

Sponsorship Benefits

PATRON

\$ 25,000 < \$ 75,000 *

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

GENERAL

- A customized recognition plan that meets Patron's needs and consistent with amount of donation, will be designed jointly between Patron and KHLF.
- All KHLF promotional Videos produced will recognize sponsors at end of trailer; prominence will be in accordance with Sponsor Category
- At Patron option and for a contribution of \$ 25,000 in cash, Patron will be recognized at the next available UPOPOLIS hospital implementation. Recognition will be as follows; TELUS as Presenting Sponsor of UPOPOLIS; Patron as Enabling Sponsor of UPOPOLIS at the selected hospital. This contribution will be part of the cumulative 5 year contributions associated with this level of sponsorship. There will only be one (1) Enabling Sponsor per UPOPOLIS hospital implementation.
- Annual Patrons and Directors reception and dinner hosted by KHLF Chairman of the Board.

MARKETING COLLATERAL

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

WEB/SOCIAL MEDIA

- Recognition on the appropriate Patrons page on the KHLF website with name and logo and hot link to Patron site.

PUBLICITY

- Layout and use of the Patron logo by KHLF will require the approval of Patron.
- Layout and use of the KHLF logo by Patron will require the approval of KHLF, with design costs being borne by Patron.
- Patron can issue a news release that highlights the Patron's donation and role in KHLF.
- Patron can host a customized recognition event with KHLF, at Patron cost.
- When appropriate, cheque presentation event and news release to media.

MEDIA

- Patron can host a national, regional or local, media conference at Patron 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.