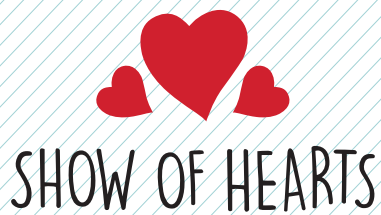




variety[®]
the children's charity

TELETHON AND VARIETY WEEK PARTNERSHIP OPPORTUNITIES

variety.bc.ca



VARIETY WEEK



PARTNER CASH OPPORTUNITIES

Variety Week: Oct 30-Nov 3, 2017

Telethon: Feb 11, 2018



Telethon & Variety Week Opportunities

Countdown \$15,000

Countdown sponsors provide all viewers with an opportunity to call in and have their donation matched over a three minute period during the chosen hour.

Telethon Hours Available

9:30am, 10:30am, 11:30am, 12:30pm, 1:30pm, 2:30pm, 3:30pm, 4:30pm

Variety Week Hours Available (Oct 30 - Nov 3, 2017)

6:00pm - Monday, Tuesday, Wednesday, Thursday or Friday

Opportunity to sit on the Telethon gold panel, make personal announcement of countdown on live TV, provide employees with volunteer opportunities, Full page colour ad on inside front cover of telethon newsletter, Pre-event/Event day, post event digital media plan, Corporate logo on TV screen during three minute countdown and on digital media

Variety benefits: Provision of Variety supporter logo for your website, Thank you plaque presented by a Variety Ambassador at your place of business, Variety update with the CEO of Variety at the venue and time of your choice, Corporate identity recognized in one issue of Variety newsletter, Corporate identity recognized for one month on Variety website under "Top supporters"

Social media \$2,500 min.

Together we will produce a campaign to highlight the partnership between your company and Variety.

Telethon Hours Available

9:30am, 10:30am, 11:30am, 12:30pm, 1:30pm, 2:30pm, 3:30pm, 4:30pm

Variety week Hours Available (Oct 30 - Nov 3, 2017)

One hour per day on Monday, Tuesday, Wednesday, Thursday or Friday (flexibility is available to tie in with morning/noon or evening news on Global BC)

Opportunity to gain online exposure through media partners by sponsoring a share event on social media. Company commits to a minimum sponsorship of \$2,500 (we can discuss a maximum) and we develop with you a social media campaign such as:

"For every RT this hour, [company] will donate \$1 to @VarietyBC"

"For every 5 shares on Facebook this week [company] will donate \$1 to Variety BC"

Variety benefits: Provision of Variety supporter logo for your website, Thank you note sent by a Variety ambassador to your place of business

Telethon Opportunities

Hours \$10,000 to \$20,000

Sponsor an hour of the telethon!

Hours (segment one) - \$10,000

9:30am, 10:30am, 11:30am, 12:30pm

Hours (segment two) - \$15,000

1:30pm, 2:30pm

Hours (segment three) - \$20,000

3:30pm, 4:30pm

Opportunity to sit on gold panel, Live cheque presentation, provide employees with volunteer opportunities, ½ page to Full page colour ad in telethon newsletter, Pre-event/Event day, post event digital media plan, Corporate logo on TV screen during sponsored hour and on digital media

Variety benefits: Provision of Variety supporter logo for your website, Thank you plaque presented by a Variety Ambassador at your place of business, Variety update with the CEO of Variety at the venue and time of your choice, Corporate identity recognized in one issue of Variety newsletter, Corporate identity recognized for one month on Variety website under "Top supporters"

PARTNER CASH OPPORTUNITIES

Telethon: Feb 11, 2018



Lottery

\$5,000

Be the exclusive sponsor of our yearly telethon lottery!

Opportunity to sit on gold panel, provide employees with volunteer opportunities, ½ page colour ad in telethon newsletter, post event digital media plan, Corporate logo on TV screen when Lottery is mentioned and on digital media

Variety benefits: Provision of Variety supporter logo for your website, Thank you plaque presented by a Variety Ambassador at your place of business, Variety update with the CEO of Variety at the venue and time of your choice, Corporate identity recognized in one issue of Variety newsletter, Corporate identity recognized for one month on Variety website under "Top supporters"

Entertainment

\$2,500

Each telethon we host five live acts. You could be the sponsor of one or more of them!

Opportunity to sit on gold panel, provide employees with volunteer opportunities, ½ page colour ad in telethon newsletter, Pre-event/Event day, post event digital media plan, Corporate logo on TV screen when Entertainment plays and on digital media

Variety benefits: Provision of Variety supporter logo for your website, Thank you note sent by a Variety Ambassador to your place of business, Corporate identity recognized in one issue of Variety newsletter, Corporate identity recognized for one month on Variety website under "Top supporters"

Rooms

\$2,000

At the telethon we have a number of rooms that we use to host various people. You could sponsor one of them.

Rooms available

VIP room, Family room, Social Media room

Opportunity to provide employees with volunteer opportunities, ¼ page colour ad in telethon newsletter, post event digital media plan, Corporate logo on signage in designated room and on digital media

Variety benefits: Provision of Variety supporter logo for your website, Thank you note sent by a Variety Ambassador to your place of business

Transportation

\$6,500

Each year we bring families and entertainment into the telethon venue. We look for a company to help us get those people to the event.

Opportunity to provide employees with volunteer opportunities, ½ page colour ad in telethon newsletter, post event digital media plan, Corporate logo on digital media

Variety benefits: Provision of Variety supporter logo for your website, Thank you note sent by a Variety Ambassador to your place of business

Wrap Party

\$2,000

At the end of the telethon day a get together is held for everyone to celebrate. Help us host that event!

Opportunity to provide employees with volunteer opportunities, ¼ page colour ad in telethon newsletter, post event digital media plan, Corporate logo on signage in designated room and on digital media

Variety benefits: Provision of Variety supporter logo for your website, Thank you note sent by a Variety Ambassador to your place of business

PARTNER CASH OPPORTUNITIES

Telethon & Variety Week



Contact Information

Listing as it would appear in event materials

Contact name

Title

Company name

Address

City

Province

Postal code

Work phone

Cell phone

Email

Signature (by signing I confirm my sponsorship commitment)

Telethon:

Countdown Social Media Hours Lottery Entertainment Rooms Transportation Wrap Party

Variety Week:

Countdown Social Media

Payment Options

Enclosed is my payment of \$ _____ (make payable to Variety – The Children's Charity)

Please charge \$ _____ to my credit card

Credit card number _____ Expiry date _____

Name on Card _____ Signature _____

For more information or to reserve a sponsorship, contact:

Chris Lowe

Variety – the Children's Charity

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