

TRUE PATRIOT
LOVE



— THE 6TH ANNUAL —

CAPTAIN

Nichola Goddard

WOMEN IN LEADERSHIP SERIES



TORONTO
MARCH 21, 2024

SPONSORSHIP PACKAGE

THE CAPTAIN NICHOLA GODDARD FUND

TRUE PATRIOT LOVE CAPTAIN NICHOLA GODDARD FUND

The Captain Nichola Goddard Fund supports programs and services that enhance the mental health, leadership qualities, and well-being of servicewomen and Veteran women and, in turn, supports the well-being of their families as they navigate the realities of a career in the military.

According to the Canadian Armed Forces, “women have been fully integrated in all occupations and roles for over 30 years, with the exception of serving on submarines which was eventually lifted by the Royal Canadian Navy on March 8, 2001.” Supporting strong women military leaders is a testament to Canada’s values of diversity and equality, as servicewomen play an integral role in the peace process. In operations, servicewomen have access to populations and spaces closed to men. The strength of women’s influence in the peace process is positively correlated to agreements being reached and implemented. According to the international Peace Institute, when women participate in the peace process, the resulting deal is thirty-five percent more likely to last 15 years.

Upon release, studies have shown that 40% of military personnel will experience a psychological injury requiring support and treatment, each year, and 81% of women Veterans have a higher risk of suicide than the general population.

Through the Captain Nichola Goddard Fund, True Patriot Love highlights the leadership qualities of those who serve in the Canadian Armed Forces and provides national funding to benefit community programs that directly support servicewomen, Veteran women, and their families, helping to empower their well-being, including mental health and military to civilian transition. We are proud to provide a platform for women who have served and sacrificed for Canada even as they continue to create impact nationally and internationally.

To date more than \$1,000,000 has been raised for the Captain Nichola Goddard Fund.

The fund has supported initiatives such as:

The Pepper Pod/Quebec Veterans Foundation



Life’s big transitions, such as leaving the military, can be quite a challenging mission and The Pepper Pod was created to help women Veterans contribute to this buddy system as they face their “enemies”. Funding for this program supports Veteran women to take the life lessons from their previous participation in Pepper Pod’s Lifeshop program and build a plan to find their purpose. Then, they will make a plan to create a life that puts this purpose into action. Mindmapping, Neuro-linguistic programming, and coaching will be used to give Veteran women the tools to “fail forward”, grow, continue healing, and thrive.

Team Rubicon Canada



Funding supported Team Rubicon’s women’s chainsaw and mental health initiative. A four-day mentorship program, empowering women to learn or build their skillset in chainsaw operations and learning the tools of mental health first aid. By breaking down the obstacles to participation, Team Rubicon will help build participants’ confidence to step up on operations and their tools for positive mental health on and off deployments.

ABOUT THE EVENT

The 6TH Annual Captain Nichola Goddard Women in Leadership Series

Thursday, March 21, 2024

5:00PM – 5:45PM – Guest Arrival

6:00PM – Roundtable

7:30PM – Panel Discussion & Networking

The 6th Annual Captain Nichola Goddard Women in Leadership Series provides a forum for a sharing of ideas between the military and corporate worlds and features intimate roundtable discussions followed by a moderated panel discussion with CAF members and Veterans discussing their experience as women leaders and what shaped them into the leaders they are today. The event provides a networking opportunity for like-minded individuals and supporters and is a great engagement and learning opportunity for your employees on the unique leadership skills and dealing in adverse and challenging situations that military members face regularly.

WHY SPONSOR THE EVENT?

Invest in Learning and Development: provide your staff an opportunity to learn and develop strategies based on the leadership experiences of members of the Canadian Armed Forces.

Show your Canadian pride: members of the Canadian Armed Forces have supported us during the last two years and continue to step up and offer assistance 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.

Demonstrate your company's dedication to Diversity & Inclusion: your sponsorship will help us continue to raise funds to support the Captain Nichola Goddard Fund, improving the lives of women of the military and Veteran women.

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, over \$1,000,000 has been raised for 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.



PLATINUM SPONSORSHIP | \$10,000

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

- 14 tickets for your company to attend the event on March 21st, 2024. One member of the 14 can be nominated as a moderator to be paired with a woman CAF member to facilitate structured discussions in your dedicated breakout room
- Sponsorship of one serving CAF member to attend the event and join you in the roundtable portion of the event. *Please note, members of the CAF cannot accept direct invites from sponsors. All invites to CAF members will be coordinated by True Patriot Love.*
- 6 additional tickets to attend any other Captain Nichola Goddard Leadership event taking place in another city in Canada
- Opportunity to purchase additional tickets for your staff and guests at a reduced price
- Dedicated and experienced boardroom space to use for all your guests during the roundtable portion of the event
- Logo shown as a Platinum Sponsor during all events across Canada. *Sponsorship must be confirmed and secured by March 12th, 2024 to be included in the Ottawa event sponsor loop*
- Company names mentioned during the MCs opening remarks
- Mention in event marketing materials
- Logo recognition on the True Patriot Love event web page with link to company website



GOLD SPONSORSHIP | \$7,000

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

- 9 tickets for your company to attend the event on March 21st, 2024. One member out of the 9 can be nominated as a moderator to be paired with a woman CAF member in order to facilitate structured discussions in your dedicated breakout room space
- Sponsorship of one serving CAF member to attend the event and join you in the roundtable portion of the event. *Please note, members of the CAF cannot accept direct invites from sponsors. All invites to CAF members will be coordinated by True Patriot Love.*
- 2 additional tickets to attend any other Captain Nichola Goddard Leadership event taking place in another city in Canada
- Opportunity to purchase additional tickets for your staff and guests at a reduced price
- Dedicated and exclusive boardroom space to use for all your guests during the roundtable portion of the event
- Logo shown as a Gold Sponsor during all events across Canada. *Sponsorship must be confirmed and secured by March 12th, 2024 to be included in the Ottawa event sponsor loop*
- Company name mentioned during the MCs opening remarks
- Mention in event marketing materials
- Logo recognition on the True Patriot Love event web page with link to company website



MULTIPLE AVAILABLE

SILVER SPONSORSHIP | \$5,000

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

- 6 tickets to attend the event on March 21st, 2024
 - Shared space with other sponsors, to use during the roundtable portion of the event
 - Logo shown as Silver Sponsor during all events across Canada. *Sponsorship must be confirmed and secured by March 12th, 2024 to be included in the Ottawa event sponsor loop*
 - Mention in event marketing materials
 - Logo recognition on the True Patriot Love event web page with link to company website
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BRONZE SPONSORSHIP | \$3,000

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

- 4 tickets to attend the event on March 21st, 2024
- Shared space with other sponsors, to use during the roundtable portion of the event
- Logo shown as a Bronze Sponsor during all events across Canada. *Sponsorship must be confirmed and secured by March 12th, 2024 to be included in the Ottawa event sponsor loop*
- Mention in event marketing materials
- Logo recognition on the True Patriot Love event web space with link to company website

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 over \$40 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.

Invictus Games 2025



True Patriot Love is thrilled to have won the bid to host the 2025 Invictus Games in Vancouver and Whistler, BC. The Invictus Games used the power of sport to inspire recovery, support rehabilitation and generate a wider understanding and respect for wounded, injured and sick service members and Veterans. The Invictus Games 2025 will bring together over 500 competitors from 20 nations to compete in adaptive sports, including the new winter sports: Alpine Skiing, Nordic Skiing, Skeleton, and Wheelchair Curling, in addition to the core Invictus Games sports of Indoor Rowing, Sitting Volleyball, Swimming, Wheelchair Rugby and Wheelchair Basketball.

GET IN TOUCH

Help us improve the lives of military & Veteran families.

SPONSORSHIP

For sponsorship inquiries please contact:

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

www.truepatriotlove.com/goddard-reception-2024

*True Patriot Love Foundation is a Registered Charity.
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TRUE PATRIOT LOVE FOUNDATION

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