

Sponsorship Benefits

PARTNER

\$ 150 000 < \$ 250 000 *

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

GENERAL

- Notwithstanding the benefits that follow, a customized recognition plan that meets Partner's needs and consistent with amount of donation, will be designed jointly between Partner and KHLF.
- *Partner* is granted the right to recognition name or logo on KHLF collateral, to be agreed upon, and on KHLF website "Sponsor Category" splash page.
- KHLF will ensure that there is only one organization in the Partner's industry category.
- There will be no more than 8 Partners associated with KHLF.
- All KHLF promotional videos produced will recognize Partner at end of trailer; prominence will be in accordance with Sponsor Category.
- At Partner option, and for a contribution of \$ 25,000 in cash, Partner will be recognized at the next available UPOPOLIS hospital implementation. Recognition will be as follows; TELUS as Presenting Sponsor of UPOPOLIS; Partner as Enabling Sponsor of UPOPOLIS at the selected hospital. There will only be one (1) Enabling Sponsor per UPOPOLIS hospital implementation.
- Annual Partners and Directors reception and dinner hosted by KHLF Chairman of the Board.
- Customized briefings and presentations to Partner target audience such as employees and their families, suppliers, customers with the participation of the KHLF community stakeholders, as needed.

MARKETING COLLATERAL

- *Partner* is granted the right to use *KHLF* name OR logo on all brochures, schedules/calendars, e-newsletters and reports that feature Partner role in KHLF.
- *Partner* is granted the right to use KHLF logo on all local, regional national advertising and promotions related to the Partner's role in KHLF.
- KHLF will use *Partner's* name or logo on KHLF collateral; prominence will be in accordance with Sponsor Category.

WEB / SOCIAL MEDIA

- Recognition on the Partners page on the KHLF website with name and logo, short *Partner* description and hot link to Partner site.
- KHLF will feature Founder on KHLF Twitter and Facebook “pages”.

PUBLICITY

- Partner 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 Partner logo by KHLF will require the approval of Partner.
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- Partner can issue a joint news release with KHLF that highlights the Partner’s donation to, and role in KHLF.
- At Partner option with KHLF participation, Partner will have the opportunity to conduct a briefing on KHLF mission and purpose at venue chosen by Partner.
- Customized recognition event at Partner option and cost.
- When appropriate, cheque presentation event and news release to media

MEDIA

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

EVENTS

- *Partner* can hold a launch event with KHLF and executive management to formally announce the partnership and donation.
- KHLF Chairman will be available speak to employees, clients or at celebrations.

OTHER

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