



Una Serata in Calabria

SPONSORSHIP PACKAGE
SEPTEMBER 26, 2019 | 6:30 PM



Una Serata in Calabria

Dear Friend,

Please join us for the fifth annual Una Serata in Calabria; a celebration in support of the CBAO Seniors Day Program.

The mandate of Calabrian Benevolent Association of Ontario (CBAO) is to impact society in a very positive way. The CBAO Seniors Day Program is such an example. In partnership with COSTI Immigrant Services and under the medical direction of Dr. Giovanni Marotta, the Program addresses the underserved needs of Italian seniors afflicted with Alzheimer's and dementia. It's well known that 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.

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; it's designed to keep seniors at home longer and to keep them out of hospitals and nursing homes.

Please join us on Thursday, September 26, 2019 for another memorable event, at Fontana Primavera Event Centre, 77 Woodstream Boulevard, Vaughan. A Sponsorship Package is attached for your consideration.

Saluti,



Sam Primucci
Chair, Event Committee

Honourary Co-Chairs

Ralph Chiodo

Sam Ciccolini

The Honourable

Frank Iacobucci,

CC, OC, LLD, LSM

Dr. Marotta, MD, FRCPC(C)

Chair

Sam Primucci

Committee

Gino Alberelli

Pina Alberelli Arone

Tony Altomare

Roberto Bandiera

Anna Barranca

Morris Cariola

Ralph Ciccio

Tony Cosentino

Alex De Iulis

Julian Fantino

Fausto Gaudio

Nick Ierfino

Rocco Lotito

John Mandarino

Gesualdo Mastruzzo

Salvatore Mittica

Tony Muto

Vince Papa

Basil Policaro

Domenic Presta

Carmen Principato

Domenico Saverino

Vince Verduci





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 26, 2019, 6:30pm
Fontana Primavera Event Centre, 77 Woodstream Boulevard, Vaughan, ON L4L 7Y6

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 or contact Anna Barranca at 416.780.4547





Advertising Rates & Specifications

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, 2019.

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

When submitting your files, copy info@calabrianbenevolent.com



Una Serata in Calabria 2018

Gratefully Acknowledging Last Year's Sponsors.

Platinum Sponsors



Gold Sponsors



Silver Sponsors



Wine Sponsors

