

2024 *Sponsorship* OPPORTUNITIES



PEACE ARCH
HOSPITAL
FOUNDATION

2024 *Sponsorship* OPPORTUNITIES

SIGNATURE FUNDRAISER EVENTS



PICNIC *on the* PIER



KEY DONOR EVENTS



Friends
OF THE
Foundation

Holiday
TEA



STRAWBERRY
Social

KEY PUBLICATIONS



thrive

GREAT OPPORTUNITIES AWAIT!

Contact Ed Laverock | ed@pahfoundation.ca | 604.535.4520

Check out our latest events at pahfoundation.ca



PEACE ARCH
HOSPITAL
FOUNDATION

MAY

PEACE ARCH HOSPITAL GALA



EVENT SUMMARY

The Peace Arch Hospital Gala is the premier fundraiser on the Peninsula. Always a sell-out, this wildly popular annual event has been breaking fundraising records and winning awards for creativity and design since 2016. With innovative theming, exciting entertainment, and a lively guest experience for 500 people, this event is an extraordinary opportunity to showcase your brand to the movers and shakers in the Lower Mainland.

EVENT DETAILS

- **Date:** May (annually)
- **Location:** Centennial Arena
- **4:30pm:** VIP Reception
- **5:30pm-late:** Cocktail reception, entertainment, dinner, live & silent auctions, dancing

RECOGNITION OPPORTUNITIES	PRESENTING SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
Cash Contribution	\$35,000	\$10,000 - \$12,000	\$5,000 - \$9,999	\$1,500 - \$4,999
First right of refusal for 2025 Gala	SOLD	N/A	N/A	N/A
Complimentary tickets	SOLD	8-10	4-8	0-4
Digital invitation (requires confirmation by Oct 15, 2023)	SOLD	Logo	Logo	Name
Peace Arch Hospital Foundation website	SOLD	Logo	Logo	Logo
4 billboards on hospital campus promoting event (requires confirmation by Jan 25, 2024)	SOLD	Logo	Logo	Name
Sponsorship highlighted in Peace Arch News ads	SOLD	Logo	Logo	Name
Dedicated social posts to announce sponsorship	SOLD	N/A	N/A	N/A
Foundation eNews sent to guests & volunteers	SOLD	Logo	Logo	Logo
Use of "Proud supporter of the 2024 Peace Arch Hospital Gala" in your email signature (graphic provided)	SOLD	✓	✓	✓
Recognition on event materials	SOLD	Logo	Logo	Name
Opportunity to address guests	SOLD	N/A	N/A	N/A
Recognition in video & multimedia presentation	SOLD	Logo	Logo	Name
Select event-night naming opportunities	SOLD	For purchase	For purchase	For purchase
Recognition in post-event Thank You ad in PAN	SOLD	Logo	Logo	Name
Behind-the-scenes Hospital tour (upon request)	SOLD	✓	✓	✓
Recognition in Hospital lobby & Thrive Magazine	SOLD	Wall of Hope (permanent)	Wall of Caring (1 year)	Wall of Caring (1 year)
Recognition as a 2024 sponsor in 2025 package	SOLD	✓	✓	✓

JUNE

WALK THE ROCK



EVENT SUMMARY

Walk the Rock is an annual fundraising event organized by the Foundation's Youth in Action members to raise money for critically needed medical equipment at Peace Arch Hospital. The walk takes place along the beautiful promenade of White Rock Beach, in a fair-like atmosphere with swag bags, food trucks, a bouncy castle, face painting, a raffle and much more. Fun for the entire family!

EVENT DETAILS

- **Date:** June (annually)
- **Location:** White Rock Beach Promenade
- **11:00am - 3:00pm**
- **100% proceeds go to areas of greatest need at Peace Arch Hospital**
- **300+ participants**

RECOGNITION OPPORTUNITIES	PRESENTING SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
Cash Contribution	\$5,000	\$1,000	\$500	\$250
"Presented by" status with logo	✓	N/A	N/A	N/A
Recognition in Peace Arch Hospital Wall of Caring in lobby (one year term)	✓	N/A	N/A	N/A
Opportunity to have an activity station named after you / your business	✓	✓	N/A	N/A
Opportunity to provide promotional materials in swag bags*	✓	✓	N/A	N/A
Included in Thrive Magazine – Winter 2024 (~5,000+ distribution)	Logo/Name	Name	Name	Name
Recognition on participant swag bag	Logo	Logo	Logo	Name
Recognition on event promotion and event day signage	Logo	Logo	Logo	Name
Event eblast to donors (8,000+ donors)	Logo	Logo	Logo	Name
Logo on the Foundation website event page	✓	✓	✓	✓
Included in post-event social media announcement	✓	✓	✓	✓
Tickets for event	6	4	2	N/A

Sponsorship will be confirmed upon receipt of signed sponsorship agreement, and payment being submitted.

**Supplied by the Sponsor.*

Opportunities sell out fast, contact Ed Laverock at ed@pahfoundation.ca or **604.535.4520**

AUGUST

PICNIC ON THE PIER

PICNIC^{on the} PIER

EVENT SUMMARY

Picnic on the Pier is a magical evening overlooking the Pacific and taking place on the iconic White Rock Pier. This is the ultimate alfresco longtable cocktail and dinner party featuring live music, a fabulous menu, refreshing libations, and a gorgeous view of the Pacific. Guests sip wine, beer, and sangria, while chatting with friends, or making new ones! This is a great opportunity to network, nosh on incredible food and enjoy a stunning sunset.

EVENT DETAILS

- **Date:** August (annually)
- **Location:** White Rock Pier
- **Time:** 5:30pm - 8:30pm
- **Live music, raffle, 50/50 tickets**
- **500 guests**

RECOGNITION OPPORTUNITIES	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
Cash Contribution	\$5,500	\$3,500	\$1,500
Complimentary tickets	8	4	2
Reserved table with table-top sign and company logo	✓	N/A	N/A
Exclusive open bar wristband for all guests	✓	N/A	N/A
Recognition during emcee remarks	✓	✓	N/A
Logo placement in all event publications, programs and signage: - enewsletter - website - event materials - sponsor event signage	✓	✓	✓
Logo placement in all post event correspondence	✓	✓	N/A

MARCH

CARING CIRCLE LUNCHEON



EVENT SUMMARY

Hosted annually in early spring, this luncheon celebrates our mid-level donors (\$1,000–\$9,999). With approximately 75–125 attendees, this is an intimate event to thank and appreciate our Caring Circle members. These members have an important impact on funding for equipment and capital redevelopments. Invitations sent to approximately 450 individuals.

EVENT DETAILS

- **Date:** March (annually)
- **Location:** Morgan Creek Golf Course
- **3-Course Lunch Reception**

RECOGNITION OPPORTUNITIES	PRESENTING SPONSOR
Cash Contribution	\$4,000
Recognition in event invitations (sent to approximately 450 donors)	Logo/Name
Attend the reception	4 invitations
Opportunity to speak at the event	✓
Recognition in an event takeaway gift	Logo/Name
Verbal recognition at event	✓
Logo recognition at each table and at registration	✓
Opportunity to provide promotional material*	✓
Donor listing in Thrive Magazine – Summer 2024 (5,000 distribution)	Name
Inclusion in post-event Social Media announcement	✓

Sponsorship will be confirmed upon receipt of signed sponsorship agreement, and payment being submitted.

**Supplied by the Sponsor.*

JUNE

STRAWBERRY SOCIAL TEA



EVENT SUMMARY

This afternoon tea celebrates and honours our planned giving/legacy donors who are members of our Weatherby Circle, having left a gift to the Foundation in their will, while also cultivating relationships with potential planned giving/legacy donor prospects. This is an appreciation event attended by approximately 120-140 seniors and their caregivers, with invitations going to approximately 600+ individuals.

EVENT DETAILS

- **Date:** June (annually)
- **Location:** Hazelmere Golf & Tennis Club
- **Tea & Entertainment Reception**

RECOGNITION OPPORTUNITIES	PRESENTING SPONSOR
Cash Contribution	\$ Custom
Recognition in event invitations	Name
Attend the reception	2 invitations
Opportunity to speak at the event	N/A
Recognition in an event takeaway gift	Name
Verbal recognition at event	✓
Opportunity to provide promotional material*	✓
Donor listing in Thrive Magazine – Summer 2024 (5,000 distribution)	Name
Inclusion in post-event Social Media announcement	✓
Valet parking	✓

Sponsorship will be confirmed upon receipt of signed sponsorship agreement, and payment being submitted.

**Supplied by the Sponsor.*

AUGUST

AMBASSADORS CIRCLE RECEPTION



EVENT SUMMARY

Hosted each summer, this annual exclusive donor recognition dinner and networking opportunity brings together prominent philanthropists, community leaders, corporate partners, medical professionals and members of the community who comprise the Ambassadors Circle of giving (\$10,000+ annually). These are high-level, major, and transformative gift donors who have a substantial impact on making equipment purchases and capital expansions a reality for Peace Arch Hospital. With approximately 90-110 attendees and invitations sent to approximately 150 individuals.

EVENT DETAILS

- **Date:** August (annually)
- **Location:** Private residence
- **Dinner Reception**
- **Guest Speaker**

RECOGNITION OPPORTUNITIES	PRESENTING SPONSOR	GOLD SPONSORS	SILVER SPONSORS
Cash Contribution	\$12,500	\$3,000	\$1,500
Recognition in invitation to all invitees	SOLD	Name	Name
Opportunity to speak at the event	SOLD	N/A	N/A
Attend the reception	SOLD	2 invitations	1 invitation
Recognition in an event takeaway gift	SOLD	N/A	N/A
Verbal recognition in event-night speech	SOLD	✓	✓
Opportunity to provide promotional material*	SOLD	✓	N/A
Donor listing in Thrive Magazine – Spring/Summer 2024 (5,000+ distribution)	SOLD	Name	Name
Feature recognition in Thrive Magazine – Winter 2023 (sponsor logo and photograph included)	SOLD	N/A	N/A
Included in post-event Social Media announcement	SOLD	✓	✓
Recognition on website under AC level giving	SOLD	N/A	N/A

Presenting Sponsor is an exclusive sponsorship and limited to one business

Sponsorship will be confirmed upon receipt of signed sponsorship agreement, and payment being submitted.

**Supplied by the Sponsor.*

Opportunities sell out fast, contact Ed Laverock at ed@pahfoundation.ca or **604.535.4520**

SEPTEMBER

WEATHERBY CIRCLE LUNCHEON



EVENT SUMMARY

This lunch celebrates and thanks our Planned Giving/Legacy donors, members who have left a gift to the Foundation in their will, called the Weatherby Circle. This is an appreciation event attended by approximately 30-50 people.

EVENT DETAILS

- **Date:** September (annually)
- **Location:** Morgan Creek Golf Course
- **3-Course Lunch Reception**

RECOGNITION OPPORTUNITIES	PRESENTING SPONSOR (1 AVAILABLE)
Cash Contribution	\$3,000
Recognition in event invitations (sent to approximately 60 donors)	Logo/Name
Attend the reception	2-4 invitations
Recognition in an event takeaway gift	Logo/Name
Verbal recognition at event	✓
Opportunity to provide promotional material*	✓
Donor listing in Thrive Magazine – Summer 2024 (5,000 distribution)	Name
Included in post-event Social Media announcement	✓

Sponsorship will be confirmed upon receipt of signed sponsorship agreement, and payment being submitted.

*Please note the following deadline for obtaining maximum sponsor benefits: **Logo/artwork to be received by August 15, 2024.***

**Provided by the Sponsor.*

OCTOBER

FRIENDS OF THE FOUNDATION

Friends
OF THE
Foundation

EVENT SUMMARY

Hosted each fall, this annual exclusive donor recognition and awards event brings together prominent philanthropists, community leaders, corporate partners, medical professionals, professional advisors, and our donors and volunteers. This includes Caring Circle donors (gifting \$1,000+ annually); Ambassadors Circle (\$10,000+ annually) and Weatherby Circle members (those who have left a bequest in their will). Attendance approx. 125-175 people.

EVENT DETAILS

- **Date:** October (annually)
- **Location:** Hazelmere Golf & Country Club
- **Cocktail Reception**
- **Guest Speaker**
- **Awards Ceremony Categories include:** Financial, Medical, Volunteers, Donors, Award of Distinction and Outstanding Service Group

RECOGNITION OPPORTUNITIES	EXCLUSIVE SPRESENTING SPONSOR (1 AVAILABLE)	PRESENTING SPONSOR	GOLD SPONSOR
Cash Contribution	\$7,500	\$5,000	\$2,500
Opportunity to speak at the event	✓	✓	N/A
Handing out of Award of Distinction	✓	N/A	N/A
Commemorative framed photo of award recipients and Presenting Sponsor representative	✓	✓	N/A
Commemorative photo of award recipients and Presenting Sponsor representative to be included in Thrive Magazine (5,000+ distribution)	✓	✓	N/A
Opportunity to provide advertisement in multimedia presentation (please provide artwork)*	1 full slide advertisement	1 full slide advertisement	1/2 slide advertisement
Attend the reception	6 invitations	4 invitations	2 invitations
Recognition on event invitation sent out to 1,000 people	Logo	Logo	Name
Recognition in event multimedia presentation	Logo	Logo	Logo
Verbal recognition in event night speech	✓	✓	✓
Opportunity to provide promotional material*	✓	✓	✓
Recognition in Thrive Magazine – Winter 2024	Logo/Name	Name	Name
Recognition in post event press release	✓	✓	✓
Included in post event Social Media announcement	✓	✓	✓

Presenting Sponsor is an exclusive sponsorship and limited to past presenting sponsor. Sponsorship will be confirmed upon receipt of signed sponsorship agreement, and payment being submitted.

**Supplied by the Sponsor.* Opportunities sell out fast, contact Ed Laverock at ed@pahfoundation.ca or 604.535.4520

OCTOBER

PARTNERS IN PLANNING



PARTNERS
IN PLANNING

EVENT SUMMARY

Partners in Planning brings together a network of Professional Advisors who do critical work to ensure their clients are equipped with the knowledge, understanding, and trust in their wealth and estate management teams. This event was developed to engage and inform this network of the hospital's current priorities along with tools to support their clients who are interested in philanthropy, either now or through their estate plan.

EVENT DETAILS

- **Dates:** October (annually)
- **Location:** Morgan Creek Golf Club
- **Networking Lunch Reception**
- **Guest Speaker**

RECOGNITION OPPORTUNITIES	PRESENTING SPONSOR	GOLD SPONSOR	SILVER SPONSOR
Cash Contribution	\$5,000	\$2,000	\$1,000
Recognition in invitation to all invitees	SOLD	Name	Name
Opportunity to speak at the event	SOLD	N/A	N/A
Attend the event	SOLD	2 invitations	1 invitation
Recognition in an event takeaway gift	SOLD	N/A	N/A
Verbal recognition at event	SOLD	✓	✓
Opportunity to provide promotional material*	SOLD	✓	N/A
Donor listing in Thrive Magazine – Spring/Summer 2024 (5,000+ distribution)	SOLD	Name	Name
Feature recognition in Thrive Magazine – Winter 2023 (sponsor logo and photograph included)	SOLD	N/A	N/A
Included in post-event Social Media announcement	SOLD	✓	✓

Presenting Sponsor is an exclusive sponsorship and limited to one business. Sponsorship will be confirmed upon receipt of signed sponsorship agreement, and payment being submitted.

**Supplied by the Sponsor.*

DECEMBER

HOLIDAY TEA



EVENT SUMMARY

Similar to our Strawberry Social, the Holiday Tea celebrates the festive Christmas season with our planned giving/legacy donors and prospects. Featuring holiday-themed tea and treats and a special presentation by one of the medical staff at Peace Arch Hospital, this event draws a large crowd (approximately 100–120 people) of engaged seniors and their caregivers.

EVENT DETAILS

- **Date:** November / December (annually)
- **Location:** TBD
- **Afternoon tea & holiday treats**
- **Educational speakers**

RECOGNITION OPPORTUNITIES	PRESENTING SPONSOR
Cash Contribution	\$ Custom
Recognition in event invitations (sent to approximately 250 donors)	Logo/Name
Attend the afternoon tea	4 invitations
Opportunity to speak at the event	✓
Recognition in an event takeaway gift	Logo/Name
Verbal recognition at event	✓
Opportunity to provide promotional material*	✓
Donor listing in Thrive Magazine — Summer 2024 (5,000 distribution)	Name
Inclusion in post-event Social Media announcement	✓

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SPONSORSHIP SUMMARY

Thrive Magazine is Peace Arch Hospital Foundation's bi-annual report to donors and community members. With a print distribution of 5,000+, it has a large reach in a wide demographic. This glossy magazine serves to inform donors and community members about the activities of Peace Arch Hospital Foundation, community partner features, donor profiles and listings, and financial statements.

SPONSORSHIP DETAILS

- **Distribution: 5,000+ (includes the Foundation's high-net worth donor database, community members, corporations and other supporters)**
- **Community distribution (coffee shops, libraries, medical clinics, community centres, maternity unit "New Family" package, etc)**
- **Use at events and in promotional packages (Planned Giving Seminars, farmer's markets, business-after-business events, donor recognition events, major gift proposals, etc).**

RECOGNITION OPPORTUNITIES	FULL-PAGE SPONSOR	HALF-PAGE SPONSOR
Cash Contribution	\$10,000 per issue	\$5,000 per issue
Full page advertisement on the back cover on our high-quality, bi-annual donor publication with a distribution of ~5,000+*	✓	N/A
Half page advertisement in our high-quality, bi-annual donor publication with a distribution of ~5,000+*	N/A	✓
Foundation storefront display highlighting sponsorship of the back cover of Thrive magazine on Foundation storefront for 1 month following publication	✓	N/A
Logo recognition in publication uploaded to Foundation website and shared with internal e-newsletter subscribers	✓	✓
Dedicated social media post highlighting your contribution	✓	✓
Recognition in the hospital lobby on the Wall of Caring	Name	Name
Behind-the-scenes hospital tour (upon request)	✓	✓
Donor listing in Thrive Magazine	Name	Name
Print copies provided to sponsor for additional distribution	✓	✓

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PER EPISODE (6 EPISODES ANNUALLY)

POWER TO HEAL PODCAST

PEACE ARCH
HOSPITAL
FOUNDATION

POWER TO HEAL PODCAST

SPONSORSHIP SUMMARY

The Power to Heal Podcast provides us with an exciting opportunity to discuss a variety of interesting topics with listeners in our local community and beyond! Hosted by broadcaster Wayne Cox, we will cover niche topics like health and wellness, finance and estate planning, fitness, community projects, and more. We'll also have a variety of guest speakers on to share exclusive insights.

SPONSORSHIP DETAILS

- 25,000+ listeners tuned in to first season
- Several episodes aired on Toronto & Vancouver radio stations
- Canada has some of the highest % of monthly podcast listeners compared to other large countries
- 81% of listeners listen to all or most of each episode

RECOGNITION OPPORTUNITIES	SOLE SPONSORSHIP (1 AVAILABLE)	SHARED SPONSORSHIP (2 AVAILABLE)
Cash Contribution	\$5,000/episode	\$2,500/episode
Two ad spots within the episode*	✓	N/A
One ad spot within the episode, which may also contain an ad for another local business*	N/A	✓
Up to 30 second advertisement (content provided by sponsor) narrated by our Podcast host*	✓	✓
Your business name recognized and linked in Episode show notes.	✓	✓
Distribution across all available podcast platforms, including hundreds of third-party apps	✓	✓
Distributed on all PAHF social media platforms and website	✓	✓
Podcast advertisement in targeted e-blasts and/or direct mail	✓	✓
Podcast advertisement in Peace Arch News	✓	✓
Inclusion in select Podcast advertisements in Thrive Magazine (distributed to all donors and throughout our community)	✓	✓

*Supplied by the Sponsor.