

CORPORATE SPONSORSHIP OPPORTUNITY

DARE TO SMILE GALA

WITH GUEST SPEAKER

John Prendergast

human rights activist and best-selling author

Canadian Museum for Human Rights

Saturday, November 14, 2015



MANITOBA
DENTAL FOUNDATION

We all smile in the same language

WHAT IS THE MANITOBA DENTAL FOUNDATION?

VISION STATEMENT

The Manitoba Dental Foundation serves as the unified centre of professional philanthropy for the dentists of Manitoba

MISSION STATEMENT

1. Providing dental services to the underserved, poor, or populations and communities with limited access to dental care;
2. Improving the dental health of long-term care institutionalized populations in Manitoba;
3. Providing dental outreach education programs for the underserved, and populations or communities with limited access to dental care;
4. Encouraging Manitobans to choose dentistry as a career option;
5. Supporting educational institutions or other agencies in research projects that would have a direct impact to the practice of dentistry;
6. Supporting education of dental students and dentists in Manitoba;
7. Promoting volunteerism as it relates to any of the above.



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**JOIN HANDS WITH US
TO BRING SMILES
TO THOSE IN NEED.**

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ABOUT JOHN PRENDERGAST - GALA HEADLINE SPEAKER



John Prendergast is a human rights activist and best-selling author who has worked for peace in Africa for thirty years. He is the Founding Director of the Enough Project, an initiative to end genocide and crimes against humanity affiliated with the Center for American Progress. John has worked for the Clinton White House, the State Department, two members of Congress, the National Intelligence Council, UNICEF, Human Rights Watch, the International Crisis Group, and the U.S. Institute of Peace. He has been a Big Brother for over 25 years, as well as a youth counselor and a basketball coach.

John is the author or co-author of ten books. His latest book, *Unlikely Brothers*, is a dual memoir co-authored with his first little brother in the Big Brother program. His previous two books were co-authored with Don Cheadle: *Not On Our Watch*, a New York Times bestseller and NAACP non-fiction book of the year, and *The Enough Moment: Fighting to End Africa's Worst Human Rights Crimes*. He is also beginning a project on the Congo with actor Ryan Gosling and New Yorker writer Kelefa Sanneh.

John is a board member and serves as Strategic Advisor to Not On Our Watch, the organization founded by George Clooney, Matt Damon, Don Cheadle, and Brad Pitt.

John appears in the Warner Brothers' motion picture "The Good Lie," starring Reese Witherspoon. He is a primary subject of the book by Jane Bussman, "A Journey to the Dark Heart of Nameless Unspeakable Evil."

His recent publications include articles in The Daily Beast, Foreign Policy, Foreign Affairs, and Vice.

During his time in government, John was part of the facilitation team behind the successful two-year mediation led by Anthony Lake which ended the 1998-2000 war between Ethiopia and Eritrea, the deadliest war in the world at the time. He was also part of peace processes for Burundi (led by Nelson Mandela), Sudan (led by Lazaro Sumbeiywo) and Congo.

Under the Enough Project umbrella, John has helped create a number of initiatives and campaigns. With George Clooney, he co-founded the Satellite Sentinel Project, which aims to prevent conflict and human rights abuses through satellite imagery and forensic investigations of stolen assets that fuel violence. With Tracy McGrady and other NBA stars, John launched the Darfur Dream Team Sister Schools Program to fund schools in Darfurian refugee camps and create partnerships with schools in the United States. Through the Enough Project, he conceived the Raise Hope for Congo Campaign, highlighting the issue of conflict minerals that fuel the war there and supporting a more comprehensive peace process, and its companion Conflict-Free Campus Initiative. He also helped direct the Sudan Now campaign, which supported the holding of a peaceful referendum for South Sudan.

source: <http://www.enoughproject.org/staff/john-prendergast>

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SPONSORSHIP OPPORTUNITIES

INSPIRE SPONSOR
(PRESENTING SPONSOR)

\$25,000

GOLD SPONSOR

\$15,000

SILVER SPONSOR

\$10,000

BRONZE SPONSOR

\$5,000

DINNER SPONSOR

\$20,000

WINE SPONSOR

\$10,000

MARTINI SPONSOR

\$5,000

ENTERTAINMENT SPONSOR

\$5,000

DECOR SPONSOR

\$5,000

MEDIA SPONSOR

\$5,000

PRINT SPONSOR

\$5,000

PHOTOGRAPHY SPONSOR

\$3,000

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SPONSORSHIP OPPORTUNITIES

BRONZE SPONSOR \$5,000



As a BRONZE SPONSOR of the 'Dare to Smile' Gala Dinner, your company will receive the following benefits:

At the Gala Dinner:

- Table of Ten with premium seating
- Corporate logo recognition on evening sponsor signage in the John and Bonnie Buhler Hall at the CMHR
- 1/3 page colour advertisement in Event Program
- Corporate logo loop video recognition
- Corporate signage at table

Pre-event and post event exposure:

- Corporate recognition in print advertising in association with promotion of event
- Corporate logo recognition on our website
- Corporate name recognition in the half-page Community Profile thank you advertisement that runs in the Winnipeg Free Press



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SPONSORSHIP OPPORTUNITIES

SILVER SPONSOR

\$10,000



As a SILVER SPONSOR of the 'Dare to Smile' Gala Dinner, your company will receive the following benefits:

At the Gala Dinner:

- Table of Ten with premium seating
- Corporate logo recognition on evening sponsor signage in the John and Bonnie Buhler Hall at the CMHR
- 1/2 page colour advertisement in evening program
- Corporate logo loop video recognition
- Corporate signage at table
- VIP Cocktail Pre- Reception with John Prendergast located on the 6th floor of the CMHR and in the Tower of Hope

Pre-event and post event exposure:

- Corporate recognition in print advertising in association with promotion of event
- Corporate logo recognition on our website
- Corporate name recognition in the half-page Community Profile thank you advertisement that runs in the Winnipeg Free Press



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SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR

\$15,000



As a GOLD SPONSOR of the 'Dare to Smile' Gala Dinner your company will receive the following benefits:

At the Gala Dinner:

- Table of Ten with premium seating
- Corporate logo recognition on evening sponsor signage in the John and Bonnie Buhler Hall at the CMHR
- Full page colour advertisement in Event Program
- Corporate logo loop video recognition
- Corporate signage at table
- VIP Cocktail Pre- Reception with John Prendergast located on the 6th floor of the CMHR and in the Tower of Hope

Pre-event and post event exposure:

- Corporate recognition in print advertising in association with promotion of event
- Corporate logo recognition on our website
- Corporate name recognition in the half-page Community Profile thank you advertisement that runs in the Winnipeg Free Press



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SPONSORSHIP OPPORTUNITIES

INSPIRE

SPONSOR (PRESENTING SPONSOR) \$25,000



EXCLUSIVE SPONSORSHIP LEVEL. As our exclusive **Inspire Sponsor** of the 'Dare to Smile' Gala Dinner your company will be recognized as our premier sponsor and will receive the following benefits:

At the Gala Dinner:

- Two tables of Ten with premium seating and two complimentary bottles of champagne
- Most prominent corporate logo display on all evening signage, video and wall recognition in the CMHR entrance, Garden of Contemplation, and the John and Bonnie Buhler Hall
- Corporate logo recognition on all evening print materials and media
- Full page colour advertisement with inclusive inside cover placement in evening program
- Corporate logo loop video recognition
- Corporate signage at table
- VIP Cocktail Pre- Reception with John Prendergast located on the 6th floor of the CMHR and in the Tower of Hope

Pre-event and post event exposure:

- Exclusive Corporate logo recognition on all promotional materials, signage, event letterhead, event invitations and tickets
- Corporate recognition in print advertising in association with promotion of event
- Corporate logo recognition on our website
- Corporate name recognition in the half-page Community Profile thank you advertisement that runs in the Winnipeg Free Press



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SPONSORSHIP OPPORTUNITIES

DINNER SPONSOR

\$20,000



EXCLUSIVE SPONSORSHIP LEVEL. As our exclusive DINNER SPONSOR of the 'Dare to Smile' Gala Dinner your company will receive the following benefits:

At the Gala Dinner:

- Table of Ten with premium seating
- Corporate logo recognition on evening sponsor signage in the John and Bonnie Buhler Hall at the CMHR
- Full page colour advertisement in evening program
- Corporate logo loop video recognition
- Corporate signage at table
- VIP Cocktail Pre- Reception with John Prendergast located on the 6th floor of the CMHR and in the Tower of Hope

Pre-event and post event exposure:

- Corporate recognition in print advertising in association with promotion of event
- Corporate logo recognition on our website
- Corporate name recognition in the half-page Community Profile thank you advertisement that runs in the Winnipeg Free Press



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SPONSORSHIP OPPORTUNITIES

WINE SPONSOR

\$10,000

EXCLUSIVE SPONSORSHIP LEVEL. As our exclusive WINE SPONSOR of the 'Dare to Smile' Gala Dinner your company will receive the following benefits:

At the Gala Dinner:

- Table of Ten with premium seating
- Corporate logo recognition on evening sponsor signage in the John and Bonnie Buhler Hall at the CMHR
- 1/2 page colour advertisement in evening program
- Corporate logo loop video recognition
- Corporate signage at table
- VIP Cocktail Pre- Reception with John Prendergast located on the 6th floor of the CMHR and in the Tower of Hope

Pre-event and post event exposure:

- Corporate recognition in print advertising in association with promotion of event
- Corporate logo recognition on our website
- Corporate name recognition in the half-page Community Profile thank you advertisement that runs in the Winnipeg Free Press



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SPONSORSHIP OPPORTUNITIES

MARTINI SPONSOR \$5,000



EXCLUSIVE SPONSORSHIP LEVEL. As our exclusive MARTINI SPONSOR of the 'Dare to Smile' Gala Dinner your company will receive the following benefits:

At the Gala Dinner:

- Table of Ten with premium seating
- Corporate logo recognition on evening sponsor signage in the John and Bonnie Buhler Hall at the CMHR
- 1/3 page colour advertisement in evening program
- Corporate logo loop video recognition
- Corporate signage at table
- VIP Cocktail Pre- Reception with John Prendergast located on the 6th floor of the CMHR and in the Tower of Hope

Pre-event and post event exposure:

- Corporate recognition in print advertising in association with promotion of event
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ADDITIONAL SPONSORSHIP OPPORTUNITIES

ENTERTAINMENT SPONSOR \$5000

As our ENTERTAINMENT SPONSOR you have the opportunity to provide services such as audio/ visual and video production to assist with the logistics and pre-promotion of the event, as well on Gala night provide audio/visual and video production services to assist with the logistics.. The Entertainment Sponsor will receive the same recognition level as the *Bronze Sponsor*.

DECOR SPONSOR \$5000

As a DECOR SPONSOR you have the opportunity to provide décor product and services that will create an unforgettable ambience for our guests. All décor sponsors will receive the same recognition level as the *Bronze Sponsor*.

MEDIA SPONSOR \$5000

As a MEDIA SPONSOR you have the opportunity to provide media services such as television, radio or print to help with the promotion and awareness of the event. All media sponsors will receive the same recognition level as the *Bronze Sponsor*.

PRINT SPONSOR \$5000

As a PRINT SPONSOR you have the opportunity to provide print services for promotional materials and/or signage which will assist with the promotion and awareness of the event. All print sponsors will receive the same recognition level as the *Bronze Sponsor*.

PHOTOGRAPHY SPONSOR \$3000

As our PHOTOGRAPHY SPONSOR you have the opportunity to provide photographic services for our evening gala and after the event supply electronic photo copies as well as hard photo copies for our records. Recognition will be given in the event program, evening signage, as well in our post Winnipeg Free Press thank you advertisement. Included is 6 complimentary gala tickets and a 1/3 page colour advertisement in our evening program.



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ADDITIONAL SPONSORSHIP OPPORTUNITIES

CORPORATE TABLE \$3000

Includes a 1/4 page colour advertisement in the evening program, table signage, and recognition in the post Winnipeg Free Press thank you advertisement.

VIP PATRON TICKET \$400

Includes the VIP Cocktail Pre- Reception with John Prendergast located on the 6th floor of the CMHR and in the Tower of Hope. One gala ticket, and a business card size colour advertisement in our evening program.

INDIVIDUAL TICKET \$300

PLEASE CONTACT

Rafi Mohammed, CAE
Email: smilegala@manitobadentist.ca
Phone: (204) 988-5300 ext. 4



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AD SPECS

FOR THE 2015 MD FOUNDATION GALA EVENING PROGRAM

Please supply ads as high res pdfs (preferably PDF/ X-1a:2001) or jpgs (300dpi). CMYK colour

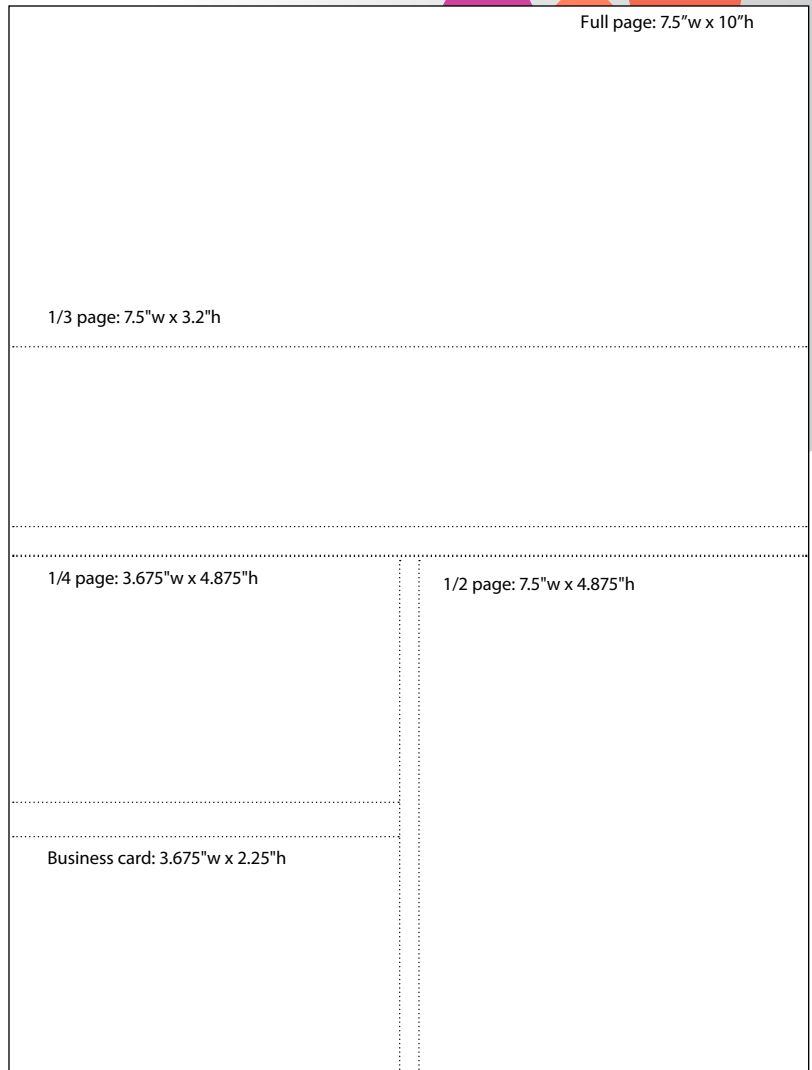
Ad sizes are as follows:

Full page:	7.5"w x 10"h
1/2 page:	7.5"w x 4.875"h
1/3 page:	7.5"w x 3.2"h
1/4 page:	3.675"w x 4.875"h
Business card:	3.675"w x 2.25"h

Please send files to
Rafi Mohammed, CAE
Email: smilegala@manitobadentist.ca
Phone: (204) 988-5300 ext. 4



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A SNAPSHOT OF THE NIGHT

- 4:30pm CMHR Exhibit Tour (Exhibits 1 to 4)
- 5:00pm VIP Cocktail Reception on the Nancy Ruth Terrace, 6th Floor
- 5:30pm Gala Cocktail Reception in the Garden of Contemplation, 4th Floor
- 6:30pm Evening Program begins, John & Bonnie Buhler Hall, 1st Floor
- Opening Remarks & Grace

- 6:45pm Soup & Salad
- 7:15pm Dinner
- 7:45pm Dessert
- 8:00pm The Giving Tree - Part I
- 8:15pm Headline Speaker, John Prendergast
- 9:15pm The Giving Tree - Part II
- 9:45pm Closing Remarks & Announcements
- 10:00pm Live Entertainment and Cash Bar till 1:00am



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