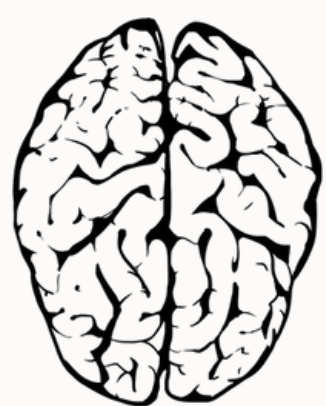


MIND OVER MATTER



ART FOR
ALZHEIMER'S

SPONSORSHIP PROPOSAL

OUR MISSION



MIND OVER MATTER
ART FOR ALZHEIMER'S

Mission: Our mission to connect our community through a shared passion of making a difference for those afflicted with Alzheimer's.

Goal: Our Team will raise \$5000 for George Brown College Awards and Scholarship Fund and The Brain Project (The Baycrest Foundation) in April 2019 through our Mind Over Matter: Art for Alzheimer's fundraising event.

Mind Over Matter: Art for Alzheimer's is a fundraising event that showcases interactive art in order to raise awareness about Alzheimer's and Dementia diseases. The causes of Alzheimer's is poorly understood, with no treatment to stop or reverse the progression. While the focus of our event is on Alzheimer's awareness, we want to show people that brain health is important, beginning at a early age maintaining consistent mental exercise for your brain will keep it alert and well for the future.

The proceeds of the event will contribute to two charities: **The Baycrest Foundation and The George Brown College Awards and Scholarship Fund.**

ART WITH A CAUSE

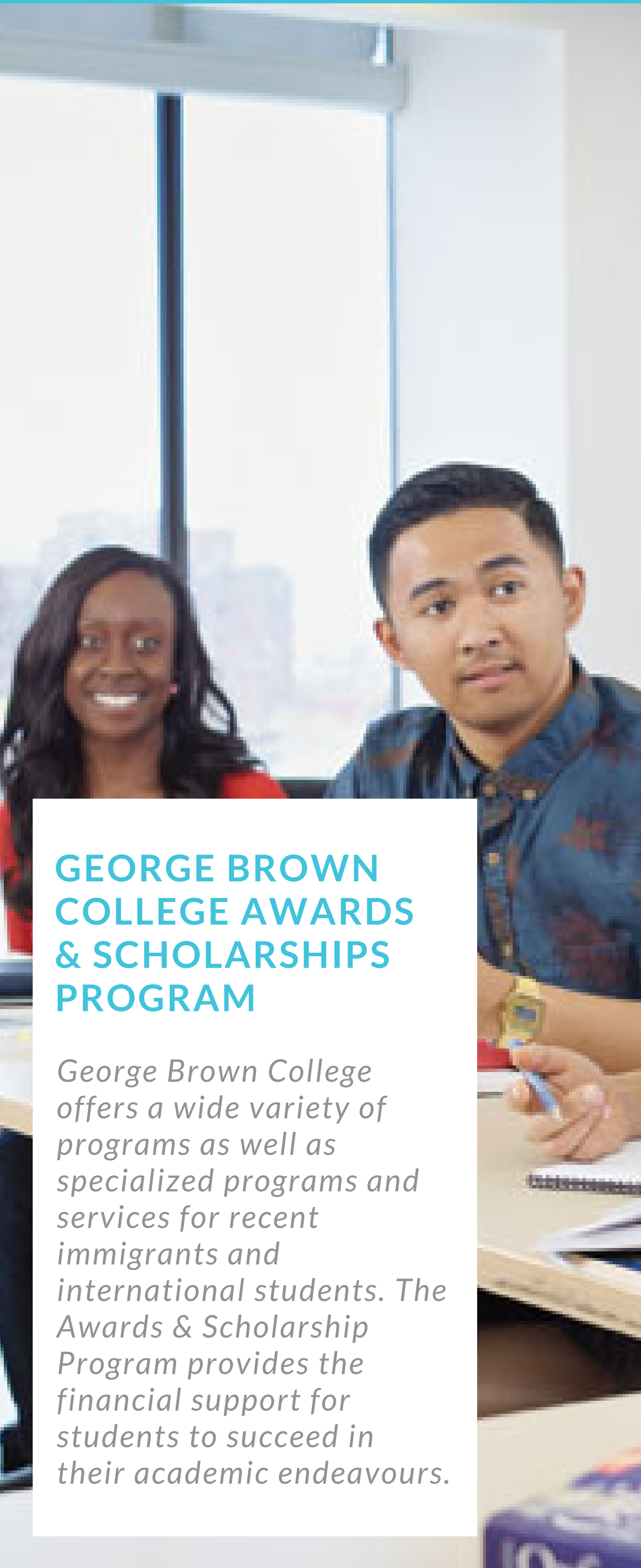
As of today, there are over half a million Canadians living with Alzheimer's and dementia. About 25,000 new cases are diagnosed every year. According to Alzheimer's Society Canada, by 2031, that number is expected to rise to 937,000, an increase of 66 percent.

THE BAYCREST FOUNDATION

The Baycrest Foundation's mission is to enrich the quality of life of our community by providing crucial funding to Baycrest Health Sciences in support of programs and services that promote excellence in care, research, education and innovation in brain health and aging.

GEORGE BROWN COLLEGE AWARDS & SCHOLARSHIPS PROGRAM

George Brown College offers a wide variety of programs as well as specialized programs and services for recent immigrants and international students. The Awards & Scholarship Program provides the financial support for students to succeed in their academic endeavours.



WHAT CAN WE OFFER?

Brand Visibility

We will work with you to increase **brand awareness**, and **brand loyalty**. Connect with existing and new consumers by communicating your values.

Media Exposure

Marketing on Social Media, Digital Media Platforms (Such as BlogTO, Narcity). Posters will be posted in high traffic areas surround the Toronto Downtown Core.

Access to 300 attendees

You'll have unparalleled in-person access to hundreds of people when you become an integral part of the fundraising event, through title sponsorship, unique activation, and having your brand and message displayed throughout the venue.



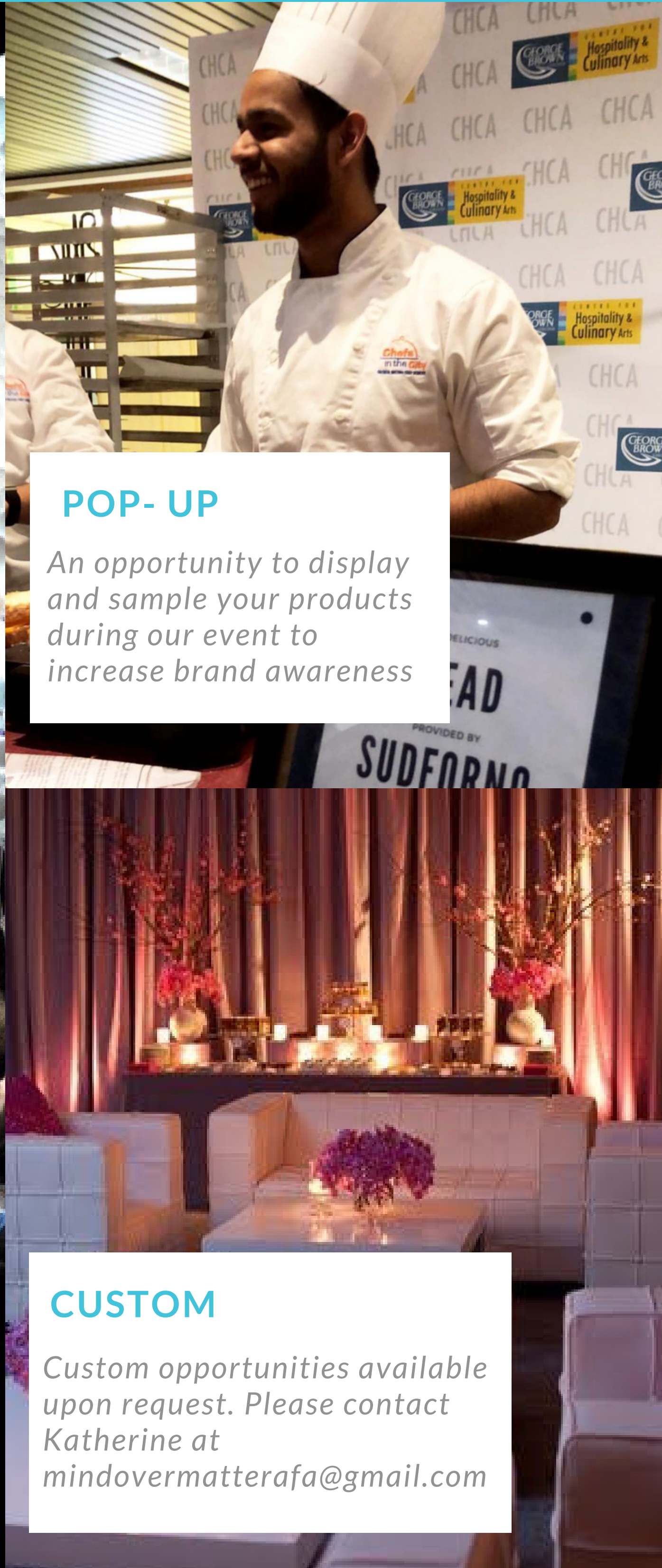
ACTIVATION & PARTNERSHIP OPPORTUNITIES

A fully customizable experience to showcase your brand and connect to our philanthropic and art enthusiastic audience.



ARTIST SCULPTURE

Sponsor an artist to create an interactive art piece with your branding and colours.



POP- UP

An opportunity to display and sample your products during our event to increase brand awareness

CUSTOM

Custom opportunities available upon request. Please contact Katherine at mindovermatterafa@gmail.com

ACTIVATION & PARTNERSHIP OPPORTUNITIES

A fully customizable experience to showcase your brand and connect to our philanthropic and art enthusiastic audience.



VIP LOUNGE

Lounge area for our VIP ticket holders to relax and refresh, an ideal location to showcase a product or brand.

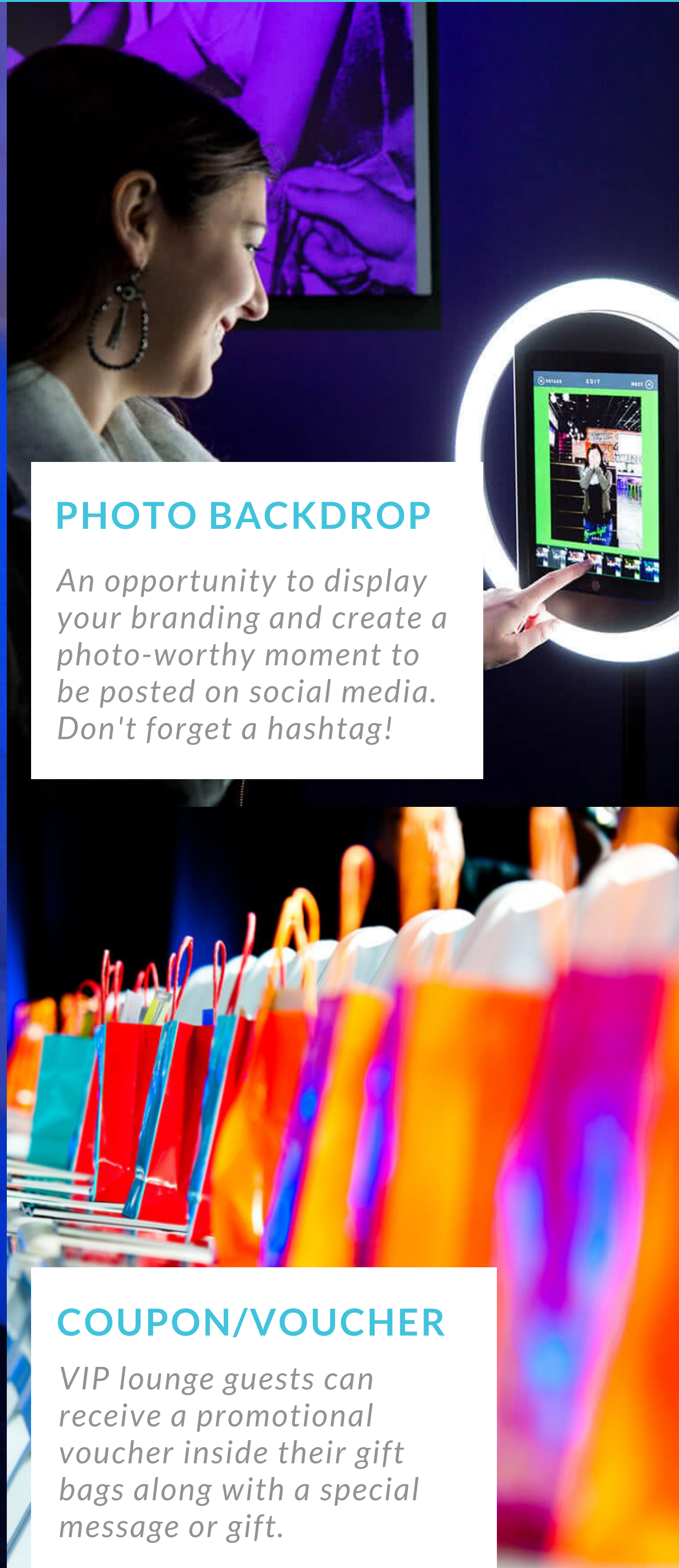


PHOTO BACKDROP

An opportunity to display your branding and create a photo-worthy moment to be posted on social media. Don't forget a hashtag!

COUPON/VOUCHER

VIP lounge guests can receive a promotional voucher inside their gift bags along with a special message or gift.

SPONSORSHIP PACKAGES

	Possibilities	Progress	Progress
	6 tickets	4 tickets	2 tickets
Recognition as sponsor on our social media accounts (Facebook, Twitter & Instagram) and Mindovermatterafa.com website			
Logo placement on banners			
Interactive art station sponsor			
Recognition in all sales marketing			
Event station area			
Rotating ad recognizing sponsorship featured throughout the venue during event.			
VIP Lounge gift bag exclusive item sponsor			
Logo on banner			
Logo on photo-booth backdrop			
Microphone mention during performance			
Logo on Official Event Poster			
Exclusive activation area			
	\$3000	\$1500	\$500

EVENT DETAILS

Date: April 2019

Location: The Design Exchange
(234 Bay St, Toronto, ON)

Expected Attendees: 300-350

This event is targeting a large range of demographics. Because of the venue location, corporate business and industry men and women will be reached. Professionals and tech-savvy individuals will be attracted through our social media platforms.

Alzheimer's effects every demographic directly or indirectly, which is why we are trying to spread the word and reaching out to those effected and their loved ones.





GET IN TOUCH

I would like to thank you for taking the time out of your schedule to consider this letter. Your contribution will certainly help create memorable opportunities for Toronto's community. If you would like to make a donation or have any questions in regards to the event, please feel free to contact me:

Phone Number: 647-966-2710

Email: mindovermatterafa@gmail.com

Best Regards,

Katherine Nguyen

*Event Coordinator, Mind Over Matter: Art for Alzheimer's
Mindovermatterafa.com*

Charity/Donation Tax Numbers:

George Brown College 119234748RR0001

The Baycrest Foundation 119215242RR0001

Marketing Resources

Website: www.mindovermatterafa.com

Instagram: [@mindovermatterafa](https://www.instagram.com/mindovermatterafa)

Twitter: [@mindovermatterafa](https://twitter.com/mindovermatterafa)

Facebook: [Mind Over Matter: Art for Alzheimer's](https://www.facebook.com/MindOverMatterArtforAlzheimer)