

Sponsorship Benefits

FOUNDER

> \$ 250 000*

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

GENERAL

- Notwithstanding the benefits that follow, a customized recognition plan that meets Founder's needs and consistent with amount of donation, will be designed jointly between Founder and KHLF.
- Founder will have the option to propose a representative to the KHLF Board of Directors. The KHLF Directors must approve the appointment.
- There will be only one (1) Founder for each of the five (5), KHLF "Properties"; **UPOPOLIS, UPEDIA, UMIND, UKNOW, KHLF Technology Sponsor**. A total of five (5) Founders only.
Please NOTE: TELUS is a Founder and TELUS is the Presenting Sponsor of UPOPOLIS
- KHLF will ensure that there is only one organization in the founding Founder's industry category.
- There will be only one Founder per "Property".
- KHLF will ensure that the 5 Founders have exclusive use of and are the sole named sponsor of each Property.
- Founder is granted the right to prominent recognition including name and logo in its association with Kids Health Links Foundation (KHLF), on all foundation collateral.
- All KHLF promotional videos produced will recognize Founder at end of trailer.
- All promotional videos produced, on the Property associated with Founder, will recognize Founder at the start and end of the Video as "Presented by Founder".
- Founder is granted the right to prominent recognition including name and logo for their Property, as the sole named "Presenting Sponsor" or "Premiere Sponsor" on all Property collateral and on Property site splash page.
- KHLF letterhead will include Founder name or logo
- At Founder option and for a contribution of \$ 25,000 in cash, Founder will be recognized at the next **UPOPOLIS** hospital implementation. Recognition will be as follows; TELUS as Presenting Sponsor of **UPOPOLIS**; Founder as Enabling Sponsor of **UPOPOLIS** at the selected hospital. There will only be only one (1) Enabling Sponsor per **UPOPOLIS** hospital implementation.
- Customized briefings and presentations to Partner audiences; employees and their families, suppliers, and customers with the participation of the KHLF community of stakeholders, as needed.
- Annual Founder's and KHLF Directors, reception and dinner hosted by KHLF Chairman.

MARKETING COLLATERAL

- *KHLF will use the "Presented by Founder" logo on all sponsorship materials and marketing collateral relating to the Property.*
- *Founder is granted the right to use KHLF name and logo on all Company marketing collateral that feature Founders role in KHLF and on the Property.*
- *Founder is granted the right to use KHLF and Property logo on all advertising and promotions.*
- *Founder has the opportunity to include a welcome letter in all Property collateral introducing Founder, and why KHLF and Property were chosen by Founder.*
- *KHLF will use Founder's name on KHLF newsletters and reports that feature or promote KHLF and/or the Property.*

WEB / SOCIAL MEDIA

- *The "Presented by Founder" will be displayed prominently on the Property Web site.*
- *The "Presented by Founder" logo will be used on the supporter page on the KHLF web site, and name/logo will be incorporated into the masthead of the KHLF web site.*
- *Recognition on the appropriate Founder's page on the KHLF website with name and logo, Company description and hot link to Founder web site.*
- *KHLF will feature Founder on KHLF Twitter and Facebook "pages".*

PUBLICITY

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

MEDIA

- KHLF Chairman will, given the appropriate opportunity, mention the Founder in media interviews; press, radio, television etc.
- KHLF Chairman will mention Founder's role and impact in all speeches they are invited to make e.g. KHLF fundraisers etc.
- KHLF press releases will mention, as appropriate, the Founder and the impact of the gift on the goals of KHLF and the Property.
- Founder will have the opportunity to host a national, regional or local, media relations event at Founder cost.

EVENTS

- *Founder* can hold a launch event with KHLF and executive management to formally announce the launch of the Property.
- KHLF Chairman will be available at *Founder's* request to speak to employees, clients or at celebrations.

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 *Founder* trademarks and branding.

*Gifts in Kind will be in accordance with Canada Revenue Agency requirements and regulations.