



Saturday, October 22, 2016
Fairmont Hotel Vancouver
rockinforresearch.com

PRESENTED BY
 SANDMANHOTELGROUP

Role of the Rockin' for Research Advisory Council - a way to inspire others as a JDRF Champion

Supporting JDRF by becoming a member of the 2016 Rockin' for Research Advisory Council is a high-impact way to share your commitment, and inspire friends and business contacts to help JDRF prevent, better treat, and cure T1D.

As a member of the Advisory Council, you are asked to help maximize event revenue by sharing your "sphere of influence" and connecting JDRF with contacts that might support Rockin' for Research - because you asked them. You can ask your contacts yourself or make an introduction so that JDRF staff can ask on your behalf.

Your sphere of influence may include:

- Your own company and colleagues
- Vendors/ Suppliers
- Businesses you frequent
- Business Associates
- Family
- Friends
- Other social contacts

Below are the 4 ways you can invite your contacts to support Rockin' for Research...

1 **Cash Sponsorship**

You can help us reach our \$100,000 Cash Sponsorship Goal by encouraging your personal and business contacts to participate as a cash sponsor.

The various sponsorship levels and their associated benefits are outlined on the blue pages of the enclosed sponsorship folder. We are mainly looking for your help in securing sponsors at the following levels:

- Diamond Sponsor \$50,000
- Sapphire Sponsor \$25,000
- Ruby Sponsor \$10,000

2015 Cash Sponsors Included:

Presenting Sponsor
Sandman Hotel Group

Sapphire Sponsor
The Aquilini Group

Diamond Sponsor
The Georgia Straight

Ruby Sponsor
Craftsman Collision
Kathy Findlay Wealth Strategies Group

2 Tables & Tickets

You can help us reach our \$150,000 Table & Ticket Goal by encouraging your business and personal contacts to purchase a table or tickets to attend Rockin' for Research.

Emerald Corporate Table **\$5,000 for a table of 10**

Preferred seating with enhanced service for our caring corporations

Benefits Include:

SEATING

- Preferred seating
- 1 table of 10

EVENT NIGHT GUEST BENEFITS

- Parking passes for up to 10

PROMOTION

- Opportunity to provide a live or silent auction item

PRINT MATERIALS

- Half page black and white ad in keepsake program
- Corporate name on Emerald Table page in keepsake program and evening welcome book
- Corporate name in post-event gala thank you package sent to guests, sponsors and donors

MEDIA

- Corporate name in full page ads in The Georgia Straight

SIGNAGE

- Corporate name/table host name on table sign

ELECTRONIC

- Announcement of Emerald Table on Twitter

RECOGNITION

- Table host or corporate name listed in evening welcome book

TAX RECEIPT

- A tax receipt for the charitable donation portion of the purchase price will be provided. Estimated 2016 Tax Receipt amount is \$3,500

Friends & Family Table **\$3,500 for a table of 10**

Friends and loved ones coming together for a cure

Benefits include:

PRINT MATERIALS

- Table host name or corporate name listed in Evening Welcome Book

SIGNAGE

- Table host name or corporate name on table sign

TAX RECEIPT

- A tax receipt for the charitable donation portion of the purchase price will be provided. Estimated 2016 Tax Receipt amount is \$2,000

Individual Tickets **\$350 each**

Improving the lives of every person living with type 1 diabetes

Benefits Include:

TAX RECEIPT

- A tax receipt for the charitable donation portion of the purchase price will be provided. Estimated 2016 Tax Receipt amount is \$200 per ticket

3 Live Auction Items

You can help us reach our \$165,000 Live Auction Goal by encouraging your personal and business contacts to donate a great item for the exciting Rockin' for Research Live Auction.

Live Auction items should be valued at \$5,000 or above, but we may accept items in the \$2,000 to \$4,000 range that can be well-paired with another item to create a terrific Live Auction package with a minimum combined value of \$5,000.

There is limited space in the Live Auction and items are carefully curated. If you have an idea for a great Live Auction item, please contact Live Auction Chair, Pam Burns at 604.838.5541 or pburns@spectrummarketing, prior to approaching the donor.

Recognition Benefits

Donors who provide Live Auction items receive significant recognition benefits, as outlined on the black pages of the enclosed sponsorship folder. Live Auction participation provides donors with the opportunity to have all attention focused on their product or service during the exciting high-energy Live Auction.

2016 Live Auction Item Wish List

The following is a list of items that guests get very excited about and usually sell extremely well in the Live Auction.

- **Exciting Trips or use of Luxury Vacation Properties** – such as a waterfront place at a sun destination or a luxury penthouse in an exciting destination like India, Dubai, Paris, London, Madrid, New York, etc.
- **Unique Celebrity Experiences** – such as lunch, dinner or golf with a prominent actor, singer, or professional athlete; or an appearance on a locally-shot TV show
- **Unique Experiences For Children** – such as the opportunity to meet a music star and learn about the music industry or have coaching time with a celebrity athlete
- **Special Dining Experiences** – such as a dinner for 8 or more cooked in the buyer's home by a prominent Chef
- **Use of a Private Box at Rogers Arena or GM Place** – particularly for high profile concerts or sporting events
- **Use of a Private Yacht or Corporate Jet**
- **Gift Certificates to High-End Clothing Stores** – such as Holt Renfrew, Harry Rosen, Gucci, Louis Vuitton, etc.
- **Trips to Luxury Fishing Resorts**
- **Jewellery with "broad appeal"** – such as a simple diamond pendant, diamond tennis bracelet, Rolex watch, or gift certificate from a prominent jeweller
- **Wine or Spirits** – such as a collection of vintage wine or bottles of rare Scotch.

If you also have ideas for items that would be better for our Silent Auction or Grand Prize or Mystery Prize Draws, please contact Silent Auction & Draw Prize Chair, Carol Hagan at 604.320.1937 ext 24 or auction@jdrf.ca.

We most need items for the following Silent Auction areas:

- Trips & Getaways
- Restaurants
- House & Home
- Wine & Gourmet

4 Fund A Cure Donations

You can help us reach our \$200,000 goal by encouraging your personal and business contacts to make a 100% tax deductible Fund A Cure donation directly to type 1 diabetes research.

If someone is not interested in sponsorship, unable to attend the gala, and is not able to provide an appropriate item for the Live Auction, they can still make a very important contribution via Fund A Cure – a contribution that helps accelerate science with the goal of discovering, developing and delivering treatments and cures to benefit people with diabetes as quickly as possible.

Fund a Cure donations can be at the following levels:

\$100,000, \$50,000, \$25,000, \$10,000, \$5,000, \$2,500, \$1,000, \$500, \$250 or \$100

Recognition Benefits

- The first donor who commits to a Fund A Cure donation, at each of the levels above, will be acknowledged as the "Lead Gift" at that level on the night of the Rockin' for Research Gala.
- The names of all Fund A Cure donors confirmed by August 15th will be recognized in print in the 2016 Rockin' for Research Keepsake Program.

If you have any ideas or questions, please contact:

Craig Reisinger
Gala Manager
JDRF
604.292.2772
creisinger@jdrf.ca

JDRF has many existing relationships with individuals and corporations. If you ask someone who has already been asked for a contribution to JDRF, you can simply encourage them further and/or thank them again for their consideration and support.

If you are concerned about "double-asking", please feel free to run the name of any individual or company you wish to approach by Gala Manager, Craig Reisinger.