



CAPTAIN NICHOLA GODDARD

LEADERSHIP SERIES

PRESENTED BY BENNETT JONES



VANCOUVER - MARCH 10, 2020
5:00 p.m. - 7:30 p.m.

SPONSORSHIP OPPORTUNITIES

Charitable Registration Number: 81464 6493 RR0001

ABOUT THE EVENT

Captain Nichola Goddard Leadership Series - Vancouver

Tuesday, March 10, 2020

Bennett Jones

666 Burrard St #2500, Vancouver, BC V6C 2X8

The Vancouver edition of the Captain Nichola Goddard Leadership Series, presented by Bennett Jones, will feature a panel discussion with a group of remarkable women from the Canadian Armed Forces, focusing on the themes of resilience and agility in leadership.

Bringing together military members, business leaders and community partners, the reception will provide insight and generate inspiring discussion surrounding the unique experiences women face in the Canadian Armed Forces. Speakers will share inspirational stories of courage, leadership and resiliency while speaking to how their military careers have shaped and defined them.

Meet & greet

5:00 p.m. - 6:00 p.m.

Panel discussion with Q&A period

6:00 p.m. - 7:00 p.m.

Networking

7:00 p.m. - 7:30 p.m.

For more information, to purchase single tickets, or to make a donation please visit:

www.truepatriotlove.com/goddard-reception-2020/

For questions and to secure your involvement, please contact:

Meighan Bell

Chief Development Officer

goddardevent@truepatriotlove.com or call [647.608.6940](tel:647.608.6940)

True Patriot Love Foundation

True Patriot Love Foundation is a national charity that is changing the lives of military members, Veterans and their families across Canada. By funding more than 825 programs that support mental health, physical rehabilitation, transition to life after service, and the unique needs of children and families, we've helped 30,000 military and Veteran families in need over the past decade.

WHY SPONSOR THE EVENT?

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.

Highlight your corporate commitment to women in leadership: position your company as a dedicated corporate citizen that stands behind a great cause and supports women in leadership positions. Research has shown that customers' impression of a brand is positively influenced by a brand's association with a social cause. Aligning your company with True Patriot Love Foundation demonstrates your strong commitment to the health and well-being of the military community, while also providing a leadership development opportunity for staff.

Support women of the military and Veteran women: your sponsorship will support the many initiatives funded by the Captain Nichola Goddard Fund. Do your part to help support programs for these brave women.

Add your name to our growing list of supporters: the inaugural 2018 sold out event had 17 sponsors from a variety of industries. Becoming a supporter allows you to add your company name to this list and show your commitment for the brave women who serve our country.

Thank you to our past sponsors of the Captain Nichola Goddard Leadership Series!



GOLD SPONSOR | \$10,000.00

In recognition of this sponsorship, True Patriot Love is pleased to offer the following benefits:

HOSPITALITY

- 8 tickets to attend
- Meet and greet with special guest speakers prior to event
Military/Dignitary hosting opportunity: If you wish to host a member of the Canadian Armed Forces (CAF) as one of the guests, True Patriot Love will coordinate directly with the CAF to identify a deserving member to attend as your guest. Members of the CAF are not permitted to accept a direct invitation – True Patriot Love will facilitate all invitations.

ON-SITE RECOGNITION

- Verbal recognition of sponsorship from podium during event
- Full screen logo on sponsorship loop played on screens during event
- Opportunity to provide closing remarks

MARKETING

- Mention in event marketing materials
- Logo recognition on the True Patriot Love event web page with link to company website
- Sponsor wrap report



SILVER SPONSOR | \$5,000.00

HOSPITALITY

- 4 tickets to attend
- Meet and greet with special guest speakers prior to event
Military/Dignitary hosting opportunity: If you wish to host a member of the Canadian Armed Forces (CAF) as one of the guests, True Patriot Love will coordinate directly with the CAF to identify a deserving member to attend as your guest. Members of the CAF are not permitted to accept a direct invitation – True Patriot Love will facilitate all invitations.

ON-SITE RECOGNITION

- Name/logo recognition on sponsor loop played on screens during event

MARKETING

- Mention in event marketing materials
- Logo recognition on the True Patriot Love event web page with link to company website
- Sponsor wrap report

BRONZE SPONSOR | \$1,750.00

MULTIPLE AVAILABLE

HOSPITALITY

- 2 tickets to attend
- Meet and greet with special guest speakers prior to event
Military/Dignitary hosting opportunity: If you wish to host a member of the Canadian Armed Forces (CAF) as one of the guests, True Patriot Love will coordinate directly with the CAF to identify a deserving member to attend as your guest. Members of the CAF are not permitted to accept a direct invitation – True Patriot Love will facilitate all invitations.

ON-SITE RECOGNITION

- Name/logo recognition on sponsor loop played on screens during event

MARKETING

- Mention in event marketing materials
- Logo recognition on the True Patriot Love event web page with link to company website
- Sponsor wrap report

THE CAPTAIN NICHOLA GODDARD FUND

TRUE PATRIOT LOVE
**CAPTAIN
NICHOLA
GODDARD
FUND** 



About the Fund

The Nichola Goddard Fund supports national community programs that help servicewomen, Veteran women, and their families manage the realities of a career in the military and serve as leaders to other women in Canada and around the world. The Fund was established in memory of Captain Nichola Goddard, the first female Canadian soldier to die in a combat role.

Servicewomen play an integral role in the Canadian military. In the peace process, the strength of women's influence is positively correlated to agreements being reached and implemented. According to the International Peace Institute, when women participate in the peace process, the resulting agreement is 35% percent more likely to last 15 years. In operations, servicewomen have access to populations and spaces that are closed to men. In the words of Major General Lund of Norway, the first woman to serve as a Force Commander in a United Nations peacekeeping operation, "being a female, from my recent deployment in Afghanistan, I had access to 100 percent of the population, not only 50 percent."

A career in the military is also undeniably one of the most physically and psychologically challenging roles in the world. Forty percent of military personnel released each year will experience a psychological injury requiring support and treatment. Veteran women also have a 81% higher risk of suicide compared to the general Canadian population.

To date \$260,000 has been committed to the military and Veteran community from the Captain Nichola Goddard Fund.

The fund will support initiatives such as:

Team Rubicon Canada



Funding will be directed to recruit, train and support women Veterans as team members and leaders to continue their service to help people prepare, respond, and recover from disasters.

Veterans Transition Network



In 2020 the VTN which was founded in B.C. will offer an all women's program for transitioning Veterans which will provide 100 hours of clinical and peer support.

Fellow Canadian,

Nichola always believed she could help. It's what motivated her to join the military when a recruiter first visited her high school in Antigonish, Nova Scotia.

When we were growing up, Nichola's unrelenting tenacity always inspired me. As I got older, I realized that her drive wasn't a given. I realized that women across Canada, and around the world, regularly face discrimination and bias on the road to achieving their dreams. But Nichola always kept her drive, and it helped her lead her soldiers in Afghanistan.

We started the Captain Goddard Fund to celebrate and serve strong women like Nichola who have the courage to never take no for an answer. They are the servicewomen, Veteran women, and their families, who protect the values integral to Canada and stand on guard for those less fortunate around the world.

Since the fund was created, we've seen incredible support from Canadians. With True Patriot Love carrying on the legacy through the Captain Nichola Goddard Fund, \$260,000 has been committed to programs supporting women from the military community and their families. And with your help, we will continue to support organizations that stand for women like Nichola, helping to manage the realities of a career in the military.

Canada needs strong women, and the women that served before, with, and after Nichola are the strongest I've ever met.

Nichola would have been incredibly proud of the programs we've been able to create in her legacy. And for that, my family and I are forever thankful.

Katherine Rusk

Letter from Katherine Rusk,
sister of Captain Nichola Goddard





TRUE PATRIOT LOVE FOUNDATION

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truepatriotlove.com