



THE MACDONALD-LAURIER INSTITUTE



“True North in Canadian Public Policy”

Sponsorship Opportunities for:

The Macdonald-Laurier Institute’s

“Flag Day Soiree”

Wednesday, February 15, 2012

The Macdonald-Laurier Institute's *Flag Day Soirée* is our signature fundraising event of the year. It is the only major social event in Ottawa that celebrates the inauguration of our Canadian Flag on February 15, 1965.

In keeping with our mandate, we believe it is important to recognize the very best of Canada's political history and traditions. So it is only fitting that we have chosen Flag Day, an important national day, as the Macdonald-Laurier Institute's annual celebration.

Our 1st Annual Macdonald-Laurier *Flag Day Soirée* was a great success. Over 200 guests mingled, munched and listened to former Prime Ministers the Right Hon. Jean Chrétien and the Right Hon. Joe Clark, House of Commons Speaker the Hon. Peter Milliken and the shades of former Prime Ministers Sir John A. Macdonald and Sir Wilfrid Laurier praise and debate Canada's great political tradition.

We hope you will consider becoming a sponsor of our 2012 Flag Day Soirée. This is a great opportunity to network with Ottawa's political community, showcase your support for one of Canada's greatest traditions, and support the work of the Institute.

To recognize your sponsorship, The Institute is pleased to offer this package of benefits. We appreciate the support of our corporate sponsors and hope this package will help you meet your goals.

The Maple Leaf Sponsor at \$10,000

3 Opportunities

- An exclusive industry sponsorship opportunity with 1st right of refusal as Maple Leaf Sponsor for your industry sector for the 2013 Macdonald-Laurier Institute *Flag Day Soirée*;
- Prominent logo placement with web link and recognition as Maple Leaf Sponsor on the MLI event webpage ;
- Prominent recognition as Maple Leaf Sponsor in all event marketing collateral including signage, invitations etc.;
- Onstage introduction as Maple Leaf Sponsor at the Soirée and opportunity to address the assembled guests;
- 10 complimentary tickets to the Soirée;
- Recognition as Maple Leaf Sponsor on exclusive screen at the Soirée.

Red Ensign Sponsor at \$7,500

5 Opportunities

- Logo placement with web link and recognition as Red Ensign Sponsor on the MLI event webpage;
- Recognition as Red Ensign Sponsor in all event marketing collateral including signage, invitations etc;

- Introduction from the podium at the Soirée;
- 7 complimentary tickets to the Soirée;
- Recognition as Red Ensign Sponsor on electronic screen at the Soirée.

Union Jack Sponsor at \$5,000

Unlimited Opportunities

- Logo placement with web link and recognition as Union Jack Sponsor on the MLI event webpage;
- Recognition as Union Jack Sponsor in all event marketing collateral including signage, invitations etc;
- Mention from the podium at the Soirée;
- Recognition as Union Jack Sponsor on electronic screen at the Soirée;
- 5 complimentary tickets to the Soirée.

Gift Bag Sponsor at \$3,000

1 Opportunity

- Logo placement with web link and recognition as Gift Bag Sponsor on the MLI event webpage;
- Mention from the podium at the Soirée;
- Recognition as Gift Bag Sponsor on electronic screen at the Soirée;
- Logo placement on the Gift Bag that is distributed to each guest at the Soirée;
- 2 Complimentary tickets to the Soirée.

Entertainment Sponsor at \$2,000

1 Opportunity

- Logo placement with web link and recognition as Entertainment Sponsor on the MLI event webpage;
- Mention from the podium at the Gala;
- Recognition as Entertainment Sponsor on electronic screen at the Soirée;
- 2 Complimentary tickets to the Soirée.

Speakers' Sponsor at \$2,000

3 Opportunities

- Logo placement with web link and recognition as a Speakers' Sponsor on the MLI event webpage;
- Mention from the podium at the Gala;
- Recognition as a Speakers' Sponsor on electronic screen at the Soirée;
- 2 Complimentary tickets to the Soirée.