

# 14<sup>th</sup> Annual Diamond Ball



The Diamond Ball is one of the Canadian Cancer Society's signature fundraising events. This stunning themed black-tie dinner, dance and auction has become a leading date in Vancouver's social diaries and always sells out fast.

As one of Vancouver's most high-profile events, the Diamond Ball attracts over 500 guests - affluent business and community leaders, primarily within the 35 to 60 age range.

## **2010 Diamond Ball presented by Haywood Securities Inc.**

Bienvenidos a España! Guests will enjoy a seductive evening in Spain at the Fairmont Hotel Vancouver. Vibrant colours will light up the ballroom, while guests are entertained by dramatic flamenco dancing and music as they savour Spanish inspired cuisine. Olé!

2010 will mark the fourteenth anniversary of this glamorous event, which has raised more than \$5.5 million dollars since it began in 1997. The 2009 Diamond Ball raised almost \$500,000 and with your help, our aim is to surpass that figure in 2010.

The 2010 Diamond Ball will be organized by a Core Committee of dedicated volunteers, led by Alexa Ulinder Baughen and Greg Zayadi, and supported by an Advisory Council of business and community leaders and prominent philanthropists, led by Bill and Jana Maclagan.

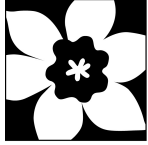
We would be delighted if you could join us on Saturday April 10, 2010 at the Fairmont Hotel Vancouver. Please see below for more details.

*Saturday April 10, 2010  
Fairmont Hotel Vancouver*

<i>Tickets (until February 15, 2010)</i>	<i>\$325 per ticket</i>
<i>Tickets (after February 15, 2010)</i>	<i>\$425 per ticket</i>
<i>Diamond Circle VIP Table</i>	<i>\$6,000 per table</i>
<i>Marquis VIP Table</i>	<i>\$10,000 per table</i>

*For more information, please visit our website at: [www.diamondball.com](http://www.diamondball.com)*

# Canadian Cancer Society



Canadian  
Cancer  
Society

BRITISH COLUMBIA AND YUKON

Let's Make Cancer History

## Mission

The Canadian Cancer Society is a national, community-based organization of volunteers whose mission is the eradication of cancer and the enhancement of the quality of life of people living with cancer.

No organization in Canada can match the Canadian Cancer Society's record in fighting cancer.

## How the Canadian Cancer Society made a difference in 2008:

### Support Services

- British Columbia & Yukon's (BCY) three lodges admitted 5,662 people. The average stay was 6 days.
- The Volunteer Driver Program (VDP) provided 31,397 client rides.
- 528 clients received financial assistance for transportation and accommodation; 359 clients received financial assistance for drug coverage. 129 volunteers provided 4,198 hours of service to Emergency Aid.
- Cancer Information Service (CIS): CIS received about 5,730 cancer related inquiries from residents of BCY.
- CancerConnection: 1,135 matches were made.
- Camp Goodtimes: All 411 spots were filled at 6 camps, involving 155 volunteers, providing support for children, teens, families and cancer patient siblings.

### Prevention

- BCY/BCHLA Tobacco Free Workplace Initiative engaged 11,750 employees in 21 companies across 44 worksites, with 347 participants attempting to quit smoking. Grouse Mountain became BC's first mountain-resort to go entirely smoke-free.
- BCY and partner advocacy efforts prompted the adoption of BC's Bill 36 in 2008, which prohibits smoking in vehicles with kids under 16.
- BCY held 120 prevention workshops attracting 2,740 participants.

### Research

- On January 7, 2008, Dr. Carolyn Gotay was endowed as first Research Chair in the Primary Prevention of Cancer at UBC.
- Total BCY contribution to the National Canadian Cancer Society Research Institute (CCSRI) was \$4,050,000.
- 3 cancer research projects in BC received a total of \$9.3 million in research grants from the Canadian Cancer Society Research Institute.

**With our commitment to research, our wide scope of services and our concern for all types of cancer, we are indeed your best investment in the cancer cause.**

**We invite you to join us by becoming a sponsor of the 14<sup>th</sup> Annual Canadian Cancer Society Diamond Ball.**

# Sponsorship Levels and Benefits

Sponsorship Level	Presenting Sponsor	Koh-I-Noor Diamond	Hope Diamond	Marquis Diamond	Baguette Diamond	Solitaire Diamond	Pavé Diamond	Friend
Cash Contribution	\$50,000	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500	\$1,500	\$1,000
Gift-In-Kind Contribution	cash only	\$50,000	\$30,000	\$20,000	\$10,000	\$5,000	\$3,000	\$2,000
Sponsor Recognition in the following promotional materials: <ul style="list-style-type: none"> <li>Auction Catalogue</li> <li>Evening Program</li> <li>Event Signage</li> </ul>	Level Exclusive Logo	Logo	Logo	Logo	Logo	Logo	Name	Name
Sponsor Recognition in Vancouver Sun Thank You Advertisement	Level Exclusive Logo	Name	Name	Name	Name	Name	Name	Name
Sponsor Name and Phone Number in Auction Catalogue Directory of Donors & Sponsors	✓	✓	✓	✓	✓	✓	✓	✓
Use of Diamond Ball logo to link from your corporate website to Diamond Ball Website	✓	✓	✓	✓	✓	✓	✓	✓
Opportunity for CCS Wellness Workshops for Employees	✓	✓	✓	✓	✓	✓	✓	✓
Certificate of Appreciation	Framed	Framed	Framed	Framed	Framed	Unframed	Unframed	Unframed
Recognition in Canadian Cancer Society BC & Yukon Annual Community Report	Name	Name	Name	Name	Name	Name	Name	Name
Sponsor Recognition on Diamond Ball Website	Level Exclusive Logo - Hyperlinked	Logo - Hyperlinked	Logo	Logo	Logo	Logo	Name	Name
Sponsor Recognition in PowerPoint Presentation shown during Diamond Ball Dinner	Level Exclusive Logo	Logo	Logo	Logo	Logo	Logo		
Opportunity to use 2010 Diamond Ball Photos in your corporate newsletters upon request	✓	✓	✓	✓	✓	✓		
Naming Opportunities at Diamond Ball (cash sponsors only) – see next tab	✓	✓	✓	✓	✓	✓		
Advertisement in Diamond Ball Auction Catalogue	Full-page	Full-page	Full-page	Half-page				
Tickets to the Diamond Ball	10	4	2	2				
Recognition in Canadian Cancer Society's National Annual Report	Name	Name	Name	Name				
Invitation to exclusive Marquis Diamond Circle Reception	✓	✓	✓	✓				
Corporate Logo embedded as part of Diamond Ball Logo	✓							

## Notes:

Logo size and placement prominence will be relative to sponsorship level (e.g. Presenting Sponsor logo will be the largest size and placed at the top).

Auction Catalogue has a print run of approximately 600 and is distributed to each Diamond Ball guest, volunteer and sponsor.

Phone number will be published in Directory of Donors & Sponsors automatically for corporations but only if requested by individuals.

Sponsors must supply logo to Canadian Cancer Society in digital format (.eps, .jpg, .tif or .pdf) in the highest resolution available by February 15, 2010.

Sponsors must supply advertisement to Canadian Cancer Society as camera-ready artwork by February 15, 2010.

## Sponsorship Naming Opportunities

Cash sponsorship, at Solitaire Diamond level and above, enables a company or individual name to be recognized at the Diamond Ball through a variety of naming opportunities as outlined below. Naming opportunities are confirmed on a first come - first served basis, so please send in your contract early to ensure you get your first choice.

Sponsorship Level	Koh-I-Noor Diamond	Hope Diamond	Marquis Diamond	Baguette Diamond	Solitaire Diamond
Cash Contribution	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500
<b>Naming Opportunity</b>					
<b>Gifts of Hope Presentation</b> <ul style="list-style-type: none"> <li>▪ Your corporate logo prominently placed at the beginning and end of the Gifts of Hope presentation</li> </ul>	✓				
<b>Live Auction</b> <ul style="list-style-type: none"> <li>▪ One foam core sign with your corporate logo placed at Live Auction</li> </ul>	✓				
<b>Silent Auction</b> <ul style="list-style-type: none"> <li>▪ One foam core sign with your corporate logo placed at Silent Auction</li> </ul>	✓	✓			
<b>Marquis Diamond Circle VIP Reception</b> <ul style="list-style-type: none"> <li>▪ One foam core sign with your corporate logo placed at entrance to Marquis Diamond Circle VIP Reception</li> </ul>	✓	✓			
<b>Diamond Ball Cocktail Reception</b> <ul style="list-style-type: none"> <li>▪ One foam core sign with your corporate logo placed at entrance to Diamond Ball Cocktail Reception</li> </ul>	✓	✓	✓		
<b>Accounting Area</b> <ul style="list-style-type: none"> <li>▪ One foam core sign with your corporate logo placed at Accounting Area</li> </ul>	✓	✓	✓		
<b>Marquis &amp; Diamond Circle VIP Table Gifts</b> <ul style="list-style-type: none"> <li>▪ Two double-sided tent cards with your corporate logo placed on each Marquis &amp; Diamond Circle dinner table</li> </ul>	✓	✓	✓	✓	
<b>Table Centrepieces</b> <ul style="list-style-type: none"> <li>▪ Two double-sided tent cards with your corporate logo placed on every dinner table</li> </ul>	✓	✓	✓	✓	
<b>Auction Paddle Registration</b> <ul style="list-style-type: none"> <li>▪ One foam core sign with your corporate logo placed at Auction Paddle Registration</li> </ul>	✓	✓	✓	✓	
<b>Coat Check</b> <ul style="list-style-type: none"> <li>▪ One foam core sign with your corporate logo placed at Coat Check</li> </ul>	✓	✓	✓	✓	✓
<b>Auction Pickup Room</b> <ul style="list-style-type: none"> <li>▪ One foam core sign with your corporate logo placed at Auction Pickup Room</li> </ul>	✓	✓	✓	✓	✓

**Please note that the Canadian Cancer Society will produce all signage and tent cards.**