



KALEIDOSCOPE
of HOPE

Soirée

START A FIRE

IN SUPPORT OF **YOUTH MENTAL HEALTH**

EVENT PARTNERSHIPS

KALEIDOSCOPE of HOPE *Soirée*

START A FIRE · IN SUPPORT OF YOUTH MENTAL HEALTH

As co-founders of **Kaleidoscope of Hope**, and as parents, Tony and I would like to thank everyone who has supported Kaleidoscope of Hope in the past. If you are joining our **Kaleidoscope of Hope** sponsors, welcome and thank you!

We are now in our 8th year, and we are very proud of our work in support of youth mental health through our **Kaleidoscope of Hope** events. One day at a time - one dollar at a time, we are improving the lives of our youth. Much remains to be done, however.

We believe that our youth are facing challenging times growing up in a world with a pervasive social media presence, exposed to too much, when too young. Increasingly, there is less interpersonal connection and communication. This will not improve until, we as parents, develop strategies for raising our children in a social media driven world. In the interim, we desperately need to make sure that help is available when needed. One day, one minute, can make a difference – can save a life.

We are planning our **2019 Kaleidoscope of Hope Soirée – Start A Fire** - which will take place on Friday, February 8, at Infinity Convention Centre. Each year, we address specific mental health issues. Our 2018 event focused on the opioid crisis and substance abuse disorders, due to the alarming number of youth turning to drugs and alcohol to make themselves feel better. They have access to cheap drugs on the street - often laced with fentanyl. In the Kanata/Stittsville area alone, drug overdose now claims one young life per week! We desperately need to reduce these tragic losses.

Given the magnitude of the opioid crisis, and the pervasive addiction to social media/technology among youth, our 2019 event will focus on these particular challenges. We must rise together as a community to **Start A Fire** in our youth. We must help them believe in themselves, and help them develop strategies for healthy living. We must ensure that they, and their parents, know where to get help when needed.

Please join us on Friday, February 8, 2019, to make a difference in the lives of our youth. Come to learn more about the problems facing our youth today, and work with us to ensure our youth realize their worth and their potential. The evening will be an amazing experience. You will be moved by the presence of our youth, and the power you feel coming together as a community.

To date, **Kaleidoscope of Hope** has raised \$755,000 for our beneficiaries.

2019 Kaleidoscope of Hope Soirée Beneficiaries: YSB (*Walk-In Clinic*), Say No for Nick, and Ottawa Senators Foundation (*project step*).

www.kaleidoscopeofhope.ca

With much gratitude for your support,
Sharon and Tony



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TESTIMONIAL



I had the pleasure of being the Guest Speaker at the **Kaleidoscope of Hope Rise Together Winter Soirée**.

I spoke on behalf of all youth suffering from mental health and drug addiction issues.

The platform I spoke from ensured my message was heard across the community, and inspired business leaders to become more involved in the fight against mental health disorders.

Most importantly, the funds raised have given three local organizations the ability to do more work to make people's lives better.

I am forever grateful for the work **Kaleidoscope of Hope** does in our community.



Joshua Clatney

FIRE WITHIN ME

LOUNGE SPONSOR

[1 AVAILABLE]

\$30,000 one year or \$75,000 three-year pledge

EXCLUSIVE BENEFITS

- Reserved **Raised Lounge**, with signage, in premier location (20 People)
- Welcome address at event by company representative
- Welcome letter in event program
- Corporate name/logo incorporated in the Kaleidoscope of Hope (KOH) Soirée logo
- Corporate logo on all pages of the KOH website
- Company acknowledgement by event MCs
- Prominent display of corporate logo on red carpet backdrop
- Valet parking

SPECIAL BENEFITS

- Invitation to attend
VIP Cocktail Reception (20 People)
- Personal Server for your Lounge
- Corporate Branding in your Lounge
- Complimentary portrait photograph

PRINT RECOGNITION

- A full-page colour ad in event program
- Corporate logo on all tickets
- Corporate logo given prominence in all print media advertising the Kaleidoscope of Hope Soirée
- Fire Within Me Lounge Sponsor recognition in all promotional materials (>1000 distribution)

SOCIAL MEDIA / E-MARKETING

- Fire Within Me Lounge Sponsor recognition and multiple mentions on KOH Instagram, Twitter, and Facebook Event accounts

FIRE WITHIN ME LOUNGE SPONSOR RECOGNITION

- In all media advisories
- In all radio advertisements
- In all print advertisements
- In welcome signage

ONSITE RECOGNITION

- Fire Within Me Lounge Sponsor recognition and corporate logo displayed in event multimedia presentation

POST EVENT

- First right of refusal for Fire Within Me Lounge Sponsorship of the 2020 Kaleidoscope of Hope Soirée



IGNITE SELF-WORTH

LOUNGE SPONSOR

[2 AVAILABLE] \$15,000

EXCLUSIVE BENEFITS

- Optional status as official sponsor for wine, food, celebrity travel, décor, entertainment, or cocktail reception. Selection based on availability.

SPECIAL BENEFITS

- Reserved Lounge area with signage (15 People)
- Invitation to attend VIP Cocktail Reception (15 People)
- Personal Server for your Lounge
- Corporate Branding in your Lounge
- Complimentary portrait photograph

RECOGNITION

- A half-page colour ad in KOH event program
- Corporate logo on Kaleidoscope of Hope Soirée tickets
- Corporate logo in all print media advertising for the Kaleidoscope of Hope Soirée
- Company acknowledgement in radio ads, media advisories, and print ads
- Prominent display of corporate logo and hyperlink on KOH website
- Corporate logo on red carpet backdrop
- Corporate logo displayed in event multimedia presentation

SOCIAL MEDIA / E-MARKETING

- Ignite Self-Worth Lounge Sponsor recognition and multiple mentions on KOH Instagram, Twitter, and Facebook Event accounts

POST EVENT

- First right of refusal for Ignite Self-Worth Lounge Sponsorship of the 2020 Kaleidoscope of Hope Soirée

MEDIA

SPONSOR

(RADIO/TV/PRINT)

CONTRA ADVERTISING

EXCLUSIVE BENEFITS

- Official and Exclusive Media sponsor for the Kaleidoscope of Hope Soirée
- Provide Co-MCs for the Kaleidoscope of Hope Soirée

SPECIAL BENEFITS

- Reserved Lounge area with signage (10 People-Radio, 10 People-Print, 10 People TV)
- Invitation to attend VIP Cocktail Reception (10 People-Radio, 10 People-Print, 10 People TV)
- Acknowledgement as official media sponsors by event MCs
- Personal Server for your Lounge
- Corporate Branding in your Lounge

RECOGNITION

- A half-page colour ad in event program
- Corporate logo on Kaleidoscope of Hope Soirée tickets
- Corporate logo in all print media advertising for the Kaleidoscope of Hope Soirée
- Company acknowledgement in radio ads, media advisories, and print ads
- Prominent display of corporate logo and hyperlink on KOH website
- Corporate logo on red carpet backdrop
- Company name displayed on Welcome Signage
- Corporate logo displayed in event multimedia presentation

SOCIAL MEDIA / E-MARKETING

- Media Sponsor recognition and multiple mentions on KOH Instagram, Twitter, and Facebook Event accounts

POST EVENT

- First right of refusal for Media Sponsorship of the 2020 Kaleidoscope of Hope Soirée



FLAME OF CONFIDENCE

LOUNGE SPONSOR

[6 AVAILABLE] \$10,000

SPECIAL BENEFITS

- Reserved Lounge area with signage (10 People)
- Invitation to attend KOH Cocktail Reception (10 People)
- Corporate Branding in your Lounge

RECOGNITION

- Corporate logo in event program on sponsorship page identifying all Flame of Confidence Lounge Sponsors
- Corporate logo displayed under Flame of Confidence Lounge Sponsors in all print media advertising for the Kaleidoscope of Hope Soirée
- Corporate logo and hyperlink on KOH website in the Flame of Confidence section
- Corporate logo displayed with other Flame of Confidence Lounge Sponsors on Welcome Signage
- Corporate logo displayed with other Flame of Confidence Lounge Sponsors in event multimedia presentation

SOCIAL MEDIA / E-MARKETING

- Flame of Confidence Lounge Sponsor recognition and mention on KOH Instagram, Twitter, and Facebook Event accounts



SPARK ACCEPTANCE

SPONSOR

[10 AVAILABLE] \$5,000

BENEFITS

- Communal table with bar stools & signage (10 People)
- Invitation to attend KOH Cocktail Reception (10 People)

RECOGNITION

- Corporate logo in KOH event program on sponsorship page identifying all Spark Acceptance Sponsors
- Company logo acknowledged on the KOH website in the Spark Acceptance Sponsors section
- Company logo displayed with other Spark Acceptance Sponsors on Welcome Signage
- Company logo displayed with other Spark Acceptance Sponsors in event multimedia presentation

SOCIAL MEDIA / E-MARKETING

- Spark Acceptance Sponsor recognition and mention on KOH Instagram, Twitter, and Facebook Event accounts



INDIVIDUAL TICKET

\$200

1 Kaleidoscope of Hope Soirée ticket
1 invitation to attend KOH Cocktail Reception

YOUTH TICKET

[AGES 13-25] \$100

1 Kaleidoscope of Hope Soirée ticket
1 invitation to attend KOH Cocktail Reception

**For additional information please contact:
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