

# *Una Serata in Calabria*

**SPONSORSHIP PACKAGE**  
SEPTEMBER 27, 2018 | 6:30 PM  
FUNDRAISING DINNER | ENTERTAINMENT | LIVE AUCTION



# Una Serata in Calabria

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## Event Committee

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### Honourary Co-Chairs:

Ralph Chiodo

The Honourable  
Frank Iacobucci,  
CC, QC, LL.D., LSM

Dr. Marotta, MD, FRCPC(C)

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### Sam Ciccolini Chair

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Gino Alberelli

Tony Altomare

Roberto Bandiera

Morris Cariola

Ralph Ciccio

Tony Cosentino

Alex De Iulis

Julian Fantino

Fausto Gaudio

Nick Ierfino

Louis Lettieri

Rocco Lotito

John Mandarino

Gesualdo Mastruzzo

Salvatore Mittica

Tony Muto

Mario Paura

Basil Policaro

Domenic Presta

Carmen Principato

Domenico Saverino

Vince Verduci

Dear Friend,

Please join us for the fourth annual *Una Serata in Calabria*; a celebration of this enchanting region of southern Italy, in support of the CBAO Seniors Day Program.

Calabrian Benevolent Association of Ontario (CBAO) is made up of people who share a desire to make a positive difference. In partnership with COSTI Immigrant Services and under the medical direction of Dr. Giovanni Marotta, the CBAO Seniors Day Program addresses the underserved needs of seniors afflicted with Alzheimer's and dementia. Families living with an elder with dementia know that the English acquired as a second language is often forgotten with the advancement of memory loss. Uniquely, and for this reason, this program operates in the Italian language for the benefit of the Italian community.

Research shows that the decline associated with early-stage dementia can be significantly delayed through physical and mental exercises and socialization. In implementing these elements together with caring staff, the CBAO Seniors Day Program is able to go a long way in maintaining a senior's intellectual and mental health.

Help make a difference in the lives of our seniors. Join us on Thursday, September 27, 2018 for another memorable event, at the Famèe Furlane, 7065 Islington Ave, Vaughan. A Sponsorship Package is attached for your consideration.

Saluti,



Sam Ciccolini  
Chair, Event Organizing Committee





# Sponsorships

## \$20,000 - PRESENTING SPONSOR

### Hospitality

Two branded tables of ten guests with preferred placement

### Brand Exposure

Level-appropriate logo and/or name acknowledged in the following:

- All event marketing and communications, including post-event recognition advertising in a community paper
- On-site digital screens (video sponsor loop)
- Step & Repeat backdrop
- Media relations campaign
- Verbal recognition from the stage
- Two full-page ads in the commemorative evening program

## \$10,000 - GOLD SPONSOR

### Hospitality

One branded table of ten guests with preferred placement

### Brand Exposure

Level-appropriate logo and/or name acknowledged in the following:

- All event marketing and communications, including post-event recognition advertising in a community paper
- On-site digital screens (video sponsor loop)
- Step & Repeat backdrop
- Media relations campaign
- Verbal recognition from the stage
- One full-page ad in the commemorative evening program

## \$5,000 - SILVER SPONSOR

### Hospitality

One branded table of ten guests

### Brand Exposure

Level-appropriate logo and/or name acknowledged in the following:

- All event marketing and communications
- On-site digital screens (video sponsor loop)
- One half-page ad in the commemorative evening program



# Order Form

*Una Serata in Calabria*, Thursday, September 27, 2018, 6:30pm  
Famèe Furlane Toronto, 7065 Islington Avenue, Woodbridge, ON L4L 1V9

We thank you for your generous support. Please provide the following:

## CONTACT INFORMATION

Primary contact name \_\_\_\_\_

Company name \_\_\_\_\_

Street address \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_ Postal code \_\_\_\_\_

E-mail \_\_\_\_\_ Business tel. \_\_\_\_\_

Marketing contact (If applicable) \_\_\_\_\_

## SPONSORSHIP

Indicate your preferred level of support and preferred donor recognition name.

\$20,000     \$10,000     \$5,000

\_\_\_\_\_

This preferred name will be listed in all related event marketing and communications.

## TICKETS AND TABLES

Number of tables: \_\_\_\_\_ x \$2,500 = \_\_\_\_\_

Number of tickets: \_\_\_\_\_ x \$250 = \_\_\_\_\_

## ADVERTISING

\$1,000

## DONATIONS

I am unable to attend, but would like to make a donation in the amount of  
\$ \_\_\_\_\_

Please make cheque payable to **Calabrian Benevolent** and forward it with the completed form to:

Calabrian Benevolent Association  
c/o IC Savings – Attention: Anna Barranca  
5300 Dundas Street West, Toronto, ON M9B 1B2

For additional information, email us at [info@calabrianbenevolent.com](mailto:info@calabrianbenevolent.com) or contact Anna Barranca at 416.780.4547





# Advertising Rates & Specifications

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Consider sharing your corporate message with this audience by purchasing an ad in the evening program.

- Half page: \$1,000

## DIGITAL REQUIREMENTS

Mac-compatible files will be accepted in the following formats:

- Hi-resolution PDF (300 dpi - CMYK) with all fonts embedded
- Adobe Photoshop .psd or jpg (300dpi - CMYK)

## FINAL AD SIZE

- Full page: 7.5"W x 5"H
- Half page: 3.5"W x 5"H

All ads will have no bleeds and are full-colour.

## DEADLINE

All art-ready ads must be submitted no later than September 10, 2018.

E-mail Mac-compatible digital files to the attention of  
Denny Terrigno, Creative Director Ancaster Pope Advertising, [denny@ancasterpopo.com](mailto:denny@ancasterpopo.com)

When submitting your files, copy [info@calabrianbenevolent.com](mailto:info@calabrianbenevolent.com)

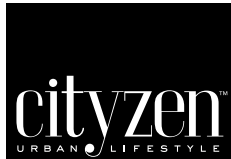


# Una Serata in Calabria 2017

Gratefully Acknowledging Last Year's Sponsors.



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