



Sorbara LAW



THE ROYAL ON GORDON
retirement residence



Bronze

Glen and Carolyn Barkert
KH&A Printing

Lockhart Excavators Ltd.

Manor Landscaping and Property Maintenance

Nestlé Waters Canada

Palmer Audio Inc.

Pidel Homes

Rory Pike and Kim Almond-Pike

Platypi Designs Inc.

Premium HR Solutions

Red Car Service

RLB LLB - Chartered Accountants and Business Advisors

Paul and Susan Sharpe

TD Canada Trust

Anonymous Donor



And thank you to our Supporters, Friends and the Village by the Arboretum Residents Association.

Printed by **KIA&A**

Gold Sponsors, \$10,000 to \$14,999, cash or in-kind

Gold Sponsors will receive recognition including the following...

- Logo featured on event brochure *if confirmed prior to November 11, 2011*. This brochure is sent to all prior Black Tie guests and prize donors, and distributed through other means (quantity: 1,000).
- Logo featured on event poster *if confirmed prior to November 11, 2011* (quantity 150).
- Logo featured on event tickets *if confirmed prior to November 11, 2011* (quantity: 420).
- Logo on GGH website and Black Tie Bingo website with link to your site.
- Logo prominently featured on event program(s) (quantity: 420).
- Logo featured on sponsor sign board at event.
- Specific recognition related to gift (eg. if your cash goes toward the live auction, your logo would be prominently featured on the live auction program; if your cash goes toward the reception, a sign featuring your logo would be prominently posted).
- Prominent public acknowledgement of your sponsorship during the event.
- Prominent recognition in all guest thank you letters.
- Prominent recognition in follow up thank you advertisement.

Gold Sponsors confirmed to date:




MacMillan Marketing Group



Guelph Tribune





Silver Sponsors, \$5,000 - \$9,999, cash or in-kind

Silver Sponsors will receive recognition including the following...

- Name listed in event brochure *if confirmed prior to November 11, 2011*. This brochure is sent to all prior Black Tie guests and prize donors, and distributed through other means (quantity: 1,000).
- Name listed on event poster *if confirmed prior to November 11, 2011* (quantity 150).
- Logo featured on event program(s).
- Logo featured on sponsor sign board at event.
- Name listed on GGH website and Black Tie Bingo website with link to your site.
- Verbal acknowledgement of your sponsorship during the event.
- Specific recognition related to gift (eg. if your cash goes toward the live auction, your logo would be prominently featured on the live auction program; if your cash goes toward the reception, a sign featuring your logo would be prominently posted).
- Name displayed with your prize (if appropriate).
- Recognition in all guest thank you letters.
- Name included in follow up thank you advertisement.

Silver Sponsors Confirmed to date:




Scotiabank



Synn Studio





Bronze Sponsors, \$2,500 to \$4,999, cash or in-kind

Bronze Sponsors will receive recognition including the following...

- Name listed in event brochure *if confirmed prior to November 11, 2011*. This brochure is sent to all prior Black Tie guests and prize donors, and distributed through other means (quantity: 1,000).
- Name listed on event poster *if confirmed prior to November 11, 2011* (quantity 150).
- Name listed on GGH website and Black Tie Bingo website.
- Name listed in event program(s).
- Name featured on sponsor sign-board at event.
- Name displayed with your prize.
- Recognition in all guest thank you letters.
- Name included in follow up thank you advertisement.

Bronze sponsors confirmed to date:



KH&A Printing



Lockhart Excavators



Pidel Homes



Platypi Designs



TD Canada Trust

Supporters, \$1,000 to \$2,499, cash or in-kind

Supporters will receive recognition including the following...

- Name listed in event brochure *if confirmed prior to November 11, 2011*. This brochure is sent to all prior Black Tie guests and prize donors, and distributed through other means (quantity: 1,000).
- Name listed on GGH website and Black Tie Bingo website.
- Name listed in event program.
- Name displayed with your prize.
- Name included in follow up thank you advertisement.

Friends, \$100 - \$999 cash or in-kind

Friends will receive recognition including the following...

- Name listed in event program.
- Name displayed with your prize.
- Name included in follow up thank you advertisement.
- Name included on Black Tie Bingo website www.blacktiebingo.com





Specific Sponsorship Opportunities

Here are some specific opportunities to which your gift could be applied...

Live Auction Sponsor - \$10,000

In addition to gold sponsorship recognition, your logo will be featured in the live auction section of the program, and exclusively featured on a Live Auction Sponsor sign displayed at the event.

Reception Sponsor - \$5,000

In addition to recognition at the level of your total gift, your logo will be featured prominently and exclusively featured on a Reception Sponsor sign displayed at the event.

Décor Sponsor - \$5,000

In addition to recognition at the level of your total gift, your logo will be featured on a Décor Sponsor sign displayed at the event and in the centerpieces.

Photo Booth Sponsor - \$2,500

In addition to recognition at the level of your total gift, your logo will be featured on a Photo Booth Sponsor sign displayed at the event and on the take-away photo or photo holder guests may choose to purchase.

Entertainment Sponsor - \$2,500

In addition to recognition at the level of your total gift, your logo will be featured on an Entertainment Sponsor sign displayed at the event.

Complimentary Guest Event Memento Sponsor – \$2,500

In addition to recognition at the level of your total gift, your logo will be featured prominently with the guest event memento.

Wine Sponsor - \$2,500

In addition to recognition at the level of your total gift, your logo will be prominently and exclusively featured on tent cards on each table acknowledging your sponsorship of the wine (3 bottles per table).


Coat Check sponsor - \$500

In addition to recognition at the level of your total gift, a sign by the coat check will be feature your name as coat check sponsor.



THE FOUNDATION OF
GUELPH
GENERAL HOSPITAL

*Black Tie
Bingo*



About the Hospital

When the doors to *Guelph General Hospital* were opened on August 16, 1875, the hospital had 12 beds, a small infectious room and a dispensary. A superintendent and two nurses provided care, as well as working in the kitchen, housekeeping, switchboard and laundry.

Today, GGH is a dynamic, comprehensive acute care facility providing a full range of services to the residents of Guelph and Wellington County. Services include 24-hour emergency coverage, advanced technology and diagnostic support, and specialty programs such as surgery, orthopaedics, cardiac care, obstetrics, gynaecology and paediatrics. The Hospital has recently acquired an MRI scanner, is constructing an Emergency Mental Health Unit, and developing our regional's elective vascular surgery program.

As a community and referral hospital, GGH serves a population of 180,000 people throughout Guelph and Wellington County. In 2001, all of the City of Guelph's hospital-based, acute care services were integrated into an expanded and completely updated Guelph General Hospital.

GGH is governed by a volunteer Board of Commissioners.

About the Foundation

While the government provides most of the day-to-day costs of running the hospital, there are never enough funds available for equipment. In the last two years, more than half of the dollars the Hospital spent on equipment came from donor support.

It is only through the combination of public funds and community donations that our hospital will continue to be well-equipped to serve you, your family and your friends when you need it most.

Since 1987, *The Foundation of Guelph General Hospital* has enabled GGH to purchase close to \$30 million in equipment it would not otherwise have been able to purchase - thanks to the generosity of our community. Other funds raised have enabled Guelph General Hospital to complete needed renovations and an endowment fund has been established.

Equipment purchased has ranged from wheelchairs and IV poles to dialysis machines, a CT scanner and an MRI scanner. This equipment helps our healthcare team provide quality, patient-centred health care to tens of thousands of patients each year.

Governed by a volunteer Board of Directors, the Foundation is dedicated to working with donors to make their philanthropic wishes come true.

For further information, contact:

Suzanne Bone CFRE, Chief Executive Officer, 519-837-6440 x2350

