

Laugh Out Loud

A NIGHT WITH
HOWIE MANDEL

BENEFITING
THE CREDIT VALLEY HOSPITAL
FOUNDATION

YOU'RE INVITED

The Credit Valley Hospital Foundation invites you to a gala event unlike any other... Laugh until your sides hurt, dance until dawn (or at least until midnight), experience world class entertainment and get fed too....

Laugh Out Loud, benefitting The Credit Valley Hospital Foundation, offers exceptional marketing value and potential sponsorship opportunities at a variety of levels, as articulated on the following pages.

We are excited about partnering with your organization, and look forward to further discussing the opportunity to demonstrate your commitment to supporting the community.

Mix, mingle and laugh out loud in support of The Credit Valley Hospital Foundation.



THE CREDIT VALLEY HOSPITAL FOUNDATION

Since 1980 the Credit Valley Hospital Foundation, in partnership with our community, has played a crucial role in the advancement of health care for over one million people in Mississauga and the surrounding regions, to ensure our community continues at the forefront of quality community care.

Demands on our hospital's services are increasing. Our hospital has one of the busiest Emergency Departments in the province, currently treating more than 87,000 people per year, in a facility designed to accommodate 50,000. It is expected that within two years, our ED will treat over 100,000 a year.

The Credit Valley Hospital Foundation is focused on raising funds to enable the redevelopment of the Emergency Department, and the expansion of the surgical unit to accommodate five new OR's and bring the first robotics program to Mississauga.

Every day our hospital's services are needed. Every day we are changing people's lives. We need to continue to grow and evolve to meet the increasing needs of our community and region.

We need your help. Thank you for making a difference.



CREDIT VALLEY
THE CREDIT VALLEY HOSPITAL FOUNDATION

...AND THE LAUGHTER BEGINS

**Saturday February 9, 2013
The International Centre
6900 Airport Road, Mississauga, ON**

6:00 pm: Cocktail Reception

Arrive on time as you won't want to miss the chance to experience The Improv in Miami; London's The Comedy Store; and The Laugh Factory of L.A. Each of these world famous comedy clubs will have their own stage featuring one-of-a-kind opening acts.

7:30 pm: Dinner and Show

Enter the main LOL Comedy Club for a superb dinner, followed by the hilarious acts of two exceptional comedians, Gerry Dee and Howie Mandel.

9:30 pm: After-Party

Desserts and Dancing! Let the good times roll as the party and hilarity continue well into the night!

Dress Code: Laugh-appropriate cocktail chic



HOWIE MANDEL



Canadian comedian, actor and host Howie Mandel's career in show business spans over 30 years. His appearances on the comedy game show *Make Me Laugh* in 1979 led to a six-year stint on the television series *St. Elsewhere*. Howie went on to create the Emmy Award nominated animated children series *Bobby's World* and host the hit game show *Deal or No Deal*.

He can currently be seen as a judge on the wildly popular *America's Got Talent* and is host of the new series *Mobbed*. Howie Mandel is listed on Comedy Central's list of the top 100 comedians of all time.



GERRY DEE

Gerry Dee is the star and co-creator of the new CBC sitcom, “Mr. D”. This former school teacher turned comedian has a new book coming out in the fall of 2012 called “Teaching: It’s Harder Than It Looks”. You also know him from The Score as “Gerry Dee: Sports Reporter” and Donny from “Trailer Park Boys The Movie”. He finished third on Season 5 of NBC’s Last Comic Standing - still the highest result by a Canadian in the show’s history.



“ENCORE” PRESENTING TITLE SPONSOR (\$125,000)

1 available

PRESENCE AT EVENT

- 2 Prominent Tables of 10 in “VIP” seating section
- 20 Invitations to an Exclusive Champagne Reception and ‘Meet and Greet’ with Celebrity guests
- Recognition as ‘Encore - Presenting Sponsor for LOL Event’

Acknowledgement from Emcee and opportunity for sponsor representative to address guests on night of LOL Event from Main Stage

MARKETING

- Corporate Name in all LOL Event Advertisements and Promotional materials
Including LOL event tickets and on step and repeat media wall
- Acknowledgement of ‘Encore - Presenting Sponsorship Title’ in all media releases
- Dedicated page with link to sponsor’s website on LOL Event website and CVHF website
- Dedicated signage in all rooms at LOL Event and on LOL Event Banner
- Centre spread colour insert and letter from sponsor representative in LOL Event Program
- Corporate Name on revolving door at Credit Valley announcing Company as the Presenting Sponsor for the LOL Event
- Digital signage at The Credit Valley Hospital
- Inclusion in Spring Summer edition of the Donor Newsletter



“HEADLINER” ENTERTAINMENT SPONSOR (\$75,000)

1 available

PRESENCE AT EVENT

- 1 Prominent Table of 10 in “VIP” seating section
- 10 Invitations to an Exclusive Champagne Reception and ‘Meet and Greet’ with Celebrity guests
- Recognition as ‘Headliner - Entertainment Sponsor’
Acknowledgement from Emcee and exclusive opportunity at VIP Reception with Celebrity Guests

MARKETING

- Dedicated signage in VIP Champagne Reception Room with Celebrity Guests and Main Dining Room at LOL Event, on step and repeat media wall
- Full page colour advertisement on back cover in LOL Event Program
- Sponsor name on all electronic and printed materials for the LOL Event
E-blasts, websites and media advertising
- Acknowledgement of ‘Headliner - Entertainment Sponsor’ in all media releases
- Sponsor name on LOL Event website and Credit Valley Hospital Foundation website
- Digital signage at The Credit Valley Hospital and inclusion in the Spring Summer edition of the Donor Newsletter



“IMPROV” DINNER SPONSOR (\$50,000)

2 available

PRESENCE AT EVENT

- 1 Prominent Table of 10 in “VIP” seating section
- 10 Invitations to an Exclusive Champagne Reception and ‘Meet and Greet’ with Celebrity guests
- Recognition as ‘Improv - Dinner Sponsor’
Acknowledgement from Emcee

MARKETING

- Sponsor Name in Main Dining Room at LOL Event, on step and repeat media wall
- Full page colour advertisement in LOL Event Program
- Sponsor name on all electronic and printed materials for the LOL Event
E-blasts, websites and media advertising
- Acknowledgement of ‘Improv - Dinner Sponsor’ in all media releases
- Sponsor name on LOL Event website and Credit Valley Hospital Foundation website
- Digital signage at The Credit Valley Hospital and inclusion in the Spring Summer edition of the Donor Newsletter



“SPOTLIGHT” RED CARPET SPONSOR (\$25,000)

3 available

PRESENCE AT EVENT

- 1 Prominent Table of 10 in “VIP” seating section
- 10 Invitations to an Exclusive Champagne Reception and ‘Meet and Greet’ with Celebrity guests
- Recognition as **Spotlight - Red Carpet Sponsor**’ at one of three (3) themed LOL Event Rooms
Acknowledgement from Emcee

MARKETING

- Sponsor Name in Themed Room at LOL Event
- ½ page colour advertisement in LOL Event Program
- Sponsor name on all electronic and printed materials for the LOL Event
E-blasts, websites and media advertising
- Acknowledgement of ‘Spotlight - Red Carpet Sponsor’ in all media releases
- Sponsor name on LOL Event website and Credit Valley Hospital Foundation website
- Digital signage at The Credit Valley Hospital and inclusion in the Spring Summer edition of the Donor Newsletter



EVENT SPONSOR (\$15,000)

3 available

PRESENCE AT EVENT

- Tickets for 6 guests to attend Laugh Out Loud
- 6 Invitations to an Exclusive Champagne Reception and 'Meet and Greet' with Celebrity guests

MARKETING

- ½ page colour advertisement in LOL Event Program
- Sponsor name on LOL Event website and Credit Valley Hospital Foundation website
- Digital signage at The Credit Valley Hospital and inclusion in the Spring Summer edition of the Donor Newsletter



“AD-LIB” (IN-KIND SPONSOR)

“Ad-Lib” Sponsor to receive:

- Recognition as an “In-Kind” Sponsor in Laugh Out Loud Event Program
- Corporate logo/name on event website with link to corporate site



TABLES AND TICKETS

All table and ticket purchasers will have the opportunity to experience **Laugh Out Loud**, including the reception, dinner, performances and post-reception.

“STANDING OVATION” VIP TABLE (\$7,500)

Includes:

- 1 Prominent table of 10 in a “Special Sponsor” seating section
- 10 Invitations to an Exclusive Champagne Reception and ‘Meet and Greet’ with Celebrity Guests
- Company name on event website
- Recognition in donor newsletter
- Corporate name on table tent card
- Company name on multi-media presentation at event
- Company name listed in event program
- Company name listed on a “Standing Ovation” recognition sign

“APPLAUSE” TABLE (\$5,000)

Includes:

- 1 table for 10 guests to Laugh Out Loud

“GIGGLE” SINGLE TICKET (\$500)

Includes:

- 1 ticket to attend Laugh Out Loud

“GRIN” AFTER PARTY TICKET (\$125)

Includes:

- 1 ticket to attend official Laugh Out Loud After Party



THANK YOU

Thank you for considering this proposal to support our **Laugh Out Loud** event.

The innovations of our new Robotics program will make the patient experience at Credit Valley Hospital a more positive one, and that is our focus - Patient-centered care.

We hope we can count on you to support us and help make a difference in our community.

CONTACT INFORMATION

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