



United Nations Association in Canada
Association canadienne pour les nations unies

2010 Gala Dinner Honouring The Hon. E. Peter Lougheed, C.C., P.C., Q.C.

Hosts



Bruce MacKenzie, Regional President, Alberta and the Territories, RBC Royal Bank; & Bill Sembo, Vice Chairman, RBC Capital Markets

Special UN Speaker

Pieter Bottelier, former Permanent Representative to Beijing for the World Bank. Speaking on China's interest in global natural resources.

Gala M.C.

Susan Bonner, Washington correspondent, CBC News

Date

Wednesday, 26 May 2010, 5:45 - 9:30 p.m.

Location

Calgary Telus Convention Centre, Exhibition Hall E, Calgary, Alberta

Attire

Business dress

Event Overview

UNA-Canada's 2010 Gala Dinner will celebrate the vision, commitment and remarkable achievements of an outstanding Canadian citizen, for Alberta, for Canada and for the world – the Honourable E. Peter Lougheed.

Mr. Lougheed exemplifies how social responsibility, philanthropic activism and long-term visionary planning can be spectacularly successful in fostering communities, nations and a world inspired by opportunities and hope. His lifelong commitment to health research; to the immeasurable value of on-going education for our youth; to the careful management of natural resources; to strong responsible community-based governance; and to active engagement in social issues and civil society is truly remarkable. As is his exemplary public service, determination and integrity. Such a tribute would not only highlight his achievements, but it would also showcase the vital importance of research, planning and action on critical issues that affect us all.

This special event will offer you an opportunity to network among senior federal and provincial government officials and Ministers, corporate executives from across Canada, and like-minded business leaders who have grown alongside his exemplary career, and with shared values. Our guest list will also include some of Canada's leading civil society organizations with interests in industry, investment, 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.

UNA-Canada is delighted to be paying tribute to this extraordinary Canadian. We hope that you will join us, along with a robust presence of friends, family and colleagues, for a warm, celebratory evening.

Evening Outline

The evening will feature two inter-related functions:

1. **Two concurrent receptions from 5:45 - 6:45 p.m.**
 - a) Private Cocktail Reception - for dignitaries, speakers and all guests of the corporate sponsors at the Platinum level
 - b) General Reception - for all other attendees
2. **Gala Dinner from 6:45 to 9:30** - for all guests (400-500 people)

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)*

PLATINUM SPONSOR (4 available)

\$60,000

- Thirty-two invitations to the private VIP cocktail reception;
- Thirty-two invitations to the dinner (3 tables at a premium location, plus 2 seats at head table);
- Prominent corporate branding of your company as Platinum Sponsor, including:
 - Full page 4-colour corporate branding and recognition, as well as the opportunity to provide printed remarks to the honourees and guests, in the dinner's Souvenir Programme;
 - Full page with prominent logo on the rolling multi-media slideshow showcased in the main dining room;
 - Acknowledgement from the podium during speeches;
 - Company name highlighted in pre-event media articles and coverage;
 - Prominent logo on event marketing materials;
 - Recognition in UNA-Canada's 2010 Annual Report;
 - Recognition on the gala website;
 - Prominent corporate logo on post-event materials, including a "thank you" ad in a national newspaper, and the "thank you's" sent to attendees; and
- Opportunity to display product or services at the events general reception.

GOLD SPONSOR

\$30,000

- Twenty invitations to the gala dinner (2 tables at a preferred location);
- Corporate corporate branding of your company as Gold Sponsor, including:

- Half page 4-colour corporate branding, logo and recognition in the Souvenir Programme;
- Shared half-slide with your company’s logo on the rolling multi-media slideshow showcased in the main dining room;
- Acknowledgement from the podium during speeches;
- Logo on event marketing material;
- Recognition in UNA-Canada’s 2010 Annual Report;
- Recognition on the gala website; and
- Corporate logo on a “thank you” ad in a national newspaper.

SILVER SPONSOR	\$15,000
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- Ten invitations to the gala dinner (1 table);
- Corporate corporate branding of your company as Silver Sponsor, including:
 - Your company’s logo on a Silver Sponsor page in the Souvenir Programme;
 - Your company’s logo on a shared Silver Sponsor slide(s) on the rolling multi-media slideshow showcased in the main dining room;
 - Recognition in UNA-Canada’s 2010 Annual Report;
 - Recognition on the gala website; and
 - Corporate logo on a “thank you” ad in a national newspaper.

“YOUTH AMBASSADOR” SPONSOR	\$300 per sponsored seat
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Calgary and Alberta have some extraordinary universities and colleges with highly-respected programmes in issues dear to Mr. Lougheed, including business, law, health and political affairs. Consider sponsoring the participation of a Canadian graduate-level student or young professional in this exciting event.

- One invitation for the student to the gala dinner;
- Notice of your company/name as a Youth Ambassador Sponsor in the Souvenir Programme;
- Your company’s name on a shared Youth Ambassador Sponsor slide(s) on the big screen rolling information showcased in the main dining room; and
- Charitable tax receipt for a portion of the ticket as per Canada Revenue Agency guidelines.

Other Opportunities for Participation &/or Recognition

PATRON (table)	\$3,000
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- 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)	\$300
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- 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
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For those unable to attend the evening yet who wish to support our honouree and event.

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

Summary of Benefits

	Sponsorship Levels				Patron
	Platinum	Gold	Silver	Youth Ambassador	
	\$60,000	\$30,000	\$15,000	\$300 per seat	
Gala Dinner Seats (Tables of 10)	32 (3 Tables of 10 plus 2 seats at Head Table)	20 (2 Tables)	10 (1 Table)	1 seat (gifted to a youth)	10 (1 Table)
Private VIP Cocktail Reception Invitations	32				
General Reception Invitations		20	10	1	10
Corporate branding in the dinner's Souvenir Programme	Full page, 4-colour; with logo & printed remarks (if desired)	Half page, 4 colour; with logo	On a Silver Sponsors page; with logo	Listed as a Youth Ambassador Sponsor	Listed as an event Patron
Corporate branding on the rolling multi-media slideshow	Full page; with logo & printed remarks (if desired)	Half page; with logo	On a Silver Sponsors page; with logo		
Acknowledgement from the podium	✓	✓			
Corporate Branding in event media articles	Company highlighted as Platinum Sponsor				
Corporate Branding on event marketing materials	Prominent logo	Secondary logo signage			
Corporate Branding in UNA-Canada's 2010 Annual Report	Logo and company name listed as Platinum Sponsor	Company name listed as Gold Sponsor	Company name listed as Silver Sponsor		
Corporate Branding on the Lougheed Gala website	Platinum recognition with prominent logo & link to company website	Gold recognition with secondary logo & link to company website	Silver recognition with logo & link to company website	Listed as a Youth Ambassador Sponsor	Listed as an event Patron
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		
Opportunity to display product or services at the events general reception	✓				
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.

Gala Website

www.unac.org/en/news_events/galas/index.asp

2010 GALA DINNER Honouring Peter Lougheed

Wednesday, 26 May 2010

Calgary Telus Convention Centre, Exhibition Hall E, Calgary, Alberta

- Yes, I would like to be a Sponsor of UNA-Canada's Gala Dinner at the following level:
- Platinum Sponsor @ \$60,000
 - Gold Sponsor @ \$30,000
 - Silver Sponsor @ \$15,000
 - 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 \$300 per seat
- Please reserve _____ table(s) at \$ 3,000 per table of 10, *or* _____ seat(s) at \$ 300 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: 2010 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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