

Founders and Keepers Anniversary Gala

Wednesday May 27, 2015

Opportunities

METRAC
ACTION ON VIOLENCE





Above: artist rendering of "The Station" violence prevention centre vision in event context | Cover: "Casa Loma" by Maia C licensed under CC BY 2.0



METRAC works with individuals, communities and institutions to change ideas, actions and policies with the goal of ending violence against women and youth. Delivering relevant and boundary-breaking services and programs, we focus on education and prevention and use innovative tools to build safety, justice and equity. | www.metrac.org

It takes a big vision to prevent violence and build a safe world.

Vision for "The Station":

Ontario's first violence prevention centre

Join us as we celebrate **METRAC's 30th Anniversary "Founders and Keepers" Gala** at Casa Loma in downtown Toronto on Wednesday May 27, 2015. We'll explore our exciting vision for a new violence prevention hub for women, youth and communities - help us turn it into a reality in service of our local neighbourhoods and entire province. **Proceeds raised go toward our programs and our vision for The Station, Ontario's first Violence Prevention Centre.**

- For 30 years, METRAC has worked with individuals, communities and institutions to change ideas, actions and policies with the goal of ending violence against women and youth.
- We're exploring partnerships with like-minded agencies in anti-violence, health, settlement, housing and legal sectors to create Ontario's first violence prevention hub.
- Hubs that serve communities and organizations exist across Canada and the world.
- Hubs lead to savings and better programs and outcomes, but we don't have one that focuses on prevention of gender-based violence like sexual assault, intimate partner abuse and stalking.

Anticipated next steps for making The Station a reality

- Develop case statement for capital campaign, investigate partnership models, conduct feasibility study and develop financial plan (July-December 2015)
- Establish capital campaign steering committee (February-April 2016)
- Launch campaign publicity and engage in public promotional efforts (July-December 2016)
- Official capital campaign launch (February 2017)

We need you to help us achieve big change for women and youth.

- Read on to find out how you can become a Founders and Keepers Gala Sponsor or Foundational Donor and participate in the 2015 Gala to drive our programs and vision for The Station Violence Prevention Hub.
- Help us plan toward renovating a Toronto community space to make it accessible, flexible, inclusive and green.
- Enable us to stop violence before it starts in our communities and improve the lives of vulnerable women and youth.

Please join us in creating a safer future for everyone.

Rosetta Springer, Resource Developer

Phone 647-993-8236

Email fund_dev@metrac.org

Main phone: 416-392-3135

Main fax: 416-392-3136

Main email info@metrac.org

METRAC

158 Spadina Road

Toronto, Ontario, Canada

M5R 2T8

Learn more about what we do: www.metrac.org

Founders and Keepers 30th Anniversary Gala Opportunities

Date: Wednesday May 27, 2015, 7:00 PM

Location: the Historic Casa Loma (1 Austin Terrace in Toronto, Ontario)

Hosted by: Reporter Angie Seth, Global Toronto News Hour

SPONSORSHIPS

Help METRAC celebrate 30 years of impact by becoming a Gala Partner – access a powerful, cost-effective way to add depth to your brand and expand your reach across local and regional areas. You'll benefit by the association with an accomplished organization that has worked to make many women, youth and families safer. Plus, we have a proven track record of hosting exceptional events. As a sponsor, you'll receive benefits such as recognition in publicity and media efforts; complementary event tickets and/or tables; and opportunities to speak and advertise. We offer a full range of event sponsorship opportunities to fit any budget, as well as vendor and advertising options. Sponsorship requests must be made before **May 15, 2015**.

Gala Underwriter (\$25,000)

- Exclusive "presented by" event acknowledgement with prominent full-colour logo on all advertising and promotion materials, both web-based and hard copy
- Company logo on exclusive wall plaque to acknowledge contribution in new Violence Prevention Centre space
- Complementary full-page (8.5x11") colour advertisement in event program
- Logo and link on METRAC's website supporter and event pages for one year
- Acceptance of plaque and a speaking opportunity in person or by video at event
- Free central marketing table and opportunity to provide all guests with giveaways/written materials at their seats
- Complementary full table with 10 seats for your representatives
- Free initial two-hour workplace safety consultation on gender-based violence

Platinum Gala Partner (\$15,000)

- Full-colour company logo on all advertising and promotion materials, both web-based and hard copy
- Company name listed on wall to acknowledge contribution in new Violence Prevention

Centre space

- Complementary half-page (5.5x8.5") colour advertisement in event program
- Logo and link on METRAC's website supporter and event pages for one year
- Free marketing table at event and opportunity to provide all guests with giveaways/ written materials at their seats
- 6 complementary tickets for your representatives
- Free "lunch and learn" presentation on gender-based violence in the workplace

Gold Gala Partner (\$10,000)

- Black and white logo on all advertising and promotion materials, both web-based and hard copy
- Complementary half-page (5.5x8.5") colour advertisement in event program
- Logo and link on METRAC's website supporter and event pages for one year
- Free marketing table at event
- 4 complementary tickets for your representatives
- 10 sets of relevant gender-based violence prevention materials for your workplace to keep on hand

Silver Gala Partner (\$5,000)

- Company name on promotion materials, both web-based and hard copy
- Listing of name in event program
- Listing of name on METRAC's website supporter and event pages for one year
- Free promotional half-table
- 2 complementary tickets for your representatives

Gala Media Partner (\$10,000 in-kind media space)

- Black and white logo on all advertising and promotion materials, both web-based and hard copy
- Complementary half-page (5.5x8.5") colour advertisement in event program
- Logo and link on METRAC's website supporter and event pages for one year
- Opportunity to provide all guests with giveaways/written materials at their seats
- 4 complementary tickets for your representatives

Food and Wine Underwriters (\$10,000 in-kind or financial contribution)

- Black and white logo on all advertising and promotion materials, both web-based and hard copy
- Complementary half-page (5.5x8.5") colour advertisement in event program
- Logo and link on METRAC's website supporter and event pages for one year
- Free promotional table at event
- 4 complementary tickets for your representatives

EXHIBITORS

Offer your goods, services and promotions at the event itself, taking place in the grand historic Casa Loma setting. Requests must be made before **April 30, 2015**.

Full table, outside main event room (\$1000)

- Sell products and offer giveaways to 200 exclusive attendees dining and socializing in the main event space

Half-table, event lobby (\$500)

- Sell products and offer giveaways to 200 exclusive attendees in the lobby as they arrive, mingle and leave

ADVERTISING IN EVENT PROGRAM

Get your logo, imagery and contact information in the hands of our guests in our full-colour, 8.5x11" event program. Advertising requests must be made before **April 30, 2015**.

- Front cover ad (2/3 of 8.5x11") colour: \$2000
- Back cover full-page ad (8.5x11"): \$2500
- Inside front or back cover full-page ad (8.5x11"): \$1500
- Full-page ad (8.5x11"): \$1000
- Half-page ad (5.5x8.5"): \$750
- Quarter-page ad (5.5x4.25"): \$500

Please submit your completed ad file to outreach@metrac.org by **April 30, 2015** with the following specifications: CMYK format; .png or .jpeg format; and at least 300 DPI and .25" bleed.

OTHER WAYS TO SHOW YOUR SUPPORT

Become a Foundational Donor today

Your donation will make a difference to the vision for The Station and you will be acknowledged as donors on Gala event signage and on METRAC's website. A tax receipt will be given to you for any donation over \$20.

- Donate online: www.metrac.org/donate
- Donate by cheque: mail to METRAC (158 Spadina Road, Toronto, Ontario, M5R 2T8)

Purchase a table or tickets

Purchase a Gala table or tickets for your coworkers, friends and family and celebrate with us at the historic Casa Loma in downtown Toronto. **A tax receipt will be provided for \$95 per ticket.** You may choose donate tickets back to METRAC to allow one of our volunteers or community members to attend the event.

Tickets: one \$200 | two \$375 | \$1850 table of ten

- Purchase online: www.metrac.org/events/founders-and-keepers-gala-2015/ or <https://secure.e2rm.com/registant/TicketingCatalog.aspx?eventid=155842>
- Purchase directly by phone (tickets will be mailed to you): 416-392-3135

CONTACT

Get more information about these opportunities and make your interest known by contacting METRAC today:

Rosetta Springer, Resource Developer, METRAC

Phone 647-993-8236 | Fax 416-392-3136 | Email fund_dev@metrac.org

For more information, visit www.metrac.org

METRAC FOUNDERS AND KEEPERS GALA OPPORTUNITIES

Please fill out this page and submit to us to access Gala opportunities.

Name: _____ Company: _____

Mailing address: _____

Phone: _____ Email: _____

Choose sponsorship option (deadline: request and submit before May 15):

- Gala Underwriter (\$25,000)*
- Platinum Gala Partner (\$15,000)*
- Gold Gala Partner (\$10,000)*
- Silver Gala Partner (\$5,000)
- Gala Media Partner (\$10,000 in-kind media space)*
- Food and Wine Underwriters (\$10,000 in-kind or financial contribution)*

*Please submit your logo file to outreach@metrac.org (.eps, .tif or .png preferred, at least 300 DPI)

Choose exhibitor option (deadline: request and submit before April 30):

- Full table, outside main event room (\$1000)
- Half-table, event lobby (\$500)

Choose advertising option (deadline: request and submit before April 30):

- Front cover ad (2/3 of 8.5x11") colour: \$2000
- Back cover full-page ad (8.5x11"): \$2500
- Inside front or back cover full-page ad (8.5x11"): \$1500
- Full-page ad (8.5x11"): \$1000
- Half-page ad (5.5x8.5"): \$750
- Quarter-page ad (5.5x4.25"): \$500

Choose payment option:

- Cheque (included)
- Invoice me
- Credit card (Name: _____
Number _____ Exp. date: _____)

Submit to: Rosetta Springer, Resource Developer, METRAC
Phone 647-993-8236 | Fax 416-392-3136 | Email fund_dev@metrac.org
Mail METRAC, 158 Spadina Road, Toronto, Ontario, Canada, M5R 2T8

Highlights of Our Story: 30 Years of Impact Milestones



1984-1985

- City of Toronto recognizes need for safer public spaces and endorses METRAC's founding
- Doors open November 1984
- Incorporation as charity complete June 1985 (image: Sam Javanrouh, daily dose of imagery)



1989

- Launch METRAC's Safety Audit for neighbourhoods, schools and workplaces
- Leads to improvements like Designated Waiting Areas and Request Stop Program on the TTC
- Audit adapted around the globe and considered a UN best practice (image: Sam Javanrouh, daily dose of imagery)



1993

- Build public understanding of stalking (criminal harassment)
- Our efforts lead to new legislation and we help police officers and court actors identify and address it (image: METRAC's What You Need to Know About Stalking Guidebook for Service Providers)



2001

- Establish Respect in Action (ReAct) youth violence prevention program
- Peer model now recognized as a “blueprint” by Status of Women Canada and reproduced in other communities (image: ReAct youth-led workshop in Bellville, Ontario)



2007-2012

- Launch award-winning digital game, RePlay: Finding Zoe in 2007
- 2010 release of “What It Is” digital quiz on sexual violence
- 2012 release of Not Your Baby mobile app on sexual harassment
- Work with the UN and organizations in the US and Vietnam to help them create prevention games and apps (image: What It Is media launch)



2014 and beyond

- Launch of Ontario’s first Violence Prevention Centre vision and Capital Campaign
- METRAC to partner with like-minded services and organizations to provide holistic safety-enhancing services for women, youth, communities, institutions and workplaces (image: artist rendering of prevention centre vision)

We look forward to initiatives to celebrate three decades of making change and further our impact. Join us at our Founders and Keepers 30th Anniversary Gala at the historic Casa Loma in Toronto on Wednesday May 27, 2015.

Learn more:

Rosetta Springer

Resource Developer, METRAC

Email fund_dev@metrac.org | Phone 647-993-8236 | Website www.metrac.org