

A Special Invitation

GALA DINNER



Please join the
**United Nations Association in
Canada**
along with our Corporate Host

Rick E. Waugh
President & CEO
Scotiabank

as we honour
STEPHEN A. JARISLOWSKY,
C.C.
Chairman & CEO
Jarislowsky Fraser Limited

Co-Founder, Canadian Coalition for
Good Governance (CCGG)

Amanda Lang
Senior Business Correspondent,
CBC News, as MC.

Thursday 24 June 2010

The Liberty Grand, Governor's Ballroom,
25 British Columbia Road, Exhibition Place, Toronto
Registration at 5:45 p.m. ✧ Business Attire

Ticket(s): \$3,500 per table of ten ✧ \$350 per seat
To purchase a table or seat(s), please call: (613) 232-5751 x 255
or send an email to denise.siele@unac.org by 18 June 2010
More information is available on-line at: <http://www.unac.org>




UNA-Canada gratefully acknowledges the support of:





United Nations Association in Canada
Association canadienne pour les nations unies

2010 Gala Dinner Honouring Stephen A. Jarislowsky, C.C.

| | | |
|---------------|---|---|
| Host |  Scotiabank | Rick E. Waugh, President & CEO Scotiabank Group |
| Gala M.C. | | Amanda Lang, Senior Business Correspondent, CBC News |
| Special Guest | | Claude Lamoureux, Co-Founder CCGG |
| Date | | Thursday, 24 June, 2010, 5:45 p.m. - 9:30 p.m. |
| Location | | The Liberty Grand, Governor's Ballroom, 25 British Columbia Road, Toronto, Ontario |
| Attire | | Business dress |

Event Overview

UNA-Canada's 2010 Gala Dinner will celebrate the vision, commitment and remarkable achievements of an extraordinary Canadian business leader and outstanding citizen – **Mr. Stephen A. Jarislowsky**, Chairman and Chief Executive Officer of Jarislowsky Fraser Limited, and co-founder of the Canadian Coalition for Good Governance (CCGG).

With the world coming to Muskoka and Toronto for the G8 and G20 Summits on 25-27 June to focus on global economic issues, challenges and opportunities, this spring is an ideal time to showcase a unique Canadian model of civil society leadership in corporate governance.

The CCGG was created by collective investor activism: civil society calling for more rigorous corporate governance... unheard of globally. Its work immediately enhanced trust in Canadian companies, both between management and shareholders as well as between companies and the public. Created by Mr. Jarislowsky, and respected for its strong ethical and transparent expectations of enterprise, the CCGG is a shining example of the UN's vision of corporate citizenship in which long-term visionary planning and strategies can be spectacularly successful, in terms of profit, in building accountability, transparency and fairness, and in fostering communities, nations and a world inspired by opportunities and hope.

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 party.

Evening Outline

The evening will feature two inter-related functions:

1. **Two concurrent receptions from 5:45 p.m. - 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 p.m. to 9:30 p.m.** - for all guests

What the Gala Supports

The gala proceeds will support the youth, educational and policy development programming of the United Nations Association in Canada (UNA-Canada).

Founded in 1946, UNA-Canada is a Canadian charity with a mandate to educate and engage Canadians from coast to coast in the work of the UN; and to seek solutions to the global issues that affect us all. With a focus on *'think and do'*, UNA-Canada works with Canadians in high level consultancy, in schools and in 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)

\$40,000

- Twenty-two invitations to the private VIP cocktail reception;
- Twenty-two invitations to the dinner (2 tables at a premium location, plus 2 seats at head table);
- Speaking opportunity at the private cocktail reception and/or the gala dinner;
- 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.
- Twenty-two pre-paid VIP parking passes for all your guests;

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| GOLD SPONSOR | \$25,000 |
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- Two invitations to the private VIP cocktail reception;
- Ten invitations to the gala dinner (1 table at a preferred location);
- 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.

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| SILVER SPONSOR | \$15,000 |
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- Ten invitations to the gala dinner (1 table);
- 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.

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|-----------------------------------|---------------------------------|
| "YOUTH AMBASSADOR" SPONSOR | \$350 per sponsored seat |
|-----------------------------------|---------------------------------|

Toronto and southern Ontario have some extraordinary universities and colleges with highly-respected programmes in business and investment. 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; and
- Charitable tax receipt for a portion of the ticket as per Canada Revenue Agency guidelines.

Other Opportunities for Participation &/or Recognition

| | |
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| PATRON (table) | \$3,500 |
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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) | \$350 |
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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.

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| BENEFACTOR | Donation to event |
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For those unable to attend who wish to support our honouree and event.

- Listing of your company/name as a Benefactor Donor 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 | | | | |
|--|--|--|--|--------------------------------------|---------------------------|
| | Platinum | Gold | Silver | Youth Ambassador | Patron |
| | \$40,000 | \$25,000 | \$15,000 | \$350 per seat | \$3,500 |
| Gala Dinner Seats, Tables of 10 | 22 (2 tables of 10 plus 2 seats at the Head Table) | 10 (1 Table) | 10 (1 Table) | 1 seat (gifted to a youth) | 10 (Table) |
| Private VIP Cocktail Reception Invitations | 22 | 2 | | | |
| General Reception Invitations | | 8 | 10 | 1 | 10 |
| Speaking opportunity | ✓ | | | | |
| Acknowledgement from the podium | ✓ | ✓ | | | |
| Corporate branding in the dinner's Souvenir Programme | Full page, 4-colour; with logo & printed remarks | 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 | Half page; with logo | On a Silver Sponsors page; with logo | | |
| 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 & company name listed as Platinum Sponsor | Company name listed as Gold Sponsor | Company name listed as Silver Sponsor | | |
| Corporate Branding on the 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 | ✓ | | | | |
| Pre-paid VIP parking passes | 22 | | | | |
| Charitable tax receipt | | | | ✓ [portion] | ✓ [portion] |

Contact Information

Please contact Denise Siele at (613) 232-5751 ext 255 or denise.siele@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

GALA DINNER**Honouring Stephen A. Jarislowsky****Chairman & CEO Jarislowsky Fraser Limited****Co-Founder of the Canadian Coalition for Good Governance**

Thursday, 24 June 2010

The Liberty Grand, Governor's Ballroom, Toronto, Ontario

- Yes, I would like to be a Sponsor of UNA-Canada's 2010 Gala Dinner at the following level:
- Platinum @ \$40,000
 - Gold Sponsor @ \$25,000
 - 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 \$350 per seat
- Please reserve _____ table(s) at \$ 3,500 per table of 10, or _____ seat(s) at \$ 350 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: Jarislowsky Gala Dinner, UNA-Canada, 300-309 Cooper Street, Ottawa, Ontario, K2P 0G5
 For more information, contact Denise Siele (613) 232-5751 ext. 255 or denise.siele@unac.org



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