

**TRUE PATRIOT
LOVE**

NATIONAL

**TRIBUTE
DINNER**

PRESENTED BY

 **PortfolioHiWay**

THURSDAY, NOVEMBER 10, 2022

SPONSORSHIP OPPORTUNITIES

TRUE PATRIOT LOVE FOUNDATION

True Patriot Love is Canada's Foundation for the military community, working to support military members, Veterans, and their families at every stage of their journey. By working as a trusted partner with local charities, social enterprises, the Canadian Armed Forces and the federal and provincial governments, True Patriot Love advocates for the needs of military members and Veterans and ensures resources are directed where they are needed most.

True Patriot Love has raised \$35 million for Veterans and their families, reaching nearly 40,000 beneficiaries and supported nearly 1,000 community-based programs across the country.

From global initiatives like the Invictus Games – of which True Patriot Love is the main funder of Team Canada - to local wellness centres and mental health programs, True Patriot Love has a research-backed approach that provides ongoing funding, partnerships and knowledge sharing to Canada's most vital military and Veteran support programs.

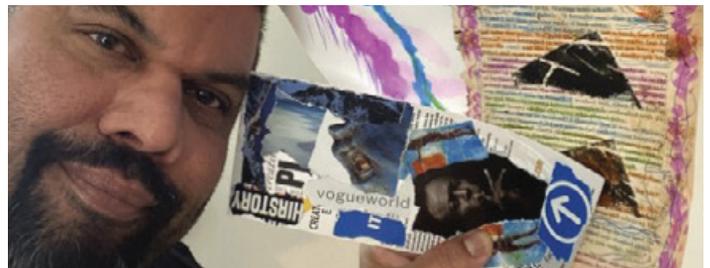
Below are a few examples of the initiatives we're proud to support.

Supporting Camps



Camps provide a safe environment for military children to connect with one another, learn new skills, and gain support. They also lend military parents a helping hand and the opportunity for support and respite.

Creative Arts



Community based creative arts programs have helped service members deal with trauma. And when they return home, these interventions make a difference in people's lives that medicine alone may not achieve.

COVID-19 Response



During this on-going time of unprecedented global crisis, True Patriot Love Foundation remains focused on supporting the urgent and emerging needs of Canadian Armed Forces members, Veterans, and their families across Canada, as well as the community-based organizations that exist to serve them. In 2020, we disbursed \$1.6 million in funding to organizations who were able to successfully adapt programming in response to COVID-19 and to guide organizations managing through the pandemic with flexibility and compassion.

Research at CIMVHR



The Canadian Institute for Military and Veteran Health Research (CIMVHR) is focused on research devoted to the health and well-being of those who protect and serve Canadians at home and abroad. True Patriot Love has committed \$5 million to support this research.

A Snapshot of Our Impact Over the Past Decade

FUNDED

172

mental health programs

INSPIRED

426

Veterans to launch their own businesses

SUPPORTED

945

programs across the nation

PROVIDED

2,200

hours of mental health coaching for children

FUNDING FOR

2,546

children to attend camps

HELPED

37,600+

military & Veteran families since 2009

ABOUT THE EVENT

True Patriot Love National Tribute Dinner

The True Patriot Love Annual National Tribute Dinner 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 \$23M over the past decade for those in need.

This year's National Tribute Dinner

For the past two years, our donors have continued to support True Patriot Love helping us raise almost \$2 million at our virtual galas. This year's event, now the National Tribute Dinner, will ask Canadians from coast to coast to come together on November 10th as a country to pause and reflect on the sacrifices all our men and women make in uniform day in and day out.

For the first time since the pandemic, True Patriot Love will host this year's event in person in venues in Toronto, Ottawa and Vancouver, making this a truly national event for all Canadians to come together on.

Since the start of the pandemic, members of our Canadian Armed Forces have put themselves into harms way, going directly to the front lines and helping our most vulnerable populations stay safe. We hope you can join us to raise critical funds to support members of our Canadian Armed Forces, Veterans and military families across Canada. Your support truly makes a big difference in the lives of all those that serve our country.



WHY SPONSOR THE TRIBUTE DINNER

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 event, marketing and hospitality.

Top Reasons To Sponsor The Event

Build your brand recognition: The True Patriot Love National Tribute Dinner is our 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 took 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: this year's True Patriot Love National Tribute Dinner will include a virtual youth program. Have your kids tune into the event and learn more about the work members of the Canadian Armed Forces do at home and abroad.

YOUTH ENGAGEMENT SPONSORSHIP | \$50,000

The Youth Engagement Sponsorship will allow youth from anywhere in Canada to tune into the youth event for free and participate in fun activities and learn about important parts of Canada's military history.

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

HOSPITALITY

- Two (2) tables at in person events at the National Tribute Dinner on November 10, 2022 (8 of your own guests plus 2 members of the military community provided by True Patriot Love per table)

**Military Community Member hosting opportunity at your table: True Patriot Love will make all arrangements to find suitable guests to be at your table. You have the option to opt out of hosting members of the military community at your table and use the two additional spots to host your own guests, thus having ten (10) full spots per table. Opt outs will need to be confirmed to True Patriot Love by October 20th, 2022.*

ON SITE RECOGNITION

- Branding opportunities or on-site activations to be negotiated (upon request)
- Digital ad shown at event
- Full screen logo on sponsorship loop indicating sponsorship level
- Name recognition on your table signs at the event

MARKETING

- Sponsorship of virtual pre-show targeted for youth
- Opportunity to include a one minute corporate video in youth program
- Company logo shown during the event indicating sponsorship of youth event
- Full page ad in event program (to be designed and provided by sponsor no later than October 3rd, 2022)
- Company name mentioned by host acknowledging your sponsorship of youth event
- Mention in 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 National Tribute Dinner

** You will have the opportunity to donate your table back 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) tables at the National Tribute Dinner on November 10, 2022 (8 of your own guests plus 2 members of the military community provided by True Patriot Love per table)*

**Military Community Member hosting opportunity at your table: True Patriot Love will make all arrangements to find suitable guests to be at your table. You have the option to opt out of hosting members of the military community at your table and use the two additional spots to host your own guests, thus having ten (10) full spots per table. Opt outs will need to be confirmed to True Patriot Love by October 20th, 2022.*

ON SITE RECOGNITION

- Branding opportunities or on-site activations to be negotiated (upon request)
- Digital ad shown at event
- Full screen logo on sponsorship loop indicating sponsorship level
- Name recognition on your table signs at the event

MARKETING

- Company logo shown during the event indicating sponsorship level
- Full page ad in event program (to be designed and provided by sponsor no later than October 3rd, 2022)
- Company name mentioned by host acknowledging your sponsorship
- Mention in 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 National Tribute Dinner

** You will have the opportunity to donate your table back and the proceeds will be directed to True Patriot Love programming. A tax receipt will be provided for the donation.*

VIRTUAL EVENT SPONSORSHIP | \$25,000

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

HOSPITALITY

- Forty (40) spots to tune into the virtual event on November 10, 2022
- A donation of 20 meal gift cards provided to members of the military community located in remote areas donated on behalf of your company

MARKETING

- Company logo shown during virtual event indicating sponsorship of event
- Half page ad in event program (to be designed and provided by sponsor no later than October 3rd, 2022)
- Opportunity to include up to a one minute corporate video in virtual event
- Mention in 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 National Tribute Dinner

SILVER LEVEL SPONSORSHIP | \$25,000

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

HOSPITALITY

- One (1) table at the National Tribute Dinner on November 10, 2022
(8 of your own guests plus 2 members of the military community provided by True Patriot Love)*

**Military Community Member hosting opportunity at your table: True Patriot Love will make all arrangements to find suitable guests to be at your table. You have the option to opt out of hosting members of the military community at your table and use the two additional spots to host your own guests, thus having ten (10) full spots. Opt outs will need to be confirmed to True Patriot Love by October 20th, 2022.*

ON SITE RECOGNITION

- Digital ad shown at event
- Logo with other Silver sponsors on sponsorship loop indicating sponsorship level
- Name recognition on your table sign at the event

MARKETING

- Half page ad in event program (to be designed and provided by sponsor no later than October 3rd, 2022)
- Mention in marketing materials
- Logo recognition on the True Patriot Love event web page with link to company website

** You will have the opportunity to donate your table back 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) table at the National Tribute Dinner on November 10, 2022 (8 of your own invites plus 2 members of the military community per table*)

**Military Community Member hosting opportunity at your table: True Patriot Love will make all arrangements to find suitable guests to be at your table. You have the option to opt out of hosting members of the military community at your table and use the two additional spots to host your own guests, thus having ten (10) full spots. Opt outs will need to be confirmed to True Patriot Love by October 20th, 2022.*

MARKETING

- Company logo shown during the 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 donate your table back 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 JOIN IN PERSON?

You can donate your table and meals to members of the military and Veteran community. True Patriot Love will coordinate either an in person or the delivery of a meal to their homes for those in remote communities to ensure they can join us on November 10.

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

HOSPITALITY

- One (1) table or up to 10 meals/meal gift cards and celebration boxes donated on behalf of your company for members of the military and Veteran community at the National Tribute Dinner on November 10, 2022 (10 guests total)
- For in person, a table sign indicating that the table was donated by your company for members of the military community
- If meals are delivered to members of the military in remote communities, opportunity to include a branded promotional item in celebration boxes (must be approved by True Patriot Love by September 30th, 2022 and physically received by October 13th, 2022)



HERO TABLE | \$12,500

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

HOSPITALITY

- One (1) table at the National Tribute Dinner on November 10, 2022 (10 guests per table)

**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 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 donate your table back and the proceeds will be directed to True Patriot Love programming. A tax receipt will be provided for the donation.*



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:

events@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:

www.truepatriotlove.com/national-tribute-dinner

True Patriot Love Foundation is a Registered Charity.

Charitable Registration Number: 81 464 6493 RR0001

TRUE PATRIOT LOVE FOUNDATION

416.628.1432 events@truepatriotlove.com truepatriotlove.com

CHARITABLE REGISTRATION #: 81464 6493 RR0001