

Sponsorship Benefits

MAJOR DONOR

\$ 10,000 < \$ 25,000 *

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

GENERAL

- A customized recognition plan that meets Major Donor's needs and consistent with amount of donation, will be designed jointly between Major Donor and KHLF.

MARKETING COLLATERAL

- Major Donor is granted the right to use KHLF logo on all Major Donor marketing collateral including all advertising and promotions; brochures, annual reports newsletters etc.
- KHLF will use Major Donor's name on KHLF newsletters and reports; prominence will be in accordance with Sponsorship level.

WEB/SOCIAL MEDIA

- Recognition on the appropriate Major Donors page on the KHLF website with name and logo and hot link to Major Donor site.

PUBLICITY

- Layout and use of the Major Donor logo by KHLF will require the approval of Major Donor.
- Layout and use of the KHLF logo by Major Donor will require the approval of KHLF, with design costs being borne by Major Donor.
- Major Donor can issue a news release that highlights the Major Donor's donation and role in KHLF. KHLF will do the same, and post on website, Facebook and Twitter accounts.
- Major Donor can host a customized recognition event with KHLF, at Major Donor cost.
- When appropriate, cheque presentation event and news release to media.

MEDIA

- Major Donor can host a national, regional or local, media conference at Major Donor cost.

EVENTS

- KHLF Chairman will be available to speak to employees, clients at celebrations.

OTHER

- Will receive a charitable tax donation from the Kids Health' Links Foundation for the donation of money or gifts in kind.