



United Nations Association in Canada
Association canadienne pour les nations unies

2008 Gala Dinner Honouring
G. Wallace F. McCain, C.C.
and marking the UN's International Year of the Potato

Host Richard E. Waugh, President & CEO, Scotiabank Group

Date Thursday, October 16, 2008
World Food Day

Location The Liberty Grand, Governor's Ballroom, 25 British Columbia Road, Toronto, Ontario
Located on the Expedition Grounds, renowned site of Toronto's annual Agricultural Fair

Attire Business dress

Event Overview

UNA-Canada's 2008 Gala Dinner will celebrate the vision, commitment and remarkable achievements of an outstanding Canadian entrepreneur and corporate titan – Mr. Wallace McCain, co-founder with his brother Harrison, of McCain Foods. Under his leadership, and subsequently with other family members, McCain Foods has not only grown to be the global industry leader in the production of potato products, with facilities in six continents, but it has done so by working with the local producers, distributors and communities in which these facilities were developed. Even before the phrase “corporate social responsibility” was coined, the McCain approach of investing in local communities and in healthy products is a shining example of the UN's vision of corporate citizenship in the world in which long-term visionary planning and strategies can be spectacularly successful, not just in terms of profit, but in fostering communities, nations and a world inspired by opportunities and hope.

This special evening will offer you an opportunity to network among senior federal and provincial government officials and Ministers, Premiers, former Prime Ministers, the current Prime Minister (tbc), corporate executives from across Canada, and like-minded business leaders who have grown along with McCain Foods and with shared values. Our guest list will also include some of Canada's leading civil society organizations with interests in industry, food security, labour, sustainable development, human rights, health, youth and education. They all share the common goals of promoting greater public awareness about global issues and strengthening the Canada-UN relationship.

Other special invited honoured guests (attendance still to be confirmed) include:

- His Excellency, Ban Ki-moon, Secretary-General of the United Nations
- Dr. Jacques Diouf, Director-General, Food and Agriculture Organization (FAO)
- Mr. Lennart Båge, President, International Fund for Agricultural Development (IFAD)
- Ms. Josette Sheeran, Executive Director, World Food Programme (WFP)
- Actress Drew Barrymore, Goodwill Ambassador of the World Food Programme

Evening Outline

The evening will feature three inter-related functions:

1. **Two concurrent receptions from 6:00 - 6:45 p.m.**
 - a) Private Cocktail Reception - for dignitaries, speakers and all guests of the corporate sponsors at the Platinum, Gold, Silver and Bronze levels
 - b) General Reception - for all other attendees
2. **Gala Dinner from 6:45 to 9:30** - for all guests (400-500 people)
3. **Post-Dinner Nightcap from 9:30 to 10:30 p.m.** - for dignitaries, speakers and corporate sponsors at the Platinum, Gold and Silver levels

What the Gala Supports

The gala proceeds will support the youth, educational and community-based programming of the United Nations Association in Canada. Founded in 1946, UNA-Canada is a Canadian charity with a mandate to educate and engage Canadians from coast to coast to coast in the work of the UN; and to explore the global issues that affect us all. With a focus on *'think and do'*, UNA-Canada works with Canadians, and in particular with youth in schools and non-formal education settings, to foster pro-active engagement through critical thinking and through the search for made-in-Canada solutions to global challenges at the local, national and international levels; and to develop skills in living together in peace and prosperity.

Sponsorship Opportunities

UNA-Canada offers tailored sponsorship opportunities. We will work with you to tailor your participation and benefits. The following list of categories and benefits are guidelines for expectations at different sponsorship levels. (*Visual summary of benefits on page 4*)

Sponsoring this celebratory evening also offers you membership in the UNA-Canada's *Business Council for the UN* - a catalyst for action, understanding, promotion and showcasing of corporate social responsibility, and building innovative business opportunities between member companies and the UN. (Min. \$10,000)

PLATINUM SPONSOR

\$100,000

- Title billing and corporate branding on pre-event invitations, marketing material and ads;
- Twenty-two invitations to the private cocktail reception;
- Twenty-two invitations to the dinner (2 tables at a premium location, plus 2 seats at head table);
- Twenty-two invitations to the post-dinner nightcap;
- Speaking opportunity at the private cocktail reception and/or the gala dinner;
- Pre-paid VIP parking passes for all your guests;
- Full page 4-colour corporate branding and recognition in the dinner's Souvenir Programme, including the opportunity to provide printed remarks to Mr. McCain and guests;
- Opportunity to display product or services at the event receptions;
- (gift bags tbc) Opportunity to include give away item(s) for attendees to take home;
- Other corporate branding of your company as the Platinum Sponsor, including primary on-site signage at all VIP and other attendee functions; acknowledgement from the podium during speeches; recognition in UNA-Canada's Annual Report and on UNA-Canada's website; and
- Prominent corporate logo on post-event materials, including a thank you ad in a national newspaper and the "thank you's" sent to attendees.

GOLD SPONSOR

\$50,000

- Ten invitations to the private cocktail reception;
- Ten invitations to the gala dinner (1 table at a preferred location);
- Ten invitations to the post-dinner nightcap;
- Five pre-paid VIP parking passes;

- Half page 4-colour corporate branding, logo and recognition in the Souvenir Programme;
- Corporate branding of your company as Gold Sponsor, including logo on event marketing material; secondary on-site signage at all VIP and other attendee functions; acknowledgement from the podium during speeches; and recognition in UNA-Canada’s Annual Report and website;
- (gift bags tbc) Opportunity to include give away items for attendees to take home; and
- Corporate logo on a thank you ad in a national newspaper.

SILVER SPONSOR **\$35,000**

- Ten invitations to the private cocktail reception;
- Ten invitations to the gala dinner (1 table);
- Two invitations to the post-dinner nightcap;
- Five pre-paid VIP parking passes;
- Corporate branding of your company as Silver Sponsor, including your company’s logo on a Silver Sponsor page in the Souvenir Programme; event marketing material; on-site signage at general reception and dinner; and recognition on UNA-Canada’s website; and
- Corporate logo on a thank you ad in a national newspaper.

BRONZE SPONSOR **\$25,000**

- Ten invitations to the private cocktail reception;
- Ten invitations to the gala dinner (1 table); and
- Your company’s logo on a Bronze Sponsor page in the Souvenir Programme; on-site signage at general reception and dinner; and recognition on UNA-Canada’s website.

“YOUTH AMBASSADOR” SPONSOR **\$500 per sponsored seat**

Toronto and Southern Ontario have some extraordinary universities and colleges with highly-respected programmes in agricultural, business and food security issues. Consider sponsoring the participation of a Canadian graduate-level student or young professional in this exciting evening.

- One invitation for the student to both the pre-dinner reception and the gala dinner;
- Notice of your company/name as a Youth Ambassador Sponsor in the Souvenir Programme; and
- Charitable tax receipt for a portion of the ticket as per Canada Revenue Agency guidelines.

OTHER OPPORTUNITIES are available for in-kind, or financial support – either for specific functions of the evening, or for longer-term capacity-building for UNA-Canada. E.g.:

- | | |
|-------------------------------|--|
| • Audio-Visual Sponsor | • Entertainment Sponsor |
| • Printing-Invitation Sponsor | • Photographer Sponsor |
| • Media-Promotion Sponsor | • Technology Sponsor (capacity-building) |
| • Floral Sponsor | • Travel Sponsor (capacity-building) |

Other Opportunities for Participation &/or Recognition

PATRON (table) **\$5,000**

- Ten invitations to the pre-dinner reception;
- Ten invitations to the gala dinner (1 table);
- Listing of your company/name as a Patron in the dinner’s Souvenir Programme; and
- Charitable tax receipt for a portion of the ticket as per Canada Revenue Agency guidelines.

SUPPORTER (seat) **\$500**

- One invitation to the pre-dinner reception;
- One seat at the gala dinner; and
- Charitable tax receipt for a portion of the ticket as per Canada Revenue Agency guidelines.

BENEFACTOR **Donation to event**

For those unable to attend who wish to not only support, but be recognized as supporting, our evening.

- Listing of your company/name as a Benefactor Donor in the Souvenir Programme;
- A personal copy of the Souvenir Programme (mailed after the evening); and
- Charitable tax receipt for 100% of your donation.

Summary of Benefits

	Sponsorship Levels					Patron
	Platinum	Gold	Silver	Bronze	Youth Ambassador	
	\$100,000	\$50,000	\$35,000	\$25,000	\$500 per seat	
Title billing & Corporate Branding on all pre- & post-event marketing	✓					
Speaking opportunity at the Private Cocktail Reception and the Gala Dinner	✓					
Acknowledgement from the podium	✓	✓				
Corporate branding in the dinner's Souvenir Programme	Full page, 4-colour; with printed remarks & logo	Half page, 4 colour; with logo	On a Silver Sponsors page; with logo	On a Bronze Sponsors page; with logo	Listed as a Youth Ambassador Sponsor	Listed as an evening Patron
(tbc) Opportunity to include give away items for attendees	✓	✓				
On-site signage	Primary signage at VIP reception, general reception, dinner & VIP cocktail	Secondary signage at VIP reception, general reception, dinner & VIP cocktail	Signage at general reception & dinner	Signage at general reception & dinner		
Other corporate branding	Prominent logo on all event materials; Recognition on & link from UNA-Canada website	Logo on all event materials; Recognition on & link from website	Logo on all event materials; Recognition on & link from website	Recognition on & link from UNA-Canada website		
Post event promotion	Prominent logo on thank you ad; & on thank you's to attendees	Logo on thank you ad in national newspaper	Logo on thank you ad in national newspaper			
Head Table Seats	2					
Gala Dinner Seats, Tables of 10	22 (2 tables plus 2 seats at the Head Table)	10 (1 Table)	10 (1 Table)	10 (1 Table)	1 seat (gifted to a youth)	10 (Table)
Private Cocktail Reception	22	10	10	10		
General Reception					✓	✓
Post-Dinner Nightcap	22	10	2			
Pre-paid VIP parking passes	As needed for all guests	5	5			
Membership in BCUN-Canada	✓	✓	✓	✓		
Charitable tax receipt					✓ [portion]	✓ [portion]

Contact Information

Please contact Lynn Broughton at (613) 232-5751 ext 228 or lynn.broughton@unac.org with any questions regarding the Gala dinner, sponsorship levels or with alternative sponsorship proposals.

2008 GALA DINNER
Honouring G. Wallace F. McCain, C.C.
Co-Founder of McCain Foods
& Marking the United Nations International Year of the Potato

Thursday, 16 October 2008

The Liberty Grand, Governor's Ballroom, 25 British Columbia Road, Toronto, Ontario

- Yes, I would like to be a Sponsor of UNA-Canada's 2008 Gala Dinner at the following level:
- Platinum @ \$100,000 Silver Sponsor @ \$35,000
 Gold Sponsor @ \$50,000 Bronze Sponsor @ \$25,000
 I am interested in, and would like to discuss, other sponsorship opportunities
- I would like to be a Youth Ambassador Sponsor and purchase _____ seat(s) at \$500 per seat
- Please reserve _____ table(s) at \$ 5,000 per table of 10, *or* _____ seat(s) at \$ 500 per seat
- I am unable to attend, but would like to support the Gala with a donation of \$ _____
- Enclosed is a cheque for \$ _____ made payable to UNA-Canada
- I authorize UNA-Canada to withdraw \$ _____ from: Visa MasterCard
- Card No: _____ Expiry Date: _____
Signature: _____ Date Signed: _____
Cardholder Name: _____

PRIMARY CONTACT INFORMATION:

Name: _____ Position: _____
Company: _____
Address: _____
City: _____ Prov: _____ Postal Code: _____
Phone: (____) _____ Email: _____

UNA-Canada's registered charitable number is: 11927-6855 RR0001

Send to: 2008 Gala Dinner, UNA-Canada, 300-309 Cooper Street, Ottawa, Ontario, K2P 0G5
For more information, contact Lynn Broughton at (613) 232-5751 ext. 228 or lynn.broughton@unac.org



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