



16th Annual
True Patriot Love

National Tribute Dinner

Toronto: Thursday, November 7, 2024

Ottawa: Friday, November 8, 2024

**TRUE PATRIOT
LOVE**

National
Tribute Dinner

Presented by

PBYCapital

 PortfolioXpressWay

Join us for Canada's largest celebration of our
military members, Veterans, and their families



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 disbursed over \$47M to 1,065 community based programs and research initiatives, which has impacted over 41,000 Veterans, active service members and their families .

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.

True Patriot Love National Tribute Dinner

The True Patriot Love 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 \$25M over the past decade for those in need.

This November we will ask Canadians from coast to coast to coast to come together as a country to pause and reflect on the sacrifices all our men and women make in uniform day in and day out. 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.



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With your support True Patriot Love can continue to fund important and lifechanging programs and initiatives across the country.

Some of the initiatives include:



Camps for Kids

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 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 uses 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.

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 Dinner and the recipient will receive a special coin in honour of their generous support and contributions. This year's award will be presented to Nancy Southern.

Nancy Southern is Chair & Chief Executive Officer of ATCO Ltd., a global enterprise that is committed to future prosperity by working to meet the world's essential energy, housing, security and transportation challenges. Under Ms. Southern's leadership, ATCO has played a leading role supporting the Canadian Armed Forces and its veterans—from providing military camps, defense support services, military logistics and operational support to innovative housing solutions for veterans struggling with reintegrating into civilian life. She spearheaded the company's involvement in the Homes for Heroes project, which saw ATCO leverage its expertise in the design and construction of modular buildings to build two tiny home villages for veterans experiencing homelessness—one in Calgary and another in Edmonton. Ms. Southern was also the driving force behind ATCO's support of the Invictus Games, which includes serving as the Co-Presenting Partner of the 2025 Games in Vancouver and Whistler

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
- 2021: Ms. Janice O'Born, The Printing House Charitable Office
- 2022: The Elliott Family Foundation
- 2023: Timothy Hodgson

ONE AVAILABLE

Community Engagement Sponsorship | \$60,000

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

Hospitality

- Two (2) tables at the National Tribute Dinner in Toronto or Ottawa or one table in each market (16 seats for your guests)
- Sponsorship of four (4) members of the military community to join your table, where you will have the opportunity to learn more about their service to our country

**True Patriot Love will facilitate the military members seated at your table(s)*

**You have the option to opt out of sponsoring members of the military at your table, allowing you to fill all 20 spots with your guests. Opt outs will need to be confirmed to True Patriot Love no later than October 20, 2024*

On Site Recognition

- Branding opportunities or on-site activations at all National Tribute Dinner locations (to be negotiated and approved by True Patriot Love)
- Full screen logo on sponsorship loop indicating sponsorship level
- Name recognition on your table signs at the event

Marketing

- Opportunity to include a one-minute corporate video to be shown at all local and community hosted Tribute Dinners
- Digital ad to be displayed onsite (to be designed and provided by sponsor no later than October 3, 2024)
- Company name mentioned by host acknowledging your Community Engagement sponsorship
- Mention in Tribute Dinner marketing materials
- Logo recognition on the True Patriot Love National Tribute Dinner event 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 tables 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

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On Site Recognition

- Branding opportunities or on-site activations at all National Tribute Dinner locations (to be negotiated and approved by True Patriot Love)
- Full screen logo on sponsorship loop indicating sponsorship level
- Name recognition on your table signs at the event

Marketing

- Digital ad to be displayed onsite (to be designed and provided by sponsor no later than October 3, 2024)
- Company name mentioned by host acknowledging your sponsorship
- Mention in Tribute Dinner marketing materials
- Logo recognition on the True Patriot Love National Tribute Dinner event page with link to company website
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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 in Toronto or Ottawa (8 seats for your guests)
- Sponsorship of two (2) members of the military community to join your table, where you will have the opportunity to learn more about their service to our country

**True Patriot Love will facilitate the military members seated at your table(s)*

**You have the option to opt out of sponsoring members of the military at your table, allowing you to fill all 10 spots with your guests. Opt outs will need to be confirmed to True Patriot Love no later than October 20, 2024*

Marketing

- Company logo with other Silver sponsors on the sponsorship loop during the National Tribute Dinner
- Name recognition on your table sign at the event
- Half page ad in event program (to be designed and provided by sponsor no later than October 3, 2024).
- Mention in Tribute Dinner marketing materials
- Logo recognition on the True Patriot Love National Tribute Dinner event webpage with link to company website

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Celebration Sponsorship | \$15,000

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Marketing

- Company logo shown during the event indicating sponsorship level
- Mention in Tribute Dinner marketing materials
- Logo recognition on the True Patriot Love National Tribute Dinner event webpage with link to company website

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



Sponsor Our Heroes | \$15,000

Unable to join?

You can donate your table to members of the military community, giving them an experience they won't soon forget!

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

- 10 seats donated on behalf of your company for members of the military community to attend the National Tribute Dinner in Toronto or Ottawa
- Company logo shown during the event indicating sponsorship level



"I was honoured to be sponsored to attend the True Patriot Love Tribute Dinner in Ottawa. It was a wonderful experience to feel the gratitude that Canadians have towards their Veterans. Having served over three decades in uniform and recently retiring, the chance to feel part of something bigger than myself again was extremely uplifting. Any Veteran or serving military member would gain so much from this unique opportunity".

Hero Table | \$12,500

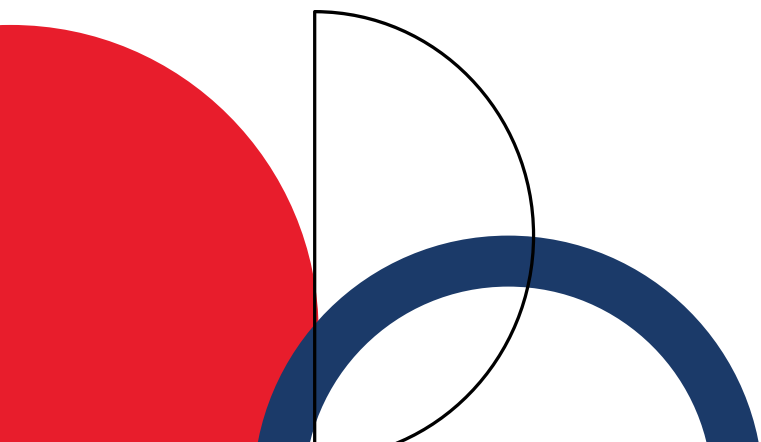
In recognition of this support, True Patriot Love is pleased to offer the following benefits:

Hospitality

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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:

Meighan Bell
Chief Development Officer

True Patriot Love Foundation
T: 647.800.5863
E: mbell@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

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



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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: 81464 6493 RR0001