

The 25th Annual Heart&Stroke Celebrity Breakfast



HEART &
STROKE
FOUNDATION
OF BC & YUKON

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www.heartandstroke.bc.ca

The 25th Annual Heart&Stroke Celebrity Breakfast

In 2009, the Celebrity Breakfast will commemorate its 25th anniversary. Targeted towards BC corporations, the event brings together business leaders for a morning of networking, inspiration and fun, all while being hosted by BC-based celebrities. As the Foundation's annual kick-off to the corporate community, CEO Bobbe Wood and guest speakers will address the audience. All funds raised go towards research, prevention and treatment of heart disease and stroke.



Date:	Wednesday, February 11 th , 2009
Time:	Registration: 7:00 am Breakfast: 7:30 am - 9:00 am
Location:	The Fairmont Hotel Vancouver
Key Target Audience:	Corporate and community leaders Mid to high-range personal incomes 30 – 65 years of age Upwardly mobile
Expected Attendance:	500 (450 attendees / 50 celebrities)



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About the Heart and Stroke Foundation of BC & Yukon

The Heart and Stroke Foundation of BC & Yukon, a volunteer-based health charity, leads in eliminating heart disease and stroke and reducing their impact through the advancement of research and its application, the promotion of healthy living, and advocacy.

Results that change lives

Through the Heart and Stroke Foundation of BC & Yukon, British Columbians have contributed over \$100 million over the years towards the advancement of scientific research. Step-by-step, this important work improves our understanding of cardiovascular disease, leads to new treatments, and increases our ability to prevent disease.

Champions for change

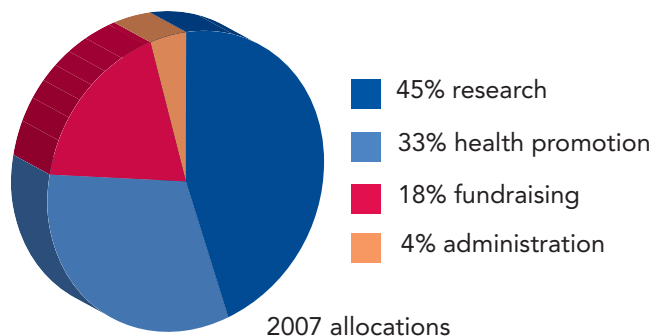
On behalf of the people of BC and the Yukon, the Heart and Stroke Foundation champions improvements to healthcare delivery, change in public policy, and programs that facilitate heart healthy lifestyles. Recently, we were successful in lobbying the government to further reduce everyone's exposure to tobacco smoke in public places.

Health Promotion

Prevention is key in the fight against heart disease and stroke and the Foundation is committed to supporting education programs that will teach the value of heart healthy lifestyles. From HeartSmart Kids™ to walking clubs to information delivery, the Foundation delivers a wide range of initiatives throughout British Columbia. The knowledge is yours to share.

Where the money goes

Total gross revenue for 2007 = \$19.6 million



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Your Opportunity / Our Desire

Your Opportunity

Increased Brand Exposure:

- 97% of British Columbians regard the Foundation as a trusted source of information about heart disease, up from 94% in 2006.*

Return on your Investment:

- Measurable, tangible benefits that show a return on sponsorship investment.

Community Profile:

- Enhanced profile and public positioning in the community through four intensive months of event marketing.

Target Audience:

- 500 professionals with high disposable incomes and corporate communities interested in healthy lifestyle.

Client Hosting Experience:

- Unique hosting opportunities, connecting you more deeply with the local community and your target audience.

Employee Involvement:

- Team building and employee reward & acknowledgement.

Our Desire

To develop strategic partnerships with organizations who share our value for leadership, excellence and innovation.

To align with businesses that have an interest in sponsoring one of our signature Heart Month events, raising funds to support heart disease and stroke research and education.

** Ipsos Reid March 2007 poll*



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Sponsorship Opportunities 2009

The following table outlines sponsorship opportunities available for the Heart & Stroke Celebrity Breakfast in 2009. Your support as a sponsor helps offset the costs associated with running the event.

Heart&Stroke Celebrity Breakfast Benefits Chart					
Sponsorship Level	Presenting	Speaker Presenter	Gold	Silver	Bronze
Sponsorship Cost	SOLD OUT!	\$10,000	\$7,500	\$5,000	\$2,500
Business to Business					
Complimentary Tickets	9	6	4	2	–
Media Exposure					
Logo on Print Advertising	✓	✓	✓	–	–
Heart and Stroke Foundation Recognition					
Listing on Website 'Corporations with Heart'	✓	✓	–	–	–
Recognition in Newsletter	✓	✓	–	–	–
Listing in Annual Report	✓	✓	✓	✓	✓
Placement on Donor Wall	✓	✓	✓	✓	✓
Corporate Branding					
Logo on Email Invitations (6,000)	✓	✓	✓	✓	✓
Logo on Mailed Invitations (1,000)	✓	✓	✓	✓	✓
On Site Exposure					
On-Screen Recognition	✓	✓	✓	✓	✓



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2009 Sponsorship Form

To reserve a sponsorship package, table, or tickets, please complete this form and return with your payment no later than Monday, November 3rd, 2008 to:

Heart and Stroke Foundation of BC & Yukon

Attn: 2009 Celebrity Breakfast
200-1212 West Broadway
Vancouver, BC V6H 3V2

Company _____

Contact Name _____

Email _____

Mailing Address _____

City _____

Province _____

Postal Code _____

Phone _____

Fax _____

Please Select the Level of Sponsorship

- | | | |
|--------------------------|--------------------|-------------|
| <input type="checkbox"/> | Speaker Presenter | \$10,000 |
| <input type="checkbox"/> | Gold Sponsorship | \$ 7,500 |
| <input type="checkbox"/> | Silver Sponsorship | \$ 5,000 |
| <input type="checkbox"/> | Bronze Sponsorship | \$ 2,500 |
| <input type="checkbox"/> | VIP Table | \$ 1,500 |
| <input type="checkbox"/> | Corporate Table | \$ 1,000 |
| <input type="checkbox"/> | ___ Single Tickets | \$ 100 each |

Payment Options

- Cheque enclosed
- Please invoice our company (fax complete form to 604-736-8732)
- Charge to credit card: VISA MasterCard Amex

Account Number: _____ Expiry Date: _____

Name on Card: _____

Signature: _____

Heart and Stroke Foundation of BC & Yukon
200-1212 West Broadway, Vancouver, BC V6H 3V2
Charitable Registration No. # 11881 8343 RR0001

2008 Celebrity Breakfast Sponsors

presenting sponsor



speaker sponsor



gold sponsor



silver sponsors



bronze sponsors



media sponsors



in-kind sponsors



