



Advertising with impact!

Support people in our community who support you by investing in the Hospice.

The months and year ahead are faced with a lot of uncertainty and we recognize that many people and companies are experiencing a strong economic downturn. However compassionate end-of-life care does not stop because the markets drop or jobs are lost, it only stops when we do not have enough funds to provide the support and care that the people of our community deserve. We help more than 500 people each year and your investment in the Hospice ensures we will be here to serve.

Whether it is our: Case Management of in-home care; bereavement; spiritual care; day program; integrated wellness supports; volunteer support and training; or beginning in March 2009-residential care; the Hospice provides care to almost 500 clients each year affecting more than 2000 people...a cause worth supporting.

We recognize that each dollar you have to spend is precious, as are the lives of those we serve. In response to this, we have assembled a list of opportunities for your investment that we feel is the best value to get your name and message out to the public.

Here are some highlights that are available:

- The potential to have your name and brand reach more than 1 million people
- Local impact through a community in-reach newspaper supplement in partnership with SNAP newspaper
- Radio partnerships and airplay along with marketing in SCORE Golf Magazine (GTA Region)
- Tickets to hospice events such as our May Soiree (formerly Fall Gala) and Golf Classic included in many options
- Recognition in our newsletter Seasons with a distribution of 18,000 homes annually

Individual event sponsorship and advertising rates in our community supplement are available, but you can maximize the value of your investment by choosing one of five pre-packaged sponsorship bundles such as our *Advertiser, Supporter, Partner, Champion or Event/Program Sponsor.*

After reviewing this package I hope you will agree that joining the Hospice this year is a win-win situation for all involved, **most importantly for the more than 500 clients we are anticipated to serve this year.**

This year we plan to use some exciting new avenues to help build awareness of the Hospice, our programs and services while raising the needed funds for care. These include:

1. Community In-reach Newsprint Supplement.

The Hospice, in partnership with SNAP newspaper, will produce and distribute 70,000 full colour newsprint supplements via Canada Post in April and August of 2009 to the communities of Etobicoke and portions of Eastern Mississauga. This is an enhanced communication vehicle to help build awareness of Hospice, our programs and services. This delivery will be augmented with the supplement being inserted in an additional 10,000 local pick up copies of SNAP Etobicoke that are available at locations such as LCBO, No Frills etc.

Total reach 160,000 (80,000 per issue) with readership being 320,000.

2. Radio ads on 680 news, Country 95.3 and Classic 96.3

The Hospice will be entering into the radio arena for advertising our special events and newspaper supplements. As part of these ads each would close with a single line such as:

This ad made possible with thanks to: (insert company name(s))

Name placement will be on a first come first booked basis. Tentative ad campaigns will run in April, May (promoting Hike For Hospice and May Soiree, supplement), August (Supplement), September (Halloween Bed Race) and November (Trees of Remembrance).

Reach hundreds of thousands. (X) number on the chart is representative of number of on air mentions

3. Score Golf Magazine

The Hospice has partnered with SCORE GOLF MAGAZINE to help promote our Golf Classic event and build the awareness of Hospice care to an affluent demographic that is primarily in the sandwich generation, one that will likely be the largest user of Hospice care. Promotion includes a full page ad in the Spring Issue along with the Score Golf Guide with a GTA focus for target region. Reach of 65,000 plus online promotion in Links for Women and Score Golf Online.

4. Inclusion our February 2009 or Fall 2009 issue of Season's.

Seasons is the official newsletter of the Hospice and is distributed three times a year to an addressed list of 5700 unique addresses. Additionally, we also use it as an acquisition tool for the Hospice which results in us doing an additional 20-40,000 unaddressed mail drops between these two issues. Your company name to be included in text or logo format in an article thanking our corporate sponsors and partners depending on sponsorship level.

Total reach 26,000-40,000

5. Etobicoke Guardian

Recognition in two full-page ads in the Etobicoke Guardian. May and November 2009.

Reach of 140,000 (70,000 per issue)

6. Attendance at events

Each sponsorship level also includes attendance at one or both events, May Soiree or Golf Classic. In addition, your company would be able to display or promote your services at a hole for the Golf Classic (meals not provided).

Value of \$500-\$1,000

7. Promotion on event material

The Hospice holds four signature fundraising events each year: Hike for Hospice; May Soiree (formerly Fall Gala); Golf Classic and our Trees of Remembrance. For 2009 we will also be hosting a Halloween Bed Race in October. As a package sponsor you will receive recognition on all promotional materials for these events.

Estimated marketing reach of 70,000 with estimated on site attendance totaling more than 1500 people.

8. Recognition on the newly launched Hospice website, www.dlhospice.org

As a sponsor you will receive recognition on our site in the sponsors section or program area if a program sponsor.

Sponsorship deadlines are as follows:

January 15, 2009 to be included in the Feb. 2009 issue of Seasons

February 28, 2009 to be included in Hike for Hospice and Golf Classic Materials

March 01, 2009 to be included in the Community In Reach Supplement (April edition) and Score Golf Magazine promotion.

March 10 to be included in our spring radio campaign ads.

***Logo or ads need to be supplied in both jpeg and eps formats and in both black and white and colour please to ensure maximum brand exposure.**

If you have a question or to confirm your sponsorship please contact:

Graham Hill

Greg MacDonald

416-626-0116 ext. 236

416-626-0116 ext. 226

ghill@dlhospice.org

gmacdonald@dlhospice.org

Looking for a more prominent positioning for your company or want to support one event?

Individual items can be priced separately and custom packages can be arranged upon request. Please contact us.

Have a product or service that you can offer that may help us reduce expenses (Gift in Kind)?

Gifts in Kind of a larger scale (over \$5000.00 retail value) are considered on an individual basis and if accepted will received recognition based on 50% of the retail value.



Pre-packaged Sponsorship Summary

Level	Price	At a glance benefits								
		Community-In reach supplement	All events	Hospice Website	Guardian	Radio	Score Golf Magazine	Event attendance	Season's	
		140,000 reach	70,000 reach		140,000 reach	(X) # of mentions	65,000 reach plus online	1500	20,000-40,000	
Advertiser	\$1200	Business card sized ad with logo and text only	Yes in text only	Text with link	In text only	No	No	2 tickets to May Soiree	In text	
Supporter	\$2600	Eighth page ad	logo	Logo with link	Small Logo	Yes (1)	Small logo	4 tickets to May Soiree or twosome for Golf Classic	Logo	
Partner	\$5500	Quarter page ad	logo	Logo and contact information and short profile	Medium Logo	Yes (3)	Medium logo	6 tickets for May Soiree and foursome for Golf Classic	Logo	
Champion	\$8500	1/3 page ad	logo	Logo with profile page	Large logo	Yes (8)	Medium logo	8 tickets for May Soiree and foursome for golf classic	Profile	
Program/Event Sponsors	\$12,000	1/2 page ad-premium	Prominent logo placement and company profile	Logo/banner ads and profile page	Banner ad	Yes (10)	Prominent position on all materials	16 tickets for the May Soiree and two foursomes for Golf Classic	Profile	



Individual Component Sponsorship Overview

All sponsorships are non-exclusive, if you would like exclusivity please contact us to have a dialogue.

All event sponsorship costs are for the sponsorship only, please add ticket price to the Investment Value for Soiree and Golf excluding Corporate Foursomes and tables. This allows you to tailor your support to meet the number of guests you wish to bring.

Sponsorship Available	Specifics	Investment Value	Short Benefit Overview
Programs	Residential Care	\$10,000	Customized with client
	Bereavement	\$10,000	Customized with client
	Integrated Wellness	\$10,000	Customized with client
	Day Program	\$10,000	Customized with client
	Spiritual Care	\$10,000	Customized with client
	Volunteer Program	\$10,000	Customized with client
	Communications (website and Seasons)	\$10,000	Customized with client
	Palliative Pain and Symptom Management (PPSMCS)	\$2,000 \$10,000	Donation for pharmaceutical education sessions plus event expenses General program sponsorship

Special Events				
Hike for Hospice	Presenting	\$5,000		
	Supporter	\$1,000		
May Soiree (formerly Fall Gala)	Presenting	\$8,000	One sponsorship sold to Toronto Congress Centre already	
	Décor/AV	\$4,000		
	Silent Auction	\$2,000		
	Dinner	\$3,000		
	Raffle Trip	\$1,500		
	Entertainment	\$1,500		
	Valet Parking	\$1,500		
	Corporate Table Sponsor	\$450 table of 2 \$675 table of 4 \$900 table of 6 \$1100 table of 8		

	Table prices	\$250 table of 2 \$475 table of 4 \$700 table of 6 \$900 table of 8		
	Individual Ticket	\$125		
Golf Classic	Presenting	\$8,000		
	Meals	\$3,000		
	Carts	\$1,500		
	Silent Auction	\$1,500		
	Raffle	\$500		
	Corporate Foursome	\$1100		
	Regular Foursome	\$ 950		
	Individual	\$225		
Fall Bed Race	Presenting	\$3500		
	Supporter	\$200		
Trees of Remembrance	Presenting	\$3500		



Rate Card for Advertising in the Community In-Reach Supplement

Rates are for both issues and include basic ad creative.

Preferred placement can be accommodated, please contact us.

Credit Card Sized Ad- logo and contact information only	\$1,000
1/8 page	\$2,500
Quarter page	\$5,000
Half Page	\$8,500
Full Page	\$18,000

For more information on SNAP please contact us and we will be pleased to forward a media kit