



## **Sponsorship Opportunities**

### **Canadian Psychiatric Research Foundation (CPRF)**

- Established in 1980.
- CPRF is a volunteer driven national charitable organization that funds mental health research and where applicable, translates research findings into information that can be used in our communities at the grassroots level.
- To date, CPRF has awarded \$11 million in research grants to support 339 researchers in 42 different Canadian universities and teaching hospitals.
- Distributed over 15,000 information handbooks to families and educators, as well as conducted workshops for over 5,000 participants across Canada.





## Sponsorship Opportunities

### Fast Facts - Why a Silver Dinner?

- This CPRF inaugural Silver Dinner builds on our highly successful signature event, the President's Luncheon, which has been held in Toronto for the past 19 years.
- This annual luncheon routinely attracted over 300 supporters, volunteers, corporate and community leaders who gathered to hear about the challenges, activities and advances in the mental illness and mental health sector and personal stories of struggles, triumphs and compassion. The Silver Dinner is sure to do the same.
- Silver was chosen as a signature colour for this event as it is that has been used in the U.S. and abroad by other organizations supporting brain research. As well, silver is associated with elegance and the festive season that we all so enjoy.
- The year's speaker is **Christopher Kennedy Lawford**, an actor, lawyer, activist and writer/producer who speaks from the heart of real life experience about the horrible effects of alcohol & drug abuse and life in the spotlight as a "Kennedy".
- Past notable speakers have included: The Honorable Trevor Eyton, Canadian Nobel Laureate Dr. Michael Smith, The Honorable Michael Wilson, The Honorable Bob Rae, University President Dr. John Evans, Don Tapscott, Senator Roméo Dallaire, journalist Rex Murphy and the Toronto Board of Trade's CEO Glen Grunwald.
- Some past sponsors have included: Aim/Trimark, AstraZeneca, BMO Financial Group, CIBC, Fidelity Investments, Franklin Templeton Investments, GlaxoSmithKline, IBM, Janssen-Ortho, Mackenzie Investments, RBC Financial Group, TD Financial Group, Toyota, and Wyeth.



# SILVER & DINNER

C P R F 2 0 0 6

## Sponsorship Opportunities



### Speaker Biography

Christopher Kennedy Lawford is the first child of Peter and Pat Kennedy Lawford. Mr. Lawford holds a Bachelor of Arts from Tufts University, a Juris Doctor from Boston College Law School and a Masters Certification in Clinical Psychology from Harvard Medical School where he gained an academic appointment as a Lecturer on Psychiatry. For much of his young adult life Mr. Lawford battled drug and alcohol addiction.

Today he has been sober for 20 years. Mr. Lawford has worked extensively in politics, government and the non-profit sector. He has held public speaking appearances throughout the United States and the world for political candidates and non-profit organizations.

Mr. Lawford spent over fifteen years in the film and television business as an actor, lawyer, executive, and producer. Mr. Lawford has grown up and worked in Hollywood and Washington for much of his life. He not long ago merged his interest and

experience in these two worlds by creating weekly segments on political and social stories within the entertainment community for CNN's American Morning and the entertainment news program Extra.



# SILVER & DINNER

C P R F 2 0 0 6

## Sponsorship Opportunities

### Details

Wednesday, November 29, 2006 at 6:00 p.m.

Four Seasons Hotel  
Regency Ballroom  
21 Avenue Road  
Toronto, Ontario

Private pre-dinner reception for corporate sponsors  
General reception  
Fabulous dinner  
Great raffle items





## Sponsorship Opportunities

### You Can Be A Part Of This Great Event By Getting Involved At The Following Levels

#### Presenting Sponsor - \$30,000

##### You Gain:

- A representative from your company participates in opening remarks.
- Host a private dinner or reception with Christopher Kennedy Lawford the evening prior to the event.
- Host the pre-dinner sponsor reception in Print Room with the speaker, Christopher Kennedy Lawford.
- Host the speakers' table with eight of your guests and speaker, Christopher Kennedy Lawford in the front row.
- Receive an additional reserved table for ten guests in a prime location.
- Receive an exclusive photo opportunity with Christopher Kennedy Lawford with your guests at the event.
- Priority participation in media interviews.
- Recognized as Presenting Sponsor.
- Receive verbal recognition at the start and conclusion of the event.
- Receive one-page advertisement in the event program (mutually agreed upon).
- Receive prominent stand alone logo recognition during the slide show presentation.
- Premium gift bag.
- Opportunity to provide in-kind contributions.
- Complimentary valet parking for your guests.
- Opportunity to put three marketing promotional items in the gift bags.

#### PRESENTING SPONSOR Recognition Details Throughout the Year:

- Recognized as the **Presenting Sponsor** (attendance 300+) in the invitation, event program and signage, press releases and on the ongoing slide presentation.
- Featured as a **Presenting Sponsor** and **CPRF Research and Fellowship Award Sponsor** in the Annual Report and on the Web site.
- Thanked in the Silver Dinner recognition article in the *CPRF Today* newsletter (mailed circulation 5,000 and posted on CPRF Web site).





## Sponsorship Opportunities

### Title Sponsor - \$15,000

#### You Gain:

- Attend a pre-dinner private reception in Print Room with the speaker, Christopher Kennedy Lawford.
- Receive a reserved table for ten guests in the front row.
- Receive verbal recognition at the start and conclusion of the event.
- Receive one half page advertisement in the event program (mutually agreed upon).
- Recognized as **Title Sponsor**.
- Premium gift bag.
- Complimentary valet parking for your guests.
- Opportunity to put one marketing promotional item in the gift bags.

#### TITLE SPONSOR Recognition Details Throughout the Year:

- Recognized as the **Title Sponsor** (attendance 300+) in the invitation, event program and signage, press releases, and on the ongoing slide presentation.
- Featured as a **Title Sponsor** and **CPRF Research and Fellowship Award Co-Sponsor** in the Annual Report and on the Web site.
- Thanked in the Silver Dinner recognition article in the *CPRF Today* newsletter (mailed circulation 5,000 and posted on CPRF Web site).

### Gold Sponsor - \$10,000

#### You Gain:

- Attend a pre-dinner private reception in Print Room with the speaker, Christopher Kennedy Lawford.
- Receive a reserved table for ten guests in a prime location.
- Recognized as **Gold Sponsor**.
- Premium gift bag.
- Complimentary valet parking for your guests

#### GOLD SPONSOR Recognition Details Throughout the Year:

- Recognized as the **Gold Sponsor** (attendance 300+) in the invitation, event program and signage, press releases and on the ongoing slide presentation.
- Featured as a **Gold Sponsor** and **CPRF Research and Fellowship Award Co-Sponsor** in the Annual Report and on Web site.
- Thanked in the Silver Dinner recognition article in the *CPRF Today* newsletter (mailed circulation 5,000 and posted on CPRF Web site).





## Sponsorship Opportunities

### Silver Sponsor - \$5,000

#### You Gain:

- Attend a pre-dinner private reception in Print Room with the speaker, Christopher Kennedy Lawford.
- Receive a reserved table for ten guests.
- Recognized as **Silver Sponsor**.
- Special gift bag.

#### SILVER SPONSOR Recognition Details Throughout the Year:

- Recognized at the **Silver Sponsor** (attendance 300+) in the invitation, event program, signage, press releases and on the ongoing slide presentation.
- Featured as a **Silver Sponsor** and **CPRF Research and Fellowship Award Associate Sponsor** in the Annual Report and on Web site.
- Recognized in the Silver Dinner recognition article in the *CPRF Today* newsletter (mailed circulation 5,000 and posted on CPRF Web site).

### Bronze Sponsor - \$2,500

#### You Gain:

- Attend a pre-dinner public reception.
- Receive reserved seating for ten guests.
- Recognized as **Bronze Sponsor**.
- Special gift bag.

#### Throughout the Year

- Recognized at the **Bronze Sponsor** (attendance 300+) in the invitation, event program and signage, press releases and on the ongoing slide presentation.
- Featured as a **Bronze Sponsor** and **CPRF Research and Fellowship Award Associate Sponsor** in the Annual Report and on Web site.
- Recognized in the Silver Dinner recognition article in the *CPRF Today* newsletter (mailed circulation 5,000 and posted on CPRF Web site).





## Sponsorship Opportunities

### Contact Information

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