



Jeans & Jewels 2018

Saturday, February 10th, 2018 | Jubilee Pavilion Ballroom, Oshawa | Doors open at 6:00pm

Please join us for our annual ProAction celebration - Jeans & Jewels style

ProAction Cops & Kids' Durham Region Chapter is proud to host the 6th Annual Jeans & Jewels event featuring crowd favorites **TWO FOR THE SHOW** on **Saturday, February 10th, 2018** at the **Jubilee Pavilion Ballroom** in Oshawa.

We invite you to join us at this great event in support of funding police-led youth programs in Durham Region. Guests will enjoy an evening filled with dancing to music of the ages, delicious food, exciting auction items, live performances and the chance to provide young people with new opportunities that lead to success and safer communities. Over the past ten years, ProAction has supported 146 programs in Durham Region providing over 13,000 Durham youth with new skills and police mentors who help guide them to better life choices.



Sponsorship Opportunities

ProAction is pleased to offer a variety of sponsorship opportunities for the Jeans & Jewels. Please review the incentives and benefits included in each level for the opportunity that best suits your needs. Your

sponsorship will not only help ProAction continue to fund valuable police-led youth programs, it will provide disadvantaged young people with new opportunities that lead to better futures.



For more information about the 6th Annual Jeans & Jewels, please contact Jessica Field at 416-222-7011 or jessica@copsandkids.ca



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SPONSORSHIP OPPORTUNITY

DIAMOND (Title) SPONSOR: \$3,500

- "Presented By" naming rights to the 2018 *Jeans & Jewels* event
- Level exclusivity to your industry
- Two (2) tables (16 tickets) to the event
- Logo prominently displayed on all marketing materials before, during and after the event
- Logo prominently displayed on on-site event signage and video loop
- Opportunity to participate in opening remarks
- Verbal recognition at the start and conclusion of the event
- Logo included on Event section of the ProAction Cops & Kids Website, Durham Chapter page
- Twitter mentions on ProAction Cops & Kids Twitter page
- Facebook "Likes" from ProAction Cops & Kids page and opportunity to post links on the Facebook page
- Sponsorship proceeds directed to a ProAction program of your choice

GOLD (Entertainment) SPONSOR: \$2,500

- Two (2) tables (16 tickets) to the event
- Logo prominently displayed on all marketing materials before, during and after the event
- Logo prominently displayed on on-site event signage and video loop
- Logo included on Event section of the ProAction Cops & Kids Website, Durham Chapter page
- Twitter mentions on ProAction Cops & Kids Twitter page
- Facebook "Likes" from ProAction Cops & Kids page and opportunity to post links on the Facebook page
- Sponsorship proceeds directed to a ProAction program of your choice
- Logo featured in video loop which runs throughout event

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SPONSORSHIP OPPORTUNITY

EMERALD (Program) SPONSOR: \$1,000



- One (1) table (8 tickets) to the event
- Logo featured on marketing materials before, during and after the event
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- Twitter mentions on ProAction Cops & Kids Twitter page
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- Sponsorship proceeds directed to a ProAction program of your choice

RUBY RED (Table) SPONSOR: \$750



- One (1) table (8 tickets) to the event
- Logo featured on sponsored table signage and in video loop which runs throughout event
- Logo included on Event section of the ProAction Cops & Kids Website, Durham Chapter page
- Twitter mentions on ProAction Cops & Kids Twitter page
- Facebook "Likes" from ProAction Cops & Kids page and opportunity to post links on the Facebook page

AMETHYST (Design and Decor) SPONSOR: \$500



- 4 tickets to the event
- Logo featured in video loop which runs throughout event
- Logo included on Event section of the ProAction Cops & Kids Website, Durham Chapter page
- Twitter mentions on ProAction Cops & Kids Twitter page
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ABOUT ProAction

ProAction Cops & Kids is a charitable organization that funds programs designed and delivered by police officers allowing them to engage and connect first-hand with young people in the neighbourhoods they serve. At ProAction, we believe that building stronger relationships between cops and kids improves the lives of the youth involved and benefits our communities today and for the future.

By participating in music, sports, and a variety of different fun, healthy programs, youth are able to see officers as positive role models and mentors, not just law enforcers. ProAction programs provide young people with experiences and lessons that change their lives for the better. Every year ProAction hosts several events to raise money to fund these programs. Along with helping support and sustain these programs, our events give guests, officers and youth an experience of a lifetime.

THE HISTORY OF PROACTION COPS & KIDS

ProAction operates four Chapters throughout Ontario: Toronto (est. 1991), Durham Region (est. 2007), Hamilton (est. 2008) and Niagara Region (est. 2014). ProAction has funded close to 2,000 programs, developed and run by police officers, distributing close to \$7,000,000, and engaging 400,000 young people in our communities across these Chapters. Our goal is to build mutual trust, respect and understanding between cops and kids, breaking down stereotypes and improving the safety of our communities for everyone. Through ProAction programs, youth are able to overcome personal struggles such as drug use, crime and violence. Through these programs, police officers build connections with young people and develop a better understanding of the issues youth face. These relationships help officers to be more effective at keeping our communities safe.



Please visit www.copsandkids.ca to learn more about our programs.

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ProAction Programs in Durham Region

HORSES HELP

Learn Empathy and Respect

Volunteers at the 'Horses Help Canada' Ranch in Whitby taught young program participants how to care for and act around horses. Their interactions with horses had a calming effect on the youth who were able to show respect, earn the trust and effectively communicate with the animals. With each week youth became more confident around the horses, their peers and the police.



"I have worked with youth in our schools for a decade now. Through this program, I have had the opportunity to work with students in a different way from our normal every day interactions. Working with youth while they experience something as unique as Horses Help Canada, encouraging them outside of their comfort zone and providing them the tools to develop life skills and strategies, allowed me to show a different side of myself."

PC Amanda Cowan

Encouraging youth to go outside of their comfort zone while teaching important communication and life skills allowed the participating officers to show the youth a different side of being a police officer and helped participants to 'forget about any problems they were having' for a few hours.



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SPONSORSHIP REGISTRATION FORM

Diamond Sponsor
(\$3,500)

Emerald Sponsor
(\$1,000)

Amethyst Sponsor
(\$500)

Gold Sponsor
(\$2,500)

Ruby Red Sponsor
(\$750)

I am unable to attend but wish to make a donation for:

\$50.00

\$100.00

\$250.00

Other: _____

Please enter amount

Name:	
Company:	
Address:	
City:	Postal Code:
Phone:	Email:

Method of Payment

<p>Cheque</p> <p><input type="checkbox"/> Please make cheque payable to ProAction Cops & Kids</p> <p>ProAction is located at: 40 College Street, 6th Floor Toronto, ON M5G 2J3</p> <p><input type="checkbox"/> Please send invoice</p>	<p>Credit Card:</p> <p>VISA <input type="checkbox"/> AMEX <input type="checkbox"/> MC <input type="checkbox"/></p>
	Card Number:
	Expiry Date:
	Name on Card:
	Signature:
	<p>Company Card: <input type="checkbox"/></p> <p>Personal Card: <input type="checkbox"/></p>

Please return completed form to jessica@copsandkids.ca by January 25th, 2018.



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TICKET ORDER FORM

I would like to order a ticket(s) to the Jeans & Jewels 2018 celebration

Please enter number of tickets required: _____

At \$50.00 per ticket, please enter total amount of purchase: _____

If you are joining us as part of a group, please indicate who you wish to be seated with/near:

I am unable to attend but wish to make a donation for:

\$50.00

\$100.00

\$250.00

Other: _____

Please enter amount

Name:	
Company:	
Address:	
City:	Postal Code:
Phone:	Email:

Method of Payment

Cheque <input type="checkbox"/> Please make cheque payable to ProAction Cops & Kids ProAction is located at: 40 College Street, 6th Floor Toronto, ON M5G 2J3 <input type="checkbox"/> Please send invoice	Credit Card:	
	VISA <input type="checkbox"/>	AMEX <input type="checkbox"/>
	MC <input type="checkbox"/>	
	Card Number:	
	Expiry Date:	
	Name on Card:	
Signature:		
Company Card: <input type="checkbox"/>	Personal Card: <input type="checkbox"/>	

Please return completed form to jessica@copsandkids.ca by January 25th, 2018.