



PROACTION COPS & KIDS DISCOVERY GALA

SPONSORSHIP PACKAGE

CELEBRATING PROACTION'S FINEST

Please join us on **SATURDAY MAY 4, 2019**
at **THE ROYAL ONTARIO MUSEUM.**
Doors for the ProAction Cops & Kids'
Discovery Gala will open at 6:30pm.

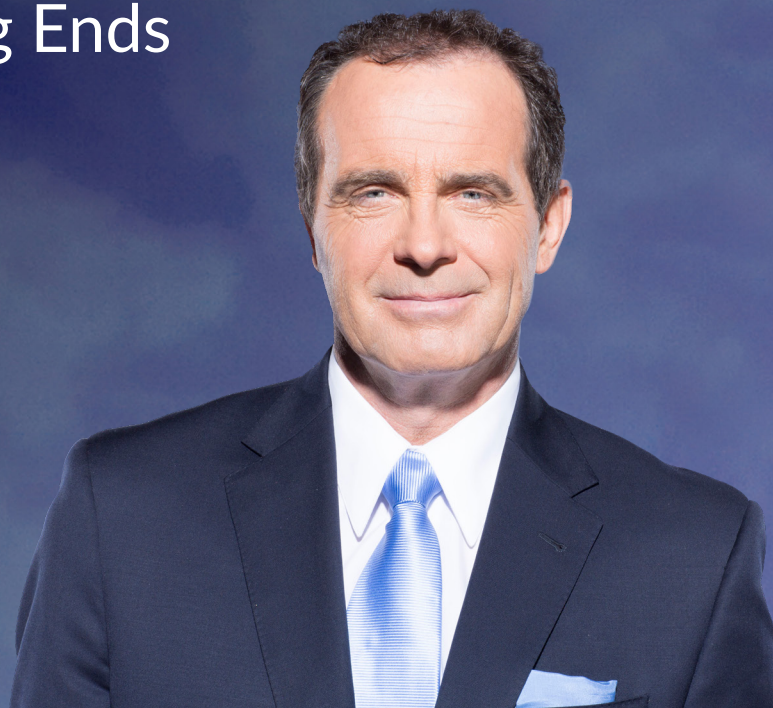
This inaugural event will
celebrate award winning youth
and police officers who have
demonstrated an exceptional
level of commitment to making
our communities safer through
ProAction programs.



AGENDA

TIME	PROGRAM
6:30pm	Cocktail Hour
7:30pm	Dinner, Awards & Speakers
9:40pm	Live Auction
10:00pm	After Party
12:30pm	Evening Ends

*Black Tie Optional



Hosted by

**ROD
BLACK**

**Sports Broadcaster &
Commentator CTV/TSN**

Rod Black's knowledge, versatility, and enthusiasm have earned him a reputation as one of Canada's most recognizable and distinguished sportscasters.

Being a passionate supporter of community initiatives that help to better the lives of young people, ProAction Cops & Kids is thrilled to have Rod Black host the 2019 Discovery Gala.

TITLE

\$25,000

SPONSOR OPPORTUNITY

- “Presented By” naming rights to the Gala
- Two (2) tables (16 tickets) to the event reserved in a prime location with recognition tent cards on each table
- Celebrity guest and/or Police Chief seated at your tables
- Main stage recognition (as provided and set up by sponsor)
- Participate in opening remarks at the main stage (2 minutes) and/or present a company promotional video (up to 1 minute)
- Verbal recognition at the start and conclusion of the event
- Sponsorship recognition on Gala marketing materials including event program full page advertisement
- Sponsorship proceeds directed to a ProAction program of your choice
- Exclusive VIP bartender for the evening
- Private guided tour of the ROM exhibit (ancient China) @ 5pm
- Logo prominently displayed on on-site event signage and video loop
- Logo included on event section of the ProAction Cops & Kids Website
- Twitter mentions on ProAction Cops & Kids Twitter page
- Facebook “Likes” from ProAction Cops & Kids page. Opportunity to post links on the Facebook page
- Option of providing sponsor branded marketing collateral



PLATINUM

\$20,000

SPONSOR OPPORTUNITY

- Two (2) tables (16 tickets) to the event reserved in a prime location with recognition tent cards on each table
- Police Chief or Sr. Police Officer seated at your tables
- Sponsorship recognition on Gala marketing materials including event program full page advertisement
- Sponsorship proceeds directed to a ProAction program of your choice
- Exclusive VIP bartender for the evening
- Choice of: Valet Parking Sponsor or Cocktail Hour Sponsor
- Logo prominently displayed on on-site event signage and video loop
- Logo included on event section of the ProAction Cops & Kids Website
- Twitter mentions on ProAction Cops & Kids Twitter page
- Facebook “Likes” from ProAction Cops & Kids page. Opportunity to post links on the Facebook page
- Option of providing sponsor branded marketing collateral



GOLD

\$15,000

SPONSOR OPPORTUNITY

- One (1) table (8 tickets) to the event in premium location
- Sponsorship recognition on Gala marketing materials including event program full page advertisement
- Exhibit Sponsor (4)
- Logo prominently displayed on on-site event signage and video loop
- Logo included on event section of the ProAction Cops & Kids Website
- Twitter mentions on ProAction Cops & Kids Twitter page
- Facebook “Likes” from ProAction Cops & Kids page. Opportunity to post links on the Facebook page
- Option of providing sponsor branded marketing collateral



SILVER

\$10,000

SPONSOR OPPORTUNITY

- One (1) table (8 tickets) to the event in premium location
- Sponsorship recognition on Gala marketing materials including event program full page advertisement
- Logo prominently displayed on on-site event signage and video loop
- Logo included on event section of the ProAction Cops & Kids Website
- Twitter mentions on ProAction Cops & Kids Twitter page
- Facebook “Likes” from ProAction Cops & Kids page. Opportunity to post links on the Facebook page
- Option of providing sponsor branded marketing collateral



TABLE

\$5,000

SPONSOR OPPORTUNITY

- One (1) table (8 tickets) to the event in premium location
- Name recognition in evening's brochure

TICKET: \$500



ABOUT PROACTION COPS & KIDS

ProAction Cops & Kids is a charitable organization that brings cops and kids together in skill-building and mentoring programs to create trust, respect and safer communities.

To achieve this, **ProAction** helps police officers fund skill building and mentoring programs for at-risk and underprivileged youth that span a wide range of activities (e.g. cooking, arts, fitness/sports, etc.). **ProAction** programs operate in five chapters across **Ontario**, including **Toronto, Durham Region, Hamilton, Niagara Region and Halton Region**.

Since establishing in 1991, we have raised over **\$8 million dollars in donations** that has supported over 2,000 programs and given over **400,000 youth** access to activities they could not afford otherwise.

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.



PROACTION SUCCESSES



TROOP

“C” is a known gang member. When we first met C we could see his nervousness and hesitation in joining police on a camping trip. After only two days, he opened up to officers about his life. C, who is only 15 years old, talked about his experiences living in community housing and growing up in a gang. He shared stories of being shot, stabbed, and the loss of his mother just weeks before coming on the trip. By the end of the trip C told officers that it had been the best four days of his life and that even though he slept outside in a tent, on rocks and twigs, with wild animals all around, it was the best sleep he’s ever had because he wasn’t scared that someone would try to attack him in his sleep. TROOP officers kept in contact with C throughout the summer, and he was able to come out on multiple trips with TROOP. Since then, C was accepted into an alternative high school’s scholarship program, where he’ll be able to earn his high school diploma and live outside of the community housing complex where his gang is.

ProAction Program Officer



THE BE YOUTH PROGRAM

“Before I came to this program, I was easily bullied and I couldn’t defend myself. Since coming, I have been able to find my voice and fight for what is right. I also have met many new friends, and became closer to my community and the police. I like this program because it helped me to learn to collaborate and respect one another, as well as influenced me to be a hard worker and never give up! I would recommend this program to other kids like me because it can help youth in the same or similar situations as me.”

ProAction Program Youth



PROACTION SUCCESSES



COWGIRL UP

The organization, professionalism, fun and success of the camp is clearly evident. My daughter cannot stop talking about horses and how much fun she is having learning how to ride. There are so many levels of positivity that [the police officer] and the force have brought to these children, enabling them to attend a week long horse riding course that they might not have otherwise been able to attend. The grade 7 girls now have a positive view of the police and will most certainly approach any officer with a smile going forward. Amazing work. We are stunned as to how positive this horseback riding camp has been for our daughter. Thank you so much.

ProAction Program Parent



STONE SOUP COOKING CLUB

Cooking together and breaking bread is an age-old way of making and strengthening relationships; this is what happens during the Stone Soup Cooking sessions. At times, we have troubled youth who come through our Restorative Justice program who are referred to the cooking club where they are nurtured and brought back to a more stable mental state. At the cook off, the students are ready to strut their stuff. The confidence and support that they have received from the officers and other members of the club makes them unstoppable in the kitchen. They are always very excited to show off to the Chief who acts as one of the guest judges.

ProAction Program Officer



SPONSORSHIP FORM

☐ Title Sponsor - \$25,000

☐ Gold Sponsor - \$15,000

☐ Table \$5,000

☐ Platinum Sponsor - \$20,000

☐ Silver Sponsor - \$10,000

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

☐ \$100

☐ \$250

☐ \$500

☐ Other: \$ _____
please enter amount

Name: _____

Company: _____

Address: _____

City: _____ Postal Code: _____

Phone: _____ Email: _____

Method of payment

☐ Cheque

Please make cheques
payable to:

ProAction Cops & Kids

ProAction is located at:
40 College Street, 6th Floor
Toronto, ON
M5G 2J3

Tel: **416-222-7011**

Fax: **416-222-0310**

Charitable Registration No.
887700862 RR0001

Credit Card: ☐ VISA ☐ AMEX ☐ MC

Card Number: _____

Expiry Date: _____

Company Card: ☐ ☐ Personal Card (*If expensing to business,
pls check Company)

Name on Card: _____

Signature: _____

For more information and/or to order tickets
please contact:

Jessica Field at **416-222-7011** or
email jessica@copsandkids.ca



TICKET ORDER FORM

☐ Yes, I would like to order a ticket(s) to the 2019 Discovery Gala

Please enter number of tickets required: _____

At \$500.00 per ticket, please enter total amount of purchase: \$_____

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

☐ \$100

☐ \$250

☐ \$500

☐ Other: \$ _____
please enter amount

Name: _____

Company: _____

Address: _____

City: _____ Postal Code: _____

Phone: _____ Email: _____

Method of payment

☐ Cheque

Please make cheques
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