



TRUE PATRIOT LOVE EXPEDITION:  
PATAGONIA 2020

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**PATAGONIA 2020**

**Sponsorship Package**

**September 24 – October 4, 2020**

# TRUE PATRIOT LOVE FOUNDATION

True Patriot Love Foundation is a national charity that is changing the lives of military and Veteran families across Canada. By funding more than 750 programs that support mental health, physical rehabilitation, transition to life after service, and the unique needs of children and families, we've helped 25,000 military and Veteran families in need over the past decade. In addition, True Patriot Love contributes to advancements in research and technology through our \$5 million commitment to the Canadian Institute for Military and Veterans Health Research (Queen's University).

*Below are a few examples of the initiatives we're proud to support.*

## Veterans Transition Network



A group treatment program that helps Veterans living with symptoms of operational stress injury as they transition more successfully into civilian life.

## Strongest Families Institute



An award-winning organization that delivers skill-based distance learning for children, youth and families to help overcome mild to moderate mental health and/or behavioural concerns.

## Project Trauma Support



A six-day psychotherapy program that helps military members, Veterans and First Responders process past traumatic events to mitigate the symptoms of PTSD and moral injury to improve quality of life.

## Research at CIMVHR



The Canadian Institute for Military and Veteran Health Research is focused on research devoted to the health and well-being of those who protect and serve Canadians at home and abroad.

## A Snapshot of Our Impact Over the Past Decade

FUNDED

120

Mental health family programs

INSPIRED

200+

Veterans to launch their own businesses

EMPOWERED

324

Veterans through healing journeys

SUPPORTED

750

Programs across the nation

UNLOCKED

1,544

Camp experiences for military families

ENABLED

9,800

Hours of peer-to-peer counselling

HELPED

25,000

Military & Veteran families since 2009

# ABOUT TRUE PATRIOT LOVE EXPEDITIONS

Since 2012, True Patriot Love Foundation has produced ambitious expeditions around the world, pairing business leaders with members of the Canadian Armed Forces and Veterans. These expeditions highlight the perseverance and unconquerable spirit of our military members and Veterans in the face of adversity.

Our expeditions also provide a meaningful mentorship opportunity and shed light on the challenges of transition and the stigma of mental illness. Business leaders offer one-on-one support to military participants as they transition to civilian careers, and civilian business leaders learn from the valuable experiences and skills of our military and Veteran participants for a mutually beneficial mentorship experience.

**Past expeditions have collectively raised over \$9 million for the military community and have directly impacted over 65 ill and injured military personnel and Veterans.**

## PAST EXPEDITIONS HAVE HELPED FUND INITIATIVES SUCH AS:



The development of Virtual Treatment for post traumatic stress



Tailored full-time job placements for 144 injured military members



Emergency housing for military families at risk



The purchase of modified vehicles and retrofitting of homes for families of injured Veterans





El Calafate

El Chaltén

Marconi Pass

Circo de Los Altares

Paso del Viento

## PATAGONIA 2020

### Join us on our next adventure to Patagonia, Argentina in the Fall of 2020.

This once-in-a-lifetime experience will take approximately 30 participants to Patagonia Argentina, known as one of the world's greatest hiking destinations, for an 11-day trek through the desolate Patagonia Steppe, across the thick Andean forests and onto the impressive Southern Patagonia Ice Field. With its towering rock, vast glaciers, crystalline lakes and diverse wildlife, Patagonia is an adventure-lover's paradise with undeniable beauty set amid a wild and rugged landscape. Expeditioners will travel to the frontier area of the Argentina/Chile border and explore notable landmarks, including Piedra del Fraile, Marconi Base Camp, Fitz Roy and Mount Pier Giorgio.

### WHY SPONSOR PATAGONIA 2020?

**Show your Canadian pride:** members of the Canadian Armed Forces sacrifice so much to help ensure this great nation is kept safe and free. Be part of a unique experience that shows your support and honours their service.

**Build your brand as a dedicated corporate citizen:** position your organization as a committed corporate citizen that stands behind a great cause. Research has shown that customers' impression of a brand is positively influenced by a brand's association with a social cause. Aligning your organization with True Patriot Love Foundation demonstrates your strong commitment to the health and well-being of the military community.

**Extend your brand reach:** engage with existing and prospective customers through a unique initiative with wide reach. True Patriot Love's recent Baffin Island expedition generated over 24 million media impressions!

**Engage your team:** the expedition experience offers a one-of-a-kind professional development opportunity to build the leadership skills of your senior executives through an immersive and transformative journey. In addition, speaking engagements with military participants will motivate your employees and provide a unique perspective on leadership.

# HEAR FROM PAST PARTICIPANTS

## CIVILIAN PARTICIPANTS

- /// **The True Patriot Love Women's Expedition provided an extraordinary opportunity to disconnect in this hyper-connected world.** Civilians, Veterans and Canadian Armed Forces members alike were reminded of the isolation that exists in our society, despite technological advances -- from the Northern Communities we visited to the challenges our Veterans face when they transition to civilian life. Paradoxically, the remoteness of Baffin Island itself enabled us to build deep, meaningful relationships that will last a lifetime. I learned first-hand that the need to serve those who serve our country has never been more acute. I look forward to continuing the journey with this outstanding group of women and True Patriot Love Foundation for years to come!

*Julie Cowan, Baffin Island 2019 Expedition Civilian Co-Chair*

- /// **Some of the soldiers on the expedition – those we now consider close friends – are struggling.** We hope that by being a part of this expedition, we eased their struggle in some small way. In turn, they inspired us with their determination, resilience and unwavering commitment to the team. We gained as much from them as they did from us.

*Ellie & Ben Rusonik, Himalayas 2018 Expedition*

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## MILITARY/VETERAN PARTICIPANTS

- /// **True Patriot Love's Baffin Island expedition was an incredible experience for me as an injured service member;** having the opportunity to take in the raw beauty of Canada's North with so many amazing women was inspiring and empowering. I greatly appreciate the opportunity to visit Nunavut and look forward to the mentorship and support from my Baffin Island sisters as I approach the transition from military to civilian life. Thank you, ladies, and thank you True Patriot Love Foundation for an experience I will treasure for the rest of my life.

*Kathryn Logan, Baffin Island 2019 Expedition*

- /// **After 18 years in the military, I began my transition to the civilian world.** I became very frustrated and felt like I was just another number and the sacrifices both my family and I made were for nothing. But working with True Patriot Love Foundation and the business community put a face to that number. They said 'we recognize your sacrifice, we appreciate your service and are here to help you transition.' Not only did this give me the confidence to enter into the world of business, it justified all those years of service and made me realize Canada is truly the greatest country to have served.

*Casey Wall, Best of Canada 2017 Expedition*



# PRESENTING SPONSOR | \$150,000

The Presenting Sponsor will take the lead on this incredible journey with two senior executives joining the expedition in support of the brave men and women of the Canadian Armed Forces.

In recognition of this sponsorship, True Patriot Love is pleased to customize activation opportunities to align with your business objectives and offer the following benefits:

## ACTIVATION OPPORTUNITIES

- Exclusive naming rights for the True Patriot Love Expedition to be used in all official references to the expedition.
- Photograph of the company flag taken at training camp.
- Expedition team photo with recognition plaque of your company flag in Patagonia.

**Please note:** Recognition plaque may be presented during a company employee event. Cost of the event to be covered by your company. Staff will arrange for a True Patriot Love executive and expedition participants to be in attendance (travel costs to be covered by your company).

- Access to select photographs from the expedition to be used for your company's internal promotional purposes (subject to availability).
- Host a military expedition alumni for a speaking engagement.
- Unique opportunity for two (2) senior executives from your company to join the True Patriot Love Expedition including training camp. Our expeditions are transformative experiences that build leadership skills, help expand professional networks, and push participants both mentally and physically, all while showcasing your organization's commitment to the military community.

**Please note:** costs associated with flights, gear, etc. are not included. These individuals are required to fundraise \$50,000 each.

## MARKETING OPPORTUNITIES

- Prominent recognition as the Presenting Sponsor of the expedition in all press releases, media advisories and other speaking engagements before, during and after the expedition.
- Inclusion in True Patriot Love marketing materials including social media and e-newsletter.
- Company branding on one piece of team gear.
- Logo recognition on the True Patriot Love Patagonia 2020 web page with link to company website.
- Sponsor wrap report detailing the expedition reach and coverage.

**Please note:** sponsorships are not eligible for a tax receipt.

## PLATINUM SPONSOR | \$100,000

**As a Platinum Sponsor your business will have the unique opportunity to support this important cause while allowing one of your senior executives to engage in the experience.**

**In recognition of this sponsorship, True Patriot Love is pleased to customize activation opportunities to align with your business objectives and offer the following benefits:**

### ACTIVATION OPPORTUNITIES

- Expedition team photo with recognition plaque of your company flag in Patagonia.
- Access to select photographs from the Expedition to be used for your company's internal promotional purposes (subject to availability).
- Host a military expedition alumni for a speaking engagement.
- Unique opportunity for one (1) senior executive from your company to join the True Patriot Love Expedition including training camp. Our expeditions are transformative experiences that build leadership skills, help expand professional networks, and push participants both mentally and physically, all while showcasing your organization's commitment to the military community.

**Please note:** *costs associated with flights, gear, etc. are not included. This individual is required to fundraise \$50,000.*

### MARKETING OPPORTUNITIES

- Recognition as the Platinum Sponsor of the expedition in all press releases before, during, and after the expedition.
- Inclusion in True Patriot Love marketing materials including social media and e-newsletter.
- Premium logo placement on one select item of expedition gear.
- Logo recognition on the True Patriot Love Patagonia 2020 web page with link to company website.
- Sponsor wrap report detailing the expedition reach and coverage.

**Please note:** *sponsorships are not eligible for a tax receipt.*

## TRAINING CAMP SPONSOR | \$50,000



To prepare for Patagonia 2020, participants will take part in a training camp. You will have the opportunity to support our expedition participants as they prepare for their journey. In March, the team will unite for a 4-day training session in Canmore, Alberta where they will learn valuable mental and physical skills to prepare for the expedition.

In recognition of this sponsorship, True Patriot Love is pleased to customize activation opportunities to align with your business objectives and offer the following benefits:

### ACTIVATION OPPORTUNITIES

- On-site recognition at the Training Camp in the form of signage and verbal recognition.
- Photograph of company logo taken at Training Camp and during the expedition.
- Framed photo with company logo.
- Access to select photographs from the expedition to be used for your company's internal promotional purposes (subject to availability).
- Additional opportunity to have the photo presented during an employee event following the Training Camp. True Patriot Love will arrange for one True Patriot Love staff member and one military team participant to be in attendance (Note: event and travel costs to be paid by the sponsor).

### MARKETING OPPORTUNITIES

- Inclusion in True Patriot Love marketing materials as applicable.
- Logo recognition on the True Patriot Love Patagonia 2020 web page with link to company website.
- Sponsor wrap report detailing the expedition reach and coverage.

**Please note:** sponsorships are not eligible for a tax receipt.

## MILITARY TEAM SPONSOR | \$15,000

Support one of our military team members and enable their participation in this life-changing expedition. Follow their journey and hear first-hand about their unique experience.

In recognition of this sponsorship, True Patriot Love is pleased to customize activation opportunities to align with your business objectives and offer the following benefits:

### ACTIVATION OPPORTUNITIES

- Unique opportunity to sponsor an expedition military participant with the addition of an employee engagement experience following the journey.  
**Please note:** cost of the meet and greet is to be covered by your company and subject to participant availability.
- Access to select photographs from the expedition to be used for your company's internal promotional purposes (subject to availability).
- Framed photo with company logo.

### MARKETING OPPORTUNITIES

- Inclusion in True Patriot Love marketing materials as applicable.
- Logo recognition on the True Patriot Love Patagonia 2020 web page with link to company website.
- Sponsor wrap report detailing the expedition reach and coverage.  
**Please note:** sponsorships are not eligible for a tax receipt.



# BENEFITS OUTLINE

PRESENTING	PLATINUM	TRAINING CAMP	MILITARY TEAM
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## ACTIVATION OPPORTUNITIES

NAMING RIGHTS TO THE EXPEDITION	X			
ON-SITE RECOGNITION AT TRAINING CAMP	X		X	
TEAM PHOTO WITH YOUR COMPANY FLAG AND RECOGNITION PLAQUE	X	X		
FRAMED PHOTO WITH COMPANY LOGO			X	X
ACCESS TO SELECT PHOTOGRAPHS FROM THE EXPEDITION	X	X	X	X
HOST A MILITARY EXPEDITION ALUMNI FOR A SPEAKING ENGAGEMENT	X	X	X	X
TWO (2) SENIOR EXECUTIVE SPOTS ON THE EXPEDITION	X			
ONE (1) SENIOR EXECUTIVE SPOT ON THE EXPEDITION		X		

## MARKETING OPPORTUNITIES

RECOGNITION IN ALL PRESS RELEASES, MEDIA ADVISORIES, REMARKS	X			
RECOGNITION IN PRESS RELEASE(S) (AS APPLICABLE)		X		
MENTION IN TRUE PATRIOT LOVE MARKETING MATERIALS (AS APPLICABLE)	X	X	X	X
COMPANY BRANDING ON ONE PIECE OF TEAM GEAR	X	X		
COMPANY LOGO AND WEB LINK ON EXPEDITION WEB PAGE	X	X	X	X
INCLUSION IN TRUE PATRIOT LOVE SOCIAL MEDIA CHANNELS	X	X		
MENTION IN TRUE PATRIOT LOVE'S E-NEWSLETTER	X	X		
SPONSOR WRAP REPORT	X	X	X	X

## GET IN TOUCH



**For more information about this unique opportunity please contact:**



**SAJID (SAJ) RAHMAN**

*Director, Corporate Partnerships and Sales*

True Patriot Love Foundation

416.573.4754

srahman@truepatriotlove.com

## THANK YOU FOR YOUR CONSIDERATION

**The success of this initiative lies in the hands of True Patriot Love's supporters, sponsors and partners. We look forward to working with you to bring the needs of Canada's military men, women and their families to the forefront and make a difference in their lives.**

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*True Patriot Love Foundation is a Registered Charity.  
Charitable Registration Number: 81 464 6493 RR001*



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