



2nd Annual
DISCOVERY GALA

PROACTION COPS & KIDS
SPONSORSHIP PACKAGE

Celebrating ProAction's Finest



Please join us on **Saturday
May 2, 2020** at the Royal Ontario
Museum for the **ProAction
Cops & Kids' Discovery Gala**

The second annual 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.

Doors will open at **6:30pm.**



Agenda

Hosted by

Rod Black

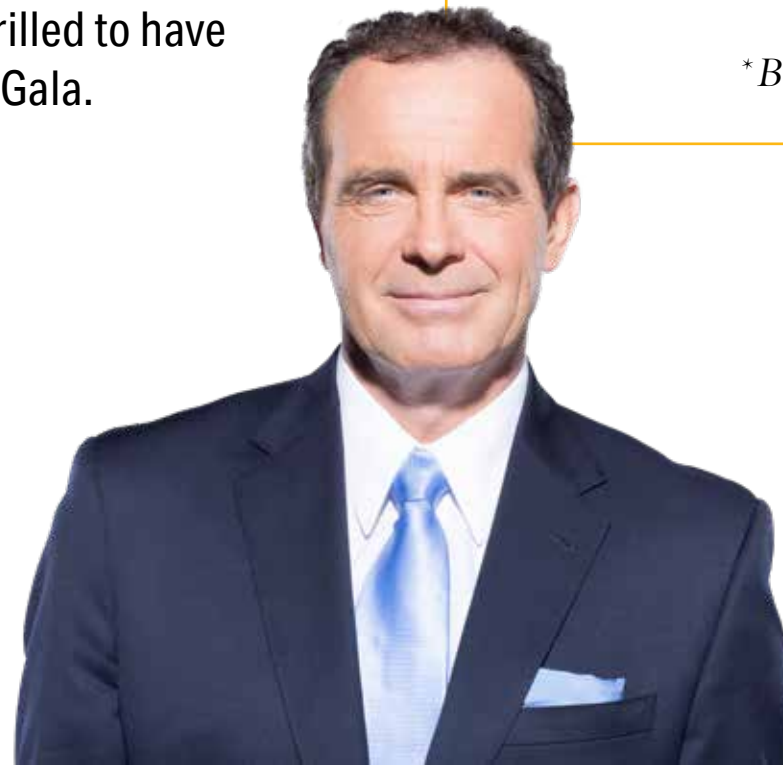
***Sports Broadcaster & Commentator
CTV/TSN***

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 2020 Discovery Gala.

<i>Time</i>	<i>Program</i>
6:30 pm	Cocktail Hour
7:30pm	Dinner, Awards & Speakers
9:40pm	Live Auction
10:00pm	After Party
12:30pm	Evening Ends

**Black Tie Optional*



TITLE

\$25,000

-
- "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

- 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

-
- One (1) table (8 tickets) to the event in premium location
 - Sponsorship recognition on Gala marketing materials including event program half page advertisement
 - Choice of ProAction program Exhibit Sponsor recognition (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

-
- One (1) table (8 tickets) to the event in premium location
 - Sponsorship recognition on Gala marketing materials including event program quarter 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 SPONSOR

\$5,000

- 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 vulnerable 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 distributed over \$8 million dollars in donations that has supported over 2,200 programs and given over 417,000 youth access to activities they could not otherwise afford.

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.





Cooking with Cops

During the program, a female student in grade 7 ran away from home. She was away from home for only one day but returned to school because the cooking program was scheduled for the same day. The student gave background on her situation. With the assistance of the school, CAS, and the officers, we were able to find the youth and her grandmother a place to live as circumstances made it impossible for her to return to her father's home.

ProAction Program Officer



MasterChef

I personally attended a serious radio call for a stabbing. A student whom I met from one of the ProAction programs approached me and provided a description of the suspect. He was so proud that he had helped out and wanted to make sure that the officer who volunteered with his program was aware. This never would have occurred without this youth's involvement in ProAction.

ProAction Program Officer





Dixon Yogis

After 5 years of teaching yoga to young girls, the Dixon Yogis program is doing more than encouraging health and well-being. Two program participants have been awarded scholarships for Teen Leadership Yoga Training allowing them to turn their love of yoga into a career opportunity by becoming certified yoga instructors. These young leaders now assist with the Dixon Yogis program and teach other young girls from their neighbourhood important life skills about fitness and empowerment. Although these participants live in a community where there is a high incidence of crime and violence, they have found a path that leads to success through ProAction and are helping other young people find the same. They are making a difference one yoga pose at a time."

ProAction Program Officer



YAPS Youth and Police Sports

I gained a much better understanding of what youth with FASD experience on a day-to-day basis. One youth in particular was well known to police; since the program I gained a better level of empathy for his own life experiences. It was a great feeling to interact and engage with these youth who are often mislabeled as "bad" kids

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: _____

To purchase your tickets please call

**Jessica Field at 416-222-7011 or
email your completed form to
jessica@copsandkids.ca**



Ticket Order Form

Yes, I would like to order a ticket(s) to the 2020 Discovery Gala

Please enter number of tickets required: _____

At \$500 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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