

IN SUPPORT OF



PEI TRIBUTE DINNER

THURSDAY 9 NOVEMBER 2017
DELTA PRINCE EDWARD
CHARLOTTETOWN, PRINCE EDWARD ISLAND

E V E N T S P O N S O R S H I P
O P P O R T U N I T I E S

The 2017 Prince Edward Island Tribute Dinner is organized by the
PEI Friends of True Patriot Love

Visit us at:

www.PEITributeDinner.ca
Facebook PEITributeDinner
Twitter @PEITribute

To discuss sponsorship opportunities, please contact Valerie Docherty,
email Valerie.Docherty@PEITributeDinner.ca



JOIN US AND MAKE A DIFFERENCE

On Thursday 9 November 2017, representatives of Prince Edward Island’s corporate and community leaders will come together to show their support for PEI’s men and women in uniform, as well as for families who stand behind them. On this evening they will honour over 200 Island military, Veterans, and their families, who will be invited as guests. Join the PEI Friends of True Patriot Love (TPL) as we pay tribute to those who have protected and who continue to protect our country.



The 2017 PEI Tribute Dinner will be at
The Delta Prince Edward
18 Queen St, Charlottetown, PE C1A 4A1
902 566 2222
www.marriott.com/yygdp

A few sponsorships are no longer available, having been renewed by 2015 sponsors. Others are “one-only,” e.g. Presenting, VIP & General Reception, and Dinner Wines. Sponsors who commit prior to this brochure being published are recognized herein. All sponsors will be promoted on our website, Facebook, and Twitter social media, as well as on-site at the Tribute Dinner venue. Our sponsorship coordinator is Valerie Docherty and she can be reached at Valerie.Docherty@PEITributeDinner.ca.

THE 2017 ORGANIZING COMMITTEE

Valerie Docherty (Chair)	Allan Callard	Gary Demeulenaere	
Tom Jarmyn	Marian Punch	Eric Riordon	Alex Smith

ABOUT THE PEI FRIENDS OF TRUE PATRIOT LOVE

Within PEI, a small group of Islanders came together in 2015 to promote and to support the True Patriot Love Foundation, with biennial “Prince Edward Island Tribute Dinner” fundraisers. This informal group is known as the “PEI Friends of True Patriot Love.”

The inaugural dinner, held at the PEI Brewing Company in Charlottetown in November 2015, hosted over 100 military, Veterans, and family members.

The TPL Foundation commits to using all “PEI Friends of True Patriot Love” fundraiser net proceeds to benefit programming located within PEI, as well as Veterans in programs who have relocated from PEI.

ABOUT TRUE PATRIOT LOVE FOUNDATION

True Patriot Love Foundation (TPL) is a national charity with the mission to inspire every Canadian to contribute to the resilience and well-being of our military and Veteran families. Since 2009, TPL has provided more than \$18-million to support military families, including supporting more than 100 community-based programs across the country that address the unique challenges resulting from service including mental health, physical rehabilitation, transitioning to civilian life, and the special needs of children. In addition, TPL contributes to advancements in research and technology through its \$5-million commitment to the Canadian Institute for Military and Veterans Health Research (Queen’s University). For more information, please visit the www.TruePatriotLove.com website.



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2015 PEI Tribute Dinner – Photo by Jean-Sébastien Duchesne

About seating: Tables have eight seats each, with six seats designated for sponsors’ guests, and two designated for a Veteran and his/her guest. A cross-section of the 4500 Veterans living in PEI will be invited as your guests. They will be representative of WW2, the Korean War, over 65 peacekeeping operations around the world and, most recently, the Afghanistan mission.

About receptions: A VIP reception will be held in advance of the general reception. The VIP reception is by invitation only, intended for sponsors (depending on level of sponsorship) to meet with Veterans, the keynote speaker, and other dignitaries. The general reception is an opportunity for all attendees to mingle prior to the dinner.



PRESENTING SPONSOR – \$25,000

EXCLUSIVE OPPORTUNITY FOR ONE SPONSOR

IN RECOGNITION OF THIS SPONSORSHIP, PEI FRIENDS OF TRUE PATRIOT LOVE ARE PLEASED TO OFFER THE FOLLOWING BENEFITS:

HOSPITALITY

One table at the PEI Tribute Dinner in a prime location (seating is six persons designated by the sponsor, plus one Veteran and his/her guest, invited by the PEI Friends of True Patriot Love)

Invitation for two guests to sit at the head table(s)

Invitations (8) to the VIP reception in advance of the general reception

Presenting sponsor receives a total of eight tickets, with two seats at the head table(s) and six seats at a designated table

ON-SITE RECOGNITION *(subject to approval)*

Verbal recognition from the main podium

Opportunity to bring greetings during dinner, and to introduce keynote speaker (combined total of five minutes)

Opportunity for promotional display in VIP and General Reception areas

Name/logo recognition on Sponsor loop played on screens during event

Name recognition on your table sign at the event.

MARKETING OPPORTUNITIES *(subject to approval and print deadlines)*

Full page recognition in the PEI Tribute Dinner Book

Name/logo recognition in the PEI Tribute Dinner Book

Name/logo recognition at any news conference

Name/logo recognition on the PEI Friends of True Patriot Love social media channels (Facebook, Twitter)

Name/logo & brief message on PEITributeDinner.ca website and Facebook page

Opportunity for Twitter promotion



MARKETING SPONSOR – \$12,000

EXCLUSIVE OPPORTUNITY FOR ONE SPONSOR

(this opportunity is no longer available for 2017)

IN RECOGNITION OF THIS SPONSORSHIP, PEI FRIENDS OF TRUE PATRIOT LOVE ARE PLEASED TO OFFER THE FOLLOWING BENEFITS:

HOSPITALITY

One table at the PEI Tribute Dinner in a prime location (seating is six persons designated by the sponsor, plus one Veteran and his/her guest, invited by the PEI Friends of True Patriot Love)

Invitations (7) to the VIP reception in advance of the general reception

Invitation for one guest to sit at the head table(s)

Marketing sponsor receives a total of seven tickets, with one seat at the head table(s) and six seats at a designated table

ON-SITE RECOGNITION *(subject to approval)*

Verbal recognition as the Marketing Sponsor from the main podium Opportunity for promotional display in reception area

Name/logo recognition on Sponsor loop played on screens during event Name recognition on your table sign at the event

Opportunity for promotional display in VIP and General Reception areas

MARKETING OPPORTUNITIES *(subject to approval and print deadlines)*

Full page recognition in the PEI Tribute Dinner Book

Name/logo recognition in PEI Tribute Dinner Book

Sponsor recognition at any news conference

Name/logo & brief message on PEITributeDinner.ca website, and Facebook page

Opportunity for Twitter promotion



We are pleased to announce that The Sharp Group, our marketing sponsor in 2015, has been selected as our marketing sponsor again in 2017.



GOLD SPONSORSHIPS – \$10,000

MULTIPLE AVAILABLE

IN RECOGNITION OF THIS SPONSORSHIP, PEI FRIENDS OF TRUE PATRIOT LOVE ARE PLEASED TO OFFER THE FOLLOWING BENEFITS:

HOSPITALITY

One table at the PEI Tribute Dinner in a prime location (seating is six persons designated by the sponsor, plus one Veteran and his/her guest, invited by the PEI Friends of True Patriot Love)

Invitations (7) to the VIP reception in advance of the general reception

Invitation for one guest to sit at the head table(s)

Gold sponsors receive a total of seven tickets, with one seat at the head table(s) and six seats at a designated table

ON-SITE RECOGNITION *(subject to approval)*

Name recognition on your table sign at the event

Name/logo recognition on Sponsor loop played on screens during event

Opportunity for promotional display in VIP and General Reception areas

MARKETING OPPORTUNITIES *(subject to approval and print deadlines)*

Full page recognition in the PEI Tribute Dinner Book

Name/logo recognition in PEI Tribute Dinner Book

Sponsor recognition at any news conference

Name/logo & brief message on PEITributeDinner.ca website, and Facebook page

Opportunity for Twitter promotion



(L) The Honourable Wade MacLaughlin,
Premier of PEI,
and (R) The Honourable
Lawrence MacAulay,
MP & Minister of Agriculture,
addressing the 2015 PEI Tribute Dinner.

Photos by
Jean-Sebastien Duchesne





VIP & GENERAL RECEPTION SPONSOR - \$7,500

EXCLUSIVE OPPORTUNITY FOR ONE SPONSOR

IN RECOGNITION OF THIS SPONSORSHIP, PEI FRIENDS OF TRUE PATRIOT LOVE ARE PLEASED TO OFFER THE FOLLOWING BENEFITS:

HOSPITALITY

One table at the PEI Tribute Dinner in a prime location (seating is six persons designated by the sponsor, plus one Veteran and his/her guest, invited by the PEI Friends of True Patriot Love)

Invitations (6) to the VIP reception in advance of the general reception

ON-SITE RECOGNITION *(subject to approval)*

Name recognition on your table sign at the event

Name/logo recognition on Sponsor loop played on screens during event

Opportunity for promotional display in VIP and General Reception areas

MARKETING OPPORTUNITIES *(subject to approval and print deadlines)*

Full page recognition in the PEI Tribute Dinner Book

Name/logo recognition in PEI Tribute Dinner Book

Name/logo & brief message on PEITributeDinner.ca website, and Facebook page

Opportunity for Twitter promotion



General reception before the 2015 PEI Tribute Dinner at the PEI Brewing Company.

Photo by
Jean-Sébastien Duchesne



DINNER WINES SPONSOR - \$7,500 EXCLUSIVE OPPORTUNITY FOR ONE SPONSOR

IN RECOGNITION OF THIS SPONSORSHIP, PEI FRIENDS OF TRUE PATRIOT LOVE ARE PLEASED TO OFFER THE FOLLOWING BENEFITS:

HOSPITALITY

One table at the PEI Tribute Dinner in a prime location (seating is six persons designated by the sponsor, plus one Veteran and his/her guest, invited by the PEI Friends of True Patriot Love)

Invitations (6) to the VIP reception in advance of the general reception

ON-SITE RECOGNITION *(subject to approval)*

Name recognition on your table sign at the event

Name/logo recognition on Sponsor loop played on screens during event

Opportunity for promotional display in VIP and General Reception areas

MARKETING OPPORTUNITIES *(subject to approval and print deadlines)*

Full page recognition in the PEI Tribute Dinner Book

Name/logo recognition in PEI Tribute Dinner Book

Name/logo & brief message on PEITributeDinner.ca website, and Facebook page

Opportunity for Twitter promotion



2015 PEI Tribute Dinner.

Photo by
Jean-Sébastien Duchesne



SILVER SPONSORSHIPS – \$5,000

MULTIPLE AVAILABLE

IN RECOGNITION OF THIS SPONSORSHIP, PEI FRIENDS OF TRUE PATRIOT LOVE ARE PLEASED TO OFFER THE FOLLOWING BENEFITS:

HOSPITALITY

One table at the PEI Tribute Dinner in a prime location (seating is six persons designated by the sponsor, plus one Veteran and his/her guest, invited by the PEI Friends of True Patriot Love)

ON-SITE RECOGNITION *(subject to approval)*

Name recognition on your table sign at the event

Name/logo recognition on Sponsor loop played on screens during event

Opportunity for promotional display in General Reception area

MARKETING OPPORTUNITIES *(subject to approval and print deadlines)*

Half page recognition in the PEI Tribute Dinner Book

Name/logo recognition in PEI Tribute Dinner Book

Name/logo & brief message on PEITributeDinner.ca website, and Facebook page

Opportunity for Twitter promotion



His Honour, H. Frank Lewis,
Lieutenant Governor of PEI,
and the Honourable Wade
MacLauchlan, Premier of PEI,
at the reception prior to the
2015 PEI Tribute Dinner.

Photo by
Jean-Sébastien Duchesne



PRINT SPONSOR - \$4,000

EXCLUSIVE OPPORTUNITY FOR ONE SPONSOR

(this opportunity is no longer available for 2017)

IN RECOGNITION OF THIS SPONSORSHIP, PEI FRIENDS OF TRUE PATRIOT LOVE ARE PLEASED TO OFFER THE FOLLOWING BENEFITS:

HOSPITALITY

One table at the PEI Tribute Dinner (seating is six persons designated by the sponsor, plus one Veteran and his/her guest, invited by the PEI Friends of True Patriot Love)

ON-SITE RECOGNITION *(subject to approval)*

Name recognition on your table sign at the event

Name/logo recognition on Sponsor loop played on screens during event

MARKETING OPPORTUNITIES *(subject to approval and print deadlines)*

Half page recognition in the PEI Tribute Dinner Book

Name/logo recognition in PEI Tribute Dinner Book

Name/logo & brief message on PEITributeDinner.ca website, and Facebook page

Opportunity for Twitter promotion



We are pleased to announce that KKP Charlottetown, our print sponsor in 2015, has been selected as our print sponsor again in 2017.



BRONZE SPONSORSHIPS – \$2,500

MULTIPLE AVAILABLE

IN RECOGNITION OF THIS SPONSORSHIP, PEI FRIENDS OF TRUE PATRIOT LOVE ARE PLEASED TO OFFER THE FOLLOWING BENEFITS:

HOSPITALITY

One table at the PEI Tribute Dinner (seating is six persons designated by the sponsor, plus one Veteran and his/her guest, invited by the PEI Friends of True Patriot Love)

ON-SITE RECOGNITION *(subject to approval)*

Name recognition on your table sign at the event

Name/logo recognition on Sponsor loop played on screens during event

MARKETING OPPORTUNITIES *(subject to approval and print deadlines)*

Half page recognition in the PEI Tribute Dinner Book

Name/logo recognition in PEI Tribute Dinner Book

Name/logo & brief message on PEITributeDinner.ca website, and Facebook page

Opportunity for Twitter promotion





GENERAL TABLE PURCHASE - \$1,600*

MULTIPLE AVAILABLE

One table at the PEI Tribute Dinner (seating is six persons designated by the purchaser, plus one Veteran and his/her guest, invited by the PEI Friends of True Patriot Love)

** Table cost is \$1600 to include hosting one Veteran and his/her guest.*



SINGLE TICKETS - \$200

MULTIPLE AVAILABLE*

One ticket to the PEI Tribute Dinner (as much as practicable, we will seat people at the same table if that request is made when tickets are purchased)

** In 2015, very few individual tickets were available as the majority of the seating was purchased by sponsors. With our larger venue in 2017, we are pleased that more seating will be available to the general public.*



Alex Smith and Marian Punch staffing the reception desk at the 2015 PEI Tribute Dinner.

Photo by
Alex Corbett

RECEIPTS

As confirmation of purchase, general receipts will be issued for all sponsorships, and for all winning auction bids.

Tax receipts and/or contribution confirmations will be issued by True Patriot Love following the event for the full amount on donations, and for the maximum allowable amount on tables and tickets as per CRA guidelines. TPL charitable registration number: 81464 6493 RR0001.

All donation receipts will be issued by the True Patriot Love Foundation, no later than 28 February 2018, for the 2017 tax year.

THANK YOU FOR YOUR CONSIDERATION

The success of this fund- and awareness-raising initiative lies in the hands of the PEI Friends of True Patriot Love's supporters, sponsors, and partners. We look forward to working with you to bring the needs of Canada's military men, women and families to the forefront and making a difference in their lives.

STRONGER MILITARY FAMILIES

True Patriot Love Foundation is a registered charity.

Charitable Registration Number: 81464 6493 RR0001.



Honourary Colonel and entertainer Terry Kelly performing his signature piece "A Pittance of Time" at the 2015 PEI Tribute Dinner.

Photo by
Jean-Sébastien Duchesne



CONTACT INFORMATION

2017 PEI Tribute Dinner

Sponsorship opportunities

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902-675-4186

Media inquiries

Eric Riordon

The Sharp Group, Charlottetown
Eric@sharpgroup.ca
902-628-1000

Special meals, dietary restrictions,
accessibility issues (e.g. wheelchair)

Tom Jarmyn

Tom.Jarmyn@PEITributeDinner.ca
902-368-8064

Website

www.PEITributeDinner.ca

Facebook

PEITributeDinner

Twitter

@PEITribute

Organizing Committee Members

Valerie Docherty, Chair

Valerie.Docherty@PEITributeDinner.ca

Allan Callard

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Gary Demeulenaere

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Tom Jarmyn

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Marian Punch

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Eric Riordon

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Alex Smith

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True Patriot Love Foundation

Media inquiries

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REGISTRATION FORM

PEI TRIBUTE DINNER – THURSDAY 9 NOVEMBER 2017

I/We, _____ (name/company) wish to support the 2017 PEI Friends of True Patriot Love Tribute Dinner with the following:

Sponsorships

- Gold Sponsor (\$10,000)
- VIP & General Reception Sponsor (\$7,500)
- Dinner Wines Sponsor (\$7,500)
- Silver Sponsor (\$5,000)
- Bronze Sponsor (\$2,500)

Tables, Tickets, Donations

- Tables (\$1,600 each) # of table(s) _____
- Tickets (\$200 each) # of ticket(s) _____
- Donation \$ _____

Total: \$ _____

Please recognize me/us in print materials as: _____

Name(s) in which tax receipt should be issued: _____

Tax receipts and/or contribution confirmations will be issued following the event for the full amount on donations, and for the maximum amount allowable on tickets, tables, and sponsorships as per CRA Guidelines. True Patriot Love Foundation Charitable Registration Number: 81464 6493 RR0001.

Contact Information

Name: _____ Company: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Telephone: _____ Email: _____

Payment Options

- I/We wish to pay by cheque – payable to “PEI Friends of True Patriot Love” and mail to:
PEI Friends of True Patriot Love
c/o Alex Smith
43 Kenlea Dr
Charlottetown, PE C1A 6V5

Please charge my credit card (to be processed within 48 hours of receipt)

- Visa MasterCard AMEX

Card Number: _____ Name on Card _____

Expiry Date: _____ Signature: _____

Contact Allan Callard for any questions regarding registration,
email Allan.Callard@PEITributeDinner.ca.

At the Press Conference Announcing the 2015 PEI Tribute Dinner



Robert Ghiz (organizing committee), Gabriel Mercier (Veteran), Elizabeth le Roux (committee), Ivan Kerry (Veteran), Tyler Coady (Veteran), George Olscamp (Veteran), Hon. H. Frank Lewis (Lieutenant Governor of PEI), Allan Callard (committee)

Photo by Jean-Sébastien Duchesne

After the 2015 PEI Tribute Dinner



Michael Burns (True Patriot Love), Patrick Ledwell (MC), Wayne McDonald (Cavendish Farms), Terry Kelly (performer), Allan Callard (committee), Robert Ghiz (committee), Shannon Caskey (TPL), Bronwen Evans (TPL)

Photo by Kayla Butler