



13TH
ANNUAL

TRUE PATRIOT LOVE
TRIBUTE GALA

WEDNESDAY, NOVEMBER 10, 2021

SPONSORSHIP OPPORTUNITIES



A TRIBUTE GALA

PRESENTED BY **Bell**

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 925 programs that support mental health, physical rehabilitation, transition to life after service, and the unique needs of children and families, we've helped 33,000 military and Veteran families 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).

Stronger Military Families



Supporting family resilience and programming for children and youth is a priority, especially as we account for the compounding impact of the COVID-19 pandemic. We are proud to support Military Family Resource Centres across Canada.

Well-Being



Addressing the increased demand for mental health services has become apparent as the pandemic has evolved. Economic recovery will drive an increased focus on employment and transition support for Veterans and their families. We invest in programs that support overall well-being.

Rehabilitation & Recovery



We are supporting Veteran rehabilitation and recovery through adaptive sports and our inaugural creative arts initiative, leveraging national and international partnerships. Through national partnerships, we are enabling the recovery journey for Veterans and their families.

Connection with Communities



We are developing opportunities for a renewed sense of purpose and connection with community through mentorship and volunteerism while elevating the awareness of True Patriot Love, including the new Veteran Network launched this year.

A Snapshot of Our Impact Over the Past Decade

FUNDED

170

mental health programs

INSPIRED

300

Veterans to launch their own businesses

SUPPORTED

925

programs across the nation

PROVIDED

1,800

hours of mental health coaching for children

UNLOCKED

1,828

camp days for military families

HELPED

33,000

military & Veteran families since 2009

ABOUT THE EVENT

True Patriot Love Annual Tribute Gala

The True Patriot Love Annual Tribute Gala is our signature fundraising event and Canada's largest celebration in support of military members, Veterans and their families. The event brings together influential business and community leaders, distinguished military representatives and dignitaries to pay tribute to the military and Veteran community and honour the sacrifices they have made for our nation. The event has raised over \$22M over the past decade for those in need.

This Year's Virtual Tribute Gala

Building upon the 2020 True Patriot Love Virtual Tribute Gala and the tremendous success of it, the 2021 Gala will feature an impactful evening showcasing the important work done by True Patriot Love during the COVID-19 pandemic. Each guest will receive a meal box and our popular gala celebration box and be able to watch from the comfort of their home or boardroom. The theme of this year's gala will be on the creative arts and the role it plays in Veteran recovery.

For the first time ever, this year's gala will also include a youth theme whereby gala guests can purchase a ticket for youth which would include a meal and a special youth gala celebration box. Youth participants will also be able to join a special pre-event program designed for them just before the main program begins.

Members of the Canadian Armed Forces stepped forward during the COVID-19 pandemic and helped our most vulnerable population. We hope you can join us to honour their service and sacrifice by supporting this critical event, which will raise funds for community-based programs for those in need across the country.



THE PATRIOT AWARD



The Patriot Award is an annual award that honours an individual or organization who has proven outstanding dedication and commitment to the True Patriot Love Foundation and has shown exceptional efforts in raising funds and awareness for the members of the Canadian Forces, Veterans and their families. The Patriot Award presentation includes a public recognition at the True Patriot Love Tribute Gala and the recipient will receive a special coin in honour of their generous support and contributions. This year's award will be presented to Ms. Janice O'Born of The Printing House, Charitable Office, virtually on Wednesday, November 10th, 2021 by the Chair of the True Patriot Love Foundation, Mr. Shaun Francis.

Through her work as the founder and chairman of The Printing House Charitable Office, Janice has been a leading Canadian philanthropist and supporter of various causes and charities that are close to her heart. Janice has been a strong supporter of True Patriot Love since its founding in 2009. At this crucial time, when our Servicemen and women were returning from the conflict in Afghanistan, Janice immediately understood that they, and their families, would need continued support to cope with the impacts of war.

Over the twelve years since True Patriot Love was established, Janice has generously donated both printing materials and funding, but most importantly offered her time and expertise to chair our signature gala, the True Patriot Love Tribute Gala for two years in succession in 2016 and 2017. Janice's commitment to her role as Chair helped us raise \$3.1M at these two events and introduced a valuable voice for diverse communities. In 2016, at her suggestion, we honoured the continuum of military service of Canada's Indigenous Peoples. In 2017, under her guidance, we showcased and recognized the strength and dedication of the women of the Canadian Armed Forces and their families.

In addition to her ongoing support of our mandate, Janice was the first to step forward to provide a significant donation in support of the inaugural Invictus Games in 2014, as Canada sent our first team of wounded warriors to the games.

We continue to be humbled by Janice's hard work and dedication to our cause and are truly honoured to award her the 2021 Patriot Award.

Past Recipients of the Patriot Award:

2015: Paul Desmarais Jr.

2016: Mike Durland

2017: The Honourable Hilary Weston

2018: Bell Canada

2019: Canso Investment Counsel

2020: Operation Laser (COVID-19 Response), The Canadian Armed Forces

WHY SPONSOR THE TRIBUTE GALA

Now more than ever, military members, Veterans and their families need our support. Event sponsors will have an opportunity to build brand awareness and showcase their support for military and Veteran families. Our sponsorship opportunities provide a range of benefits that will add value for your organization, including recognition during the virtual event, marketing and hospitality.

Top Reasons To Sponsor The Event

Build your brand recognition: The True Patriot Love Tribute Gala is True Patriot Love's signature event attended by C-Suite leaders, senior leaders of the Canadian Armed Forces and Canadian politicians. Sponsoring the event will increase your brand awareness amongst this highly influential audience.

Show your Canadian pride: members of the Canadian Armed Forces stepped up and supported us on the front lines during the COVID-19 pandemic, and have taken a lead role in the vaccine rollout. 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.

Engage your youth: For the first time ever, the True Patriot Love Gala will include a youth program. Bring your kids to the event and have them learn more about the work members of the Canadian Armed Forces do at home and abroad. Youth guests will also receive a meal, a youth celebration box and be invited to a special youth pre-program just before the main gala begins.

EXCLUSIVE SPONSORSHIPS

Presenting Sponsor



SOLD

VIP Reception Sponsor



SOLD

Helmet Auction Sponsor



SOLD

Print Sponsor



SOLD

GALA CELEBRATION BOX SPONSORSHIP | \$50,000

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

HOSPITALITY

- Two (2) virtual tables at the Tribute Gala on November 10, 2021 (10 guests per table)
- Dinner for your 20 guests delivered straight to their door
- Special Gala Celebration Box delivered to your guests

Military/Dignitary hosting opportunity at your virtual table (upon request and subject to availability): If you wish to host a member of the Canadian Armed Forces (CAF) as one of the guests at your virtual table, 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.

MARKETING

- Company branding on all adult Gala Celebration Boxes delivered to all gala guests (logo to be received no later than October 1st, 2021)
- Opportunity to include company promotional item in each gala celebration box (Promotional item to approved by True Patriot Love by no later than October 1st, 2021 and delivered by October 20th to True Patriot Love offices)
- Company logo shown during the virtual event indicating sponsorship level
- Full page ad in event program (to be designed and provided by sponsor no later than October 1st, 2021)
- Company name mentioned by host acknowledging your sponsorship
- Mention in Gala marketing materials
- Logo recognition on the True Patriot Love event web page with link to company website
- Recognition in True Patriot Love's e-newsletter about the Tribute Gala

** You will have the opportunity to opt out of receiving a meal box and the proceeds will be directed to True Patriot Love programming. A tax receipt will be provided for the donation.*

YOUTH ENGAGEMENT SPONSORSHIP | \$50,000

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

HOSPITALITY

- Two (2) virtual tables at the Tribute Gala on November 10, 2021 (10 guests per table)
- Dinner for your 20 guests delivered straight to their door
- Special Gala Celebration Box delivered to your guests

Military/Dignitary hosting opportunity at your virtual table (upon request and subject to availability): If you wish to host a member of the Canadian Armed Forces (CAF) as one of the guests at your virtual table, 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.

MARKETING

- Company branding on all youth Gala Celebration Boxes delivered to all gala guests (logo to be received no later than October 1st, 2021)
- Company promotional item including in each youth gala celebration box (Promotional item to approved by True Patriot Love by no later than October 1st, 2021 and delivered by October 20th to True Patriot Love offices)
- Sponsorship of gala pre-show targeted for youth
- Company logo shown during the virtual event indicating sponsorship level
- Full page ad in event program (to be designed and provided by sponsor no later than October 1st, 2021)
- Company name mentioned by host acknowledging your sponsorship
- Mention in Gala marketing materials
- Logo recognition on the True Patriot Love event web page with link to company website
- Recognition in True Patriot Love's e-newsletter about the Tribute Gala

** You will have the opportunity to opt out of receiving a meal box and the proceeds will be directed to True Patriot Love programming. A tax receipt will be provided for the donation.*

DIGITAL CONTENT SPONSORSHIP | \$50,000

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

HOSPITALITY

- Two (2) virtual tables at the Tribute Gala on November 10, 2021 (10 guests per table)
- Dinner for your 20 guests delivered straight to their door
- Special Gala Celebration Box delivered to your guests

Military/Dignitary hosting opportunity at your virtual table (upon request and subject to availability): If you wish to host a member of the Canadian Armed Forces (CAF) as one of the guests at your virtual table, 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.

MARKETING

- Bottom of landing page listing “Powered by (Company Name)”
- Company branding on e-communication to guests
- Company branding on email auto registration responder
- Company logo shown during the virtual event indicating sponsorship level
- Full page ad in event program (to be designed and provided by sponsor no later than October 1st, 2021)
- Opportunity to include promotional item in adult Gala Celebration box (item must be approved by True Patriot Love and provided by the sponsor no later than October 1st, 2021)
- Company name mentioned by host acknowledging your sponsorship
- Mention in Gala marketing materials
- Logo recognition on the True Patriot Love event web page with link to company website
- Recognition in True Patriot Love’s e-newsletter about the Tribute Gala

** You will have the opportunity to opt out of receiving a meal box and the proceeds will be directed to True Patriot Love programming. A tax receipt will be provided for the donation.*

GOLD LEVEL SPONSORSHIP | \$50,000

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

HOSPITALITY

- Two (2) virtual tables at the Tribute Gala on November 10, 2021 (10 guests per table)
- Dinner for your 20 guests delivered straight to their door
- Special Gala Celebration Box delivered to your guests

Military/Dignitary hosting opportunity at your virtual table (upon request and subject to availability): If you wish to host a member of the Canadian Armed Forces (CAF) as one of the guests at your virtual table, 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.

MARKETING

- Company logo shown during the virtual event indicating sponsorship level
- Full page ad in event program (to be designed and provided by sponsor no later than October 1st, 2021)
- Opportunity to include promotional item in adult Gala Celebration box (item must be approved by True Patriot Love and provided by the sponsor no later than October 1st, 2021)
- Company name mentioned by host acknowledging your sponsorship
- Mention in Gala marketing materials
- Logo recognition on the True Patriot Love event web page with link to company website
- Recognition in True Patriot Love's e-newsletter about the Tribute Gala

** You will have the opportunity to opt out of receiving a meal box and the proceeds will be directed to True Patriot Love programming. A tax receipt will be provided for the donation.*

SILVER LEVEL SPONSORSHIP | \$25,000

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

HOSPITALITY

- One (1) virtual table at the Tribute Gala on November 10, 2021 (10 guests per table)
- Dinner for your 10 guests delivered straight to their door
- Special Gala Celebration Box delivered to your guests

Military/Dignitary hosting opportunity at your virtual table (upon request and subject to availability): If you wish to host a member of the Canadian Armed Forces (CAF) as one of the guests at your virtual table, 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.

MARKETING

- Company logo shown during the virtual event indicating sponsorship level
- Half page ad in event program (to be designed and provided by sponsor no later than October 1st, 2021)
- Opportunity to include promotional item in adult Gala Celebration box (item must be approved by True Patriot Love and provided by the sponsor no later than October 1st, 2021)
- Mention in Gala marketing materials
- Logo recognition on the True Patriot Love event web page with link to company website

** You will have the opportunity to opt out of receiving a meal box and the proceeds will be directed to True Patriot Love programming. A tax receipt will be provided for the donation.*

CELEBRATION SPONSORSHIP | \$15,000

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

HOSPITALITY

- One (1) virtual table at the Tribute Gala on November 10, 2021 (10 guests per table)
- Dinner for your 10 guests delivered straight to their door
- Special Gala Celebration Box delivered to your guests

Military/Dignitary hosting opportunity at your virtual table (upon request and subject to availability): If you wish to host a member of the Canadian Armed Forces (CAF) as one of the guests at your virtual table, 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.

MARKETING

- Company logo shown during the virtual event indicating sponsorship level
- Mention in Gala marketing materials
- Logo recognition on the True Patriot Love event web page with link to company website

** You will have the opportunity to opt out of receiving a meal box and the proceeds will be directed to True Patriot Love programming. A tax receipt will be provided for the donation.*



SPONSOR A HERO | \$15,000

UNABLE TO TUNE IN?

You can donate your table and meals to members of the military and Veteran community. True Patriot Love will coordinate the delivery of a meal and will ensure they are able to tune in on November 10.

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

HOSPITALITY

- One (1) virtual table for members of the military and Veteran community at the Tribute Gala on November 10, 2021 (10 guests per table)
- Dinner for up to 10 military members, Veterans and families delivered straight to their door
- Special Gala Celebration Box delivered to each person



HERO TABLE | \$12,500

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

HOSPITALITY

- One (1) virtual table at the Tribute Gala on November 10, 2021 (10 guests per table)
- Dinner for your 10 guests delivered straight to their door
- Special Gala Celebration Box delivered to your guests

Military/Dignitary hosting opportunity at your virtual table (upon request and subject to availability): If you wish to host a member of the Canadian Armed Forces (CAF) as one of the guests at your virtual table, 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.

** You will have the opportunity to opt out of receiving a meal box and the proceeds will be directed to True Patriot Love programming. A tax receipt will be provided for the donation.*



YOUTH TICKET | \$150

For the first time ever, the True Patriot Love Tribute Gala has added a youth component to the event! Have your children take part in a special virtual pre-reception tailored to them and then join you for the main program. This option is available as an add-on only with sponsorships, Hero Table and single ticket purchases and includes the following:

HOSPITALITY

- Invitation to the youth focused pre-reception
- Youth meal box delivered straight to their door
- Special Youth Gala Celebration Box



GET IN TOUCH

Help us make a big impact in the lives of military members, Veterans, and their families.

Sponsorship & Table Sales

For sponsorship inquiries and table sales, please contact:

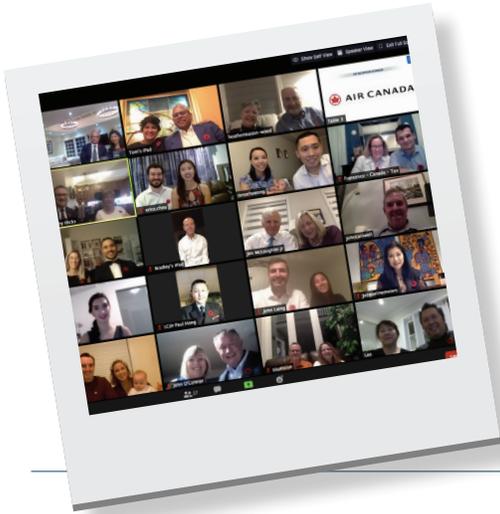
Sajid (Saj) Rahman

Director, National Corporate Partnerships

True Patriot Love Foundation

T: [416.573.4754](tel:416.573.4754) E: srahman@truepatriotlove.com

Hero table purchasers may request a partial tax receipt or contribution confirmation as per CRA regulations and guidelines.



Single Tickets | \$1,250

For single ticket sales, please contact:

tributegala@truepatriotlove.com

or call [416-628-1432](tel:416-628-1432)

Single ticket purchasers may request a partial tax receipt or contribution confirmation as per CRA regulations and guidelines.



For more information or to make a donation, visit our event web page:

truepatriotlove.com/13th-annual-tribute-gala

*True Patriot Love Foundation is a Registered Charity.
Charitable Registration Number: 81464 6493 RR0001*

TRUE PATRIOT LOVE FOUNDATION

416.628.1432 events@truepatriotlove.com truepatriotlove.com

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