



presents

The
**WHITE &
BRIGHT**
Affair

JUNE.5.2020

ncCommunity
great people give back

FALLSVIEW
CASINO RESORT



Grand Ballroom
Fallsview Casino Resort

The Experience

The Grand Ballroom at Fallsview Casino Resort

- ▶ Welcome to the **White & Bright Affair!** Guests are asked to dress in mostly white with a **POP** of **colour** !
- ▶ Enjoy LIVE music from local bands.
- ▶ Take the **LOVE Language Quiz** and identify what your LOVE Language is!
- ▶ Catch up with friends & meet new people at our **“Convo Starter Reception”** with refreshments, food bars, photo booth and interactive experience.
- ▶ Enter our **“Grand Raffle”** for your chance to win once in a lifetime gifts & experiences!
- ▶ Discover optimal mental wellness with our **NEW Immersive Experience**
- ▶ A local family will tell their Pathstone story in our **“Mission Moment”**
- ▶ Learn how to better connect with every relationship in your life. Dr. Gary Chapman brings **“The 5 Love Languages”** to life in this 30-minute talk.
- ▶ Taste and enjoy Chef’s creations through a variety of **food bar** experiences.



What Matters

One in five children in our region has a mental health problem.

- ▶ Supporting the mental health needs of children across Niagara
- ▶ Over the last 12 months, Pathstone Mental Health has seen **7,651** children, an increase of **OVER 21%**
- ▶ **4,928** of which were first time clients
- ▶ Over the past 6 months, we have opened **EIGHT** Hear & Now Walk- In Clinics located in; Niagara Falls, Welland, Fort Erie, Beamsville, Niagara-on-the-Lake, Port Colborne, St. Catharines and Grimsby.
- ▶ Treatment Works! **Over 85%** of children who are treated at Pathstone Mental Health show significant improvement.

**With OVER 13 million
copies sold**

- ✓ **The 5 Love Languages**
- ✓ **The 5 Love Languages of Children**
- ✓ **The 5 Love Languages of Teens**

- ❖ **Discover your child's primary language then speak to it- and you will be well on your way to a stronger relationship with your flourishing child**

- ❖ **Radically strengthen and improve your relationships by learning to express love in your spouse's language.**

MEET GARY,

**#1 New York Times
bestselling author of,**

The 5 Love Languages®,



Dr. Gary Chapman presents a simple truth: relationships grow better when we understand each other.

Everyone gives and receives love differently, but with a little insight into these differences, we can be confidently equipped to communicate love well.

This is true for all forms of relationship – for married or dating couples, for children and teenagers, for friends and coworkers, for long-distance relationships, for those brand-new loves and for the romances that are older than the hills.

Discovery, through “The 5 Love Languages”

Let's get started!

- ▶ Learn what your **Love Language** is and begin improving all of the relationships you have in your life.
- ▶ Your **Love Language profile** will explain your primary Love Language, what it means and how you can use it to connect with others.
- ▶ **Author Gary Chapman** will facilitate this exercise to help you join more than 15 million people who have already improved their relationships, simply by discovering their **Love Language**.

What is your Love Language ?



Acts of Service – Can vacuuming really be an expression of **LOVE?**



Quality Time - Nothing says “I **LOVE** you,” like your full attention.



Receiving Gifts - You thrive on the **LOVE** and thoughtfulness, and effort of a gift.



Words of Affirmation – Actions don't always speak louder than words. Hearing the words “I **LOVE** you,” are important to you.



Physical Touch – Hugs, back rubs, holding hands and thoughtful touches can all be ways to show excitement, care, concern and **LOVE.**

Let's Grow Your Business ... through Sponsorship

Title – **RBC**

Host - **Fallsview Casino Resort**

Guest Speaker, Author Gary Chapman – **AVAILABLE**

Convo Starter Reception – **AVAILABLE**

Mission Moment – **Fallsview Casino Resort**

Meet & Greet + Book Signing- **AVAILABLE**

Photo Booth Session – **AVAILABLE**

Interactive Experience – **TWO AVAILABLE**

White & Bright dECOR – **AVAILABLE**

Wine, Beer & Spirits – **Bench Brewing** (Wine & Spirits Available)

Media Sponsor– **Cogeco/ YourTV**

Create Your Own - **Let's Get Creative**

Title Sponsor - \$25,000 / **SOLD**

Benefits for your sponsorship include:

- ▶ Industry Exclusivity
- ▶ Recognition as **Title Sponsor** either by name or logo in all media interviews, press releases and marketing efforts.
- ▶ Social Media “Shout Outs” on Twitter, Instagram & Facebook
- ▶ **RBC Promo Code** offer for Early Bird Ticket Buyers (\$25 off value) extended through e-blasts, paid social campaigns and various media platforms
- ▶ **Promo Postcards** for RBC locations and Pathstone 3rd party events with White & Bright Affair, “Presented by” acknowledgement
- ▶ **RBC “Bandstand” Signage** for our LIVE Music portion of the event
- ▶ Opportunity to promote RBC on tables and on-site and the Convo Starter Reception (either through collateral, photo booth opportunity or additional means that can be discussed)
- ▶ Appear on stage to welcome guests and speak to your support
- ▶ 10 tickets + M&G with Gary Chapman and a signed copy of his book (4)
- ▶ A full screen shot as the **Title Sponsor** in the multi-media presentation
- ▶ Your name and logo as the **Title Sponsor** at www.pathstonefoundation.ca
- ▶ Preferred program placement – inside front cover
- ▶ Recognition in post-event thank you ad

Host Sponsor - In-Kind / **SOLD**

Benefits for your sponsorship include:

- ▶ Industry Exclusivity
- ▶ Appear on stage to speak to your support
- ▶ Recognition as **Host Sponsor** either by name or logo in all media interviews, press releases and marketing efforts.
- ▶ 10 tickets + M&G with Gary Chapman and a signed copy of his book (4)
- ▶ Social Media “Shout Outs” on Twitter, Instagram & Facebook
- ▶ Plus a full screen shot as the **Host Sponsor** in the multi-media presentation
- ▶ Your name and logo as the **Host Sponsor** at www.pathstonefoundation.ca
- ▶ Preferred program placement – back cover
- ▶ Recognition in post-event thank you ad

Mission Moment Sponsor - \$10,000 / **SOLD**

Shared by a Pathstone Family.

A mission moment is an inspiring, powerful story about how Pathstone made an impact on their life.

Benefits for your sponsorship include:

- ▶ 8 tickets + M&G with Gary Chapman and a signed copy of his book (4)
- ▶ Social Media “Shout Outs” on Twitter, Instagram & Facebook
- ▶ Speaking opportunity following the Mission Moment story.
- ▶ Your name and logo will appear prominently on marketing materials
- ▶ Plus a full screen shot as the **Mission Moment Sponsor** in the multi-media presentation
- ▶ Your name and logo as the **Mission Moment Sponsor** at www.pathstonefoundation.ca
- ▶ Preferred program placement – Inside back cover
- ▶ Recognition in post-event thank you ad

Speaker Sponsor - \$10,000

This year's guest speaker is "5 Love Languages" Author, Gary Chapman

Benefits for your sponsorship include:

- ▶ 8 tickets + M&G with Gary Chapman and a signed copy of his book (4)
- ▶ Social Media "Shout Outs" on Twitter, Instagram & Facebook
- ▶ Speaking opportunity ahead of Gary Chapman
- ▶ Your name and logo will appear prominently on marketing materials
- ▶ Plus a full screen shot as the **Speaker Sponsor** in the multi-media presentation
- ▶ Your name and logo as the **Speaker Sponsor** at www.pathstonefoundation.ca
- ▶ Preferred program placement – back cover
- ▶ Recognition in post-event thank you ad

Convo Starter Reception Sponsor - \$7,500

Open to ALL Guests, includes complimentary Food Bars

Benefits for your sponsorship include:

- ▶ 6 tickets + M&G with Gary Chapman and a signed copy of his book (2)
- ▶ Social Media “Shout Outs” on Twitter, Instagram & Facebook
- ▶ Your name and logo will appear prominently on marketing materials
- ▶ Acknowledgement by the Master of Ceremonies
- ▶ A full screen shot as the **Reception Sponsor** in the multi-media presentation
- ▶ Your name and logo as the **Reception Sponsor** at www.pathstonefoundation.ca
- ▶ High visibility full page interior ad in the event program
- ▶ Recognition in post-event thank you ad

M&G + Book Signing Sponsor - \$5,000

With 5 Love Languages author, Gary Chapman

Benefits for your sponsorship include:

- ▶ 4 tickets + M&G with Gary Chapman and a signed copy of his book (1)
- ▶ Social Media “Shout Outs” on Twitter, Instagram & Facebook
- ▶ Your name and logo will appear prominently on marketing materials
- ▶ Acknowledgement by the Master of Ceremonies
- ▶ Plus a full screen shot as the **M&G Sponsor** in the multi-media presentation
- ▶ Your name and logo as **M&G Sponsor** at www.pathstonefoundation.ca
- ▶ Half page ad in the event program
- ▶ Recognition in post-event thank you ad

Wine, Beer & Spirit Sponsor \$5,000 / In-Kind 3 opps

This is an EXCLUSIVE Opportunity - Beer **Sold**

Benefits for your sponsorship include:

- ▶ 4 tickets + M&G with Gary Chapman and a signed copy of his book (1)
- ▶ Social Media “Shout Outs” on Twitter, Instagram & Facebook
- ▶ Your name and logo will appear prominently on marketing materials
- ▶ Opportunity to set up a display at the pre-event reception
- ▶ A full screen shot as the **Wine & Spirits Sponsor** in the multi-media presentation
- ▶ Your name and logo as **Wine & Spirits Sponsor** at www.pathstonefoundation.ca
- ▶ Half page ad in the event program
- ▶ Recognition in post-event thank you ad

dECOR Sponsor \$5,000

White & Bright colours, lights, props and more!

Benefits for your sponsorship include:

- ▶ 4 tickets + M&G with Gary Chapman and a signed copy of his book (1)
- ▶ Social Media “Shout Outs” on Twitter, Instagram & Facebook
- ▶ Your name and logo will appear prominently on marketing materials
- ▶ Acknowledgement by the Master of Ceremonies
- ▶ Plus a full screen shot as the **dECOR Sponsor** in the multi-media presentation
- ▶ Your name and logo as **dECOR Sponsor** at www.pathstonefoundation.ca
- ▶ Half page ad in the event program
- ▶ Recognition in post-event thank you ad

Interactive Experience Sponsor - \$5,000

Two (2) opportunities available

Benefits for your sponsorship include:

- ▶ 4 tickets + M&G with Gary Chapman and a signed copy of his book (1)
- ▶ Social Media “Shout Outs” on Twitter, Instagram & Facebook
- ▶ Your name and logo will appear on marketing materials
- ▶ Acknowledgement by the Master of Ceremonies
- ▶ Plus a full screen shot as the **Interactive Experience Sponsor** in the multi-media presentation
- ▶ Your name and logo as **Interactive Experience Sponsor** at www.pathstonefoundation.ca
- ▶ 1/4 page ad in the event program
- ▶ Recognition in post-event thank you ad

Interactive Experience #1

Guests will embark on a **NEW** immersive mental wellness experience

The Process

- ▶ Each guest will receive a set of Bluetooth headphones, branded with your logo.
- ▶ They will then be guided through narration on a mental wellness journey experiencing the sights and sounds of nature, water, meditation and more.

Nature

Research proves time spent in or looking at nature has a calming effect.

Meditative Practices

Are especially effective in promoting mental wellness by reducing stress, increasing focus and concentration and improving self-esteem.

Water

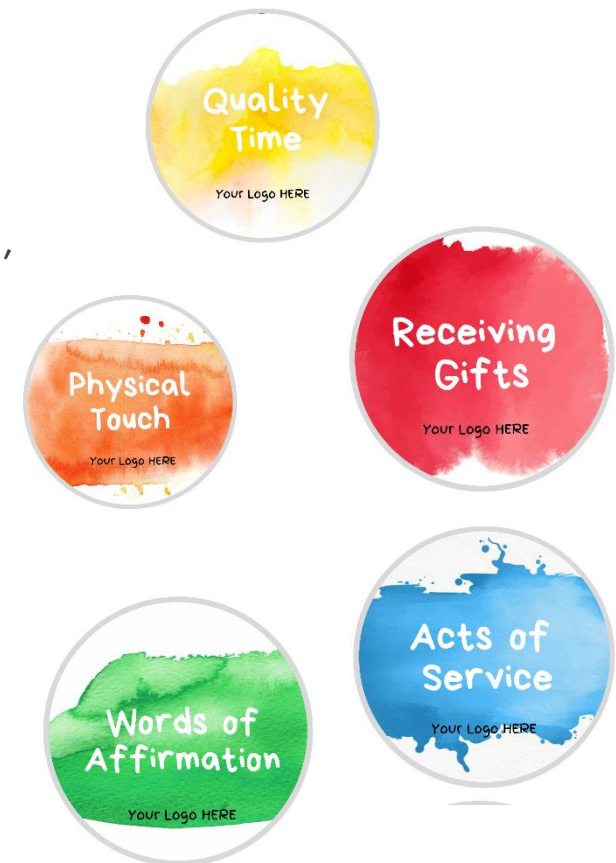
Possesses calming qualities. A recent study even showed that people who live near water report feeling less stress and are in better health than those who don't.

Interactive Experience #2

The 5 Love Language Button Booth

The Process

- ▶ When guests arrive they will be greeted with sign boards, asking... “Are Acts of Service Your **Love Language**” or is “Quality Time, Receiving Gifts, Physical Touch, or Words of Affirmation your Love Language.”
- ▶ Clues will be given to help you identify which **Love Language** is yours
- ▶ Or, take the 3 minute **Love Language Quiz**, offered on iPads.
- ▶ Once you have identified your **Love Language**, you will get a branded button to wear... what a great conversation starter!
- ▶ **Your company branding** on the **Love Language** Button Booth, stationed at the **Convo Starter Reception**.



TV MEDIA Sponsor \$3,000 / **SOLD**

Benefits for your sponsorship include:

- ▶ 2 tickets + a signed copy of Gary Chapman's book (1)
- ▶ Social Media "Shout Outs" on Twitter, Instagram & Facebook
- ▶ A full screen shot as **TV Media Sponsor** in the multi-media presentation
- ▶ Your name and logo as the **TV Media Sponsor** at www.pathstonefoundation.ca
- ▶ 1/4 page ad in the event program
- ▶ Recognition in post-event thank you ad

MAGENTA Sponsor \$3,000

Benefits for your sponsorship include:

- ▶ 2 tickets + a signed copy of Gary Chapman's book (1)
- ▶ Social Media "Shout Outs" on Twitter, Instagram & Facebook
- ▶ A full screen shot as **Magenta** Sponsor in the multi-media presentation
- ▶ Your name and logo as the **Magenta Sponsor** at www.pathstonefoundation.ca
- ▶ ¼ page ad in the event program
- ▶ Recognition in post-event thank you ad



INDIGO Sponsor \$1,500

Benefits for your sponsorship include:

- ▶ 1 ticket
- ▶ Social Media “Shout Outs” on Twitter, Instagram & Facebook
- ▶ A half screen shot as a **Indigo Sponsor** in the media presentation
- ▶ Your name and logo as a **Indigo Sponsor** at www.pathstonefoundation.ca
- ▶ Logo placement in the event program
- ▶ Recognition in post-event thank you ad



Create Your Own Opportunity

Let's work together to better your business, bump your brand and gain exposure in front of a captive audience of movers and shakers.

Ideas include: a give-away, a unique experience or opportunity, table gifts?

Benefits for your sponsorship MAY include, but are not limited to:

- ▶ Industry exclusivity
- ▶ Social Media "Shout Outs" on Twitter, Instagram & Facebook
- ▶ Recognition in media releases
- ▶ Your name and logo on event marketing materials
- ▶ Acknowledgement by the Master of Ceremonies
- ▶ Display at the pre-event reception
- ▶ 'Swag' at guest tables
- ▶ Complimentary tickets
- ▶ Your name and logo at www.pathstonefoundation.ca
- ▶ High visibility ad's in the event program
- ▶ Recognition in post-event thank you ad

On Sale, FEB 2020

Tickets/ \$150

*including taxes & fees

Tables of 8 & 10

Available




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Let's Talk

For more information or questions on Sponsorship, Tickets and the Event,

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Thank you in advance for your consideration,

The 2020 White & Bright Affair Committee