

## Sponsorship Benefits

# BENEFACTOR

**\$ 75,000 < \$150 000 \***

\* 3-5 Year Cumulative Contributions & Commitments; Cash and In-Kind

### GENERAL

- Notwithstanding the benefits that follow, a customized recognition plan that meets Benefactor's needs and consistent with amount of donation, will be designed jointly between Benefactor and KHLF.
- *Benefactor* is granted the right to recognition name or logo on KHLF collateral, to be agreed upon, and on KHLF website "Sponsor Category" splash page.
- There will be no more than 10 Benefactors associated with KHLF.
- KHLF will ensure that there is only one organization in the Benefactor's industry category.
- At Benefactor option and for a contribution of \$ 25,000 in cash, Benefactor will be recognized at the next UPOPOLIS hospital implementation. Recognition will be as follows; TELUS as Presenting Sponsor of UPOPOLIS; Benefactor as Enabling Sponsor of UPOPOLIS at the selected hospital. There will only be one (1) Enabling Sponsor per UPOPOLIS hospital implementation.
- All KHLF promotional Videos produced will recognize Benefactor at end of trailer; prominence will be in accordance with Sponsor Category.
- Customized briefings and presentations to Benefactor target audience such as employees and their families, suppliers, customers with the participation of the KHLF community of stakeholders, as needed.

### MARKETING COLLATERAL

- *Benefactor* is granted the right to use KHLF logo on all local, regional and national advertising and promotions related to the Benefactor's role on KHLF.
- *Benefactor* is granted the right to use KHLF logo on all *Benefactor* marketing collateral; brochures, annual reports newsletters etc.
- KHLF will use *Benefactor's name* on KHLF newsletters and reports; prominence will be in accordance with Sponsor Category.

## WEB /SOCIAL MEDIA

- Recognition on the appropriate Benefactors page on the KHLF website with name and logo, *Benefactor* description and hot link to Benefactor site.
- KHLF will feature Benefactor on KHLF Twitter and Facebook "pages".

## PUBLICITY

- *Benefactor* will have the opportunity to participate in KHLF related news conferences, news releases and include a corporate profile in the media kit.
- Layout and use of the *Benefactor* logo by KHLF will require the approval of *Benefactor*.
- Layout and use of the KHLF logo by *Benefactor* will require the approval of KHLF, with design costs borne by *Benefactor*.
- *Benefactor* will have the opportunity to issue a joint news release with KHLF that highlights the *Benefactor's* donation to and role in KHLF.
- Customized recognition event at *Benefactor's* option and cost.
- When appropriate, cheque presentation event and news release to media.

## MEDIA

- KHLF Chairman will mention *Benefactor* and *Benefactor's* role and impact, as appropriate, in all speeches they are invited to make e.g. Rotary, KHLF fundraisers etc.
- KHLF press releases will mention, as appropriate, the *Benefactor* and the impact of the gift on KHLF mission and purpose.
- *Benefactor* will have the opportunity to host a national, regional or local, media relations event at *Benefactor* cost.
- *Benefactor* can hold a local media, or celebration event at *Benefactor* cost. KHLF Chairman will attend.

## EVENTS

- KHLF Chairman will be available at the Benefactors option to speak to employees and clients.

## OTHER

- Will receive a charitable tax donation from the Kids' Health Links Foundation for the donation of money or gifts in kind.
- KHLF will honour all *Benefactor* trademarks and branding.