



### 2009 Sponsorship Package

#### Event

Presented by Scotiabank, the Autism Golf Ball is marking its 5th year by trying something new as this year's theme explains, *Six Feet Under Par: A Murder Mystery*.

Guests try to solve a fun whodunit for a great prize while enjoying our glamorous 9-hole mini-golf course, test their non-golf skills with midway games in the clubhouse, bid on spectacular silent auction items, feast at top-notch hors d'oeuvres stations, and top off the night with dancing. This is no rubber-chicken speech-a-thon, but Halifax's most fun and talked-about cocktail party.

A memorable evening for everyone – from golf enthusiasts to the non-golfer – the Autism Golf Ball drives support for the Provincial Autism Centre. Last year's event raised \$160,000 for the Centre, up from \$100,000 in 2007.

#### Date

Saturday, October 17, 2009, 7:00pm

#### Location

The Cunard Centre – Pier 23, 961 Marginal Road, Halifax.

#### Food

To-die-for hors d'oeuvres by RCR Chef Tahrir Salamat.

#### Band

New for 2009, come and boogie to the funky reggae and soulful R'n'B grooves of *Bruce Vickery & Friends*. Selected by Autism Golf Ball guests, sponsors and volunteers, the nine-piece band draws seasoned players from *The Hopping Penguins*, *The Mellotones* and *Rasta Gumbo*.

#### Audience

More than 600 people will attend – we expect another sold-out event for 2009.

#### Purpose

To come together as a community and have fun while raising funds and awareness for children and families affected by Autism Spectrum Disorder, and the Provincial Autism Centre that supports them.

#### Sponsorship Opportunities

Corporate sponsors will be recognized throughout the event and there are a wide variety of opportunities still available, from sponsoring one of the food stations, golf holes or stage area tables the night of the event, to exposure opportunities well in advance of the event on the website, posters, tickets, newspaper, radio, and television.

#### For more information

For more information on the Autism Golf Ball and sponsorship opportunities, visit [www.autismgolfball.com](http://www.autismgolfball.com) or call the Provincial Autism Centre at 902.446.4995.



***“As Presenting Sponsor, this event is comparable to consecutive ‘holes in one.’ We are supporting an amazing cause, staff across the organization are ‘chipping in’ with enthusiasm and having fun. Our clients are supporting us and we are giving back to the communities where we live and work.”***

– Peter Bessey, Senior Vice President, Atlantic Region, Scotiabank

The 2008 annual Autism Golf Ball in the Cunard Centre was a huge success. Thanks in large part to our 38 sponsors representing many sectors of the province’s business community, this event raised \$160,000 for the Provincial Autism Centre.

Each year more than 600 affluent and influential leaders from business, academia, NGOs and public office enjoy this unique cocktail party with the golf theme. And each year our sponsor opportunities sell out as the Autism Golf Ball offers excellent opportunities for sponsor visibility and networking.

Gourmet food stations and fabulous silent auction items add more fun to the mix, as guests explore, eat, bid and “putter” around the room bumping into old friends and making new ones. As the golf rounds finish and silent auction bids close, our guests switch to dance mode spurred on by live music.

Attendees and sponsors alike pass along glowing reviews that the Autism Golf Ball is one of the most unique and fun charitable events they attend.

*“All of us at McInnes Cooper are pleased and proud to have the opportunity to play a sponsoring role in this unique and important event. From its fit with the corporate social responsibility aspects of our firm’s strategic plan, through the cost effective profile it lends to us as one of its sponsors, to the wonderful experience it affords our guests, we have come to view the Autism Golf Ball as a significant part of who we are in our broad community.”*

– Ray Adlington and Gavin Giles, Q.C., Regional Co-Managers, McInnes Cooper, Nova Scotia

*“The Autism Golf Ball is an event that demonstrates great creativity, and it is exciting to be involved with an event of such high caliber.”*

– Cindy Stevens, Vice President Marketing, Sobeys Atlantic Region

We would like to invite you to be a part of an even more successful fifth year. For more information on how you can get involved, please visit [www.autismgolfball.com](http://www.autismgolfball.com) or call the Provincial Autism Centre at 902.446.4995.



Driving support for the Provincial Autism Centre  
[www.provincialautismcentre.ca](http://www.provincialautismcentre.ca) • 902.446.4995

[www.autismgolfball.com](http://www.autismgolfball.com)



	Gold Tee Sponsor	Driving Range	Hole Sponsor/ Clubhouse Room	Co-sponsored Food Stations*
<i>Value</i>	\$10,000	\$5,000	\$2,500	\$1,000
<i>Number available</i>	9	1	18	12
<b>Benefits</b>				
Complimentary event tickets	8	6	4	2
Sobey's Green Jacket reception tickets	8	6	4	0
Recognition in event program	Full Page	1/2 Page	✓	✓
Corporate logo at sponsored activity	✓	✓	✓	✓
Corporate logo with link on website	✓	✓	✓	✓
Mounted thank you poster	✓	✓		
Corporate logo projected at event	✓	✓		
Corporate logo on event tickets	✓			
Corporate logo on promotional poster	✓			
Corporate logo in magazine ad	✓			
Corporate logo in newspaper ad	✓			
Corporate name recognition by emcee at event	✓	✓		
Corporate name recognition in television ad	✓			
Corporate name recognition in radio ad	✓			
Business sector exclusivity	✓	✓		

\* Two sponsors per food station.

\* Sole sponsorship available for \$2000.

more →

## Table Sponsorships

The Autism Golf Ball isn't a sit-down dinner, but we are offering blocks of 10 tickets with a reserved table near the dance floor and main stage. After the golf, gourmet food stations and silent auction close, you and your guests will be grateful to sit at your own table for a brief-yet-moving Autism awareness presentation that moves into live music and dancing.

	<b>Gold Tee Sponsor</b>	<b>Driving Range</b>	<b>Hole Sponsor / Clubhouse Room</b>	<b>Co-sponsored Food Stations*</b>
<i>Complimentary tickets from other sponsorships</i>	8	6	4	2
<i>Required ticket purchases for table of ten</i>	2	4	6	8
<i>Cost of extra ticket purchases (at \$125/each)</i>	\$250	\$500	\$750	\$1000

### **Benefits**

Priority table selection	1st	2nd	3rd	4th
Branded reserved table sign	✓	✓	✓	✓
Organization name on table maps	✓	✓	✓	✓
Sponsorship leverage tips and advice	✓	✓	✓	✓

## Silent Auction

Profile your products and services to over 600 guests through our famous silent auction. Each auction item is promoted with a branded, professionally designed and humorously written sign mounted on its own stand for easy reading by strolling guests.

Contact Lisa Pottie at 902.440.9409 or via email at [Impottie@gmail.com](mailto:Impottie@gmail.com).



You've become a sponsor. Now what?

Our commitment to delivering a peerless, top-quality event through uncompromising professionalism has earned the Autism Golf Ball a strong reputation as the premiere – and most-fun – charity event in the Atlantic Region.

The best scenario for both sponsors and the Autism Golf Ball alike is when all sponsor tickets are used, attendees all have a great time, and sponsors see the value received for their sponsorship dollars.

Here are some suggestions for you to consider as you plan to leverage your Autism Golf Ball tickets and branding opportunities.

### First, market your sponsorship internally

- Let your employees know their organization is a proud sponsor of the annual Autism Golf Ball that provides one-third of the Provincial Autism Centre's annual operating budget. Briefly outline your reasons for sponsoring – great exposure for your brand, significant networking opportunity, fabulous party, a chance to support those in your organization who have personal connections to Autism. You'll definitely find out who has connections to Autism when you announce your sponsorship.
- Put up event posters (provided), circulate Autism Golf Ball updates (from us), and encourage employees to buy and/or sell tickets to this exceptional night out (contact the PAC for ticket sales).

### Have an objective, be strategic

- Confer with your heads of HR and Business Development as to the best organizational objectives for your organization's use of its tickets: who should you invite and why? Your senior executive is the obvious choice for table host.
- Considering the cocktail party atmosphere and dancing, we recommend you consider inviting guests and their significant others. This means a group of 10 will comprise 5 couples. How will your host split your 4 ticket pairs – 1 star employee, 1 top client, and 2 prospects plus dates? Pick the combination that makes sense for your current business strategy.
- If you invite a star employee, then consider inviting his/her top client.
- Designate your first choice, second choice, etc. for each guest category (employee, client, prospective partner, client) and work your way through it from the top.
- Consider what your guests (and dates) have in common so you can help seed conversations and make everyone comfortable.

### Add your product/service to the silent auction

Profile your products and services to over 600 guests through our famous silent auction. Contact Lisa Pottie 902.440.9409 or [Impottie@gmail.com](mailto:Impottie@gmail.com).

[more →](#)

### **Takin' care of business**

An event of this calibre is a great opportunity to reward employees for outstanding performance, thank clients for their patronage, and court new partners and prospects – or all of these at once with a table for 10!

- Imagine the brilliant conversations possible when a happy client confers with a star employee and a new business prospect who is still getting to know you!

### **Tell guests if you've sponsored a table**

It's easy to get separated from a group during the food, golf and auction half of the evening. If you've sponsored a table, tell your guests and let them know they can find your table on their own – if necessary – by consulting the table maps posted at the entry to the dance floor-main stage area (this area will be open all evening).

### **Host makes the calls**

Consider who will invite each guest and how it will be done. Whoever will be hosting the table should be extending the invitations. The host should make the invitation face-to-face or voice-to-voice, followed by details in print form (this can come from an assistant).

- Be sure to ask each guest for his/her date's name and occupation for later introductions.
- Don't wait, act soon to secure your preferred guests.

### **Host makes introductions**

Unless you and your guests plan on arriving together (a pre-event cocktail reception is always chic) be sure you are ready and able to introduce your guests to each other when they finally find you among the throng.

### **Break up couples**

If you sponsor a table, don't let your guests default to sitting beside their dates all evening. That's typical and can make the night less than memorable. When everyone is seated, ask your guests to stand with you (dates remain seated), and move in a clockwise direction to the 2nd empty seat to their left. You have now created new conversation opportunities for all.

### **Feel free to use your sponsored table at any time**

If you have pressing matters to discuss with your guests, or an important phone call to make, the seating area by the dance floor and main stage will be open throughout the evening.

To discuss your sponsorship interest or strategy, please feel free to contact Provincial Autism Centre at 902.446.4995.



Autism is a neurological condition that affects people's lives, from how they work and play, to how they think and learn. No two people living with autism are affected the same way. Some common issues are communication, socializing, and interacting with their environment.

The need for support, education, and services has never been greater. At least one in 150 people will be diagnosed with autism in their lifetime.

Living with autism can be frightening. Beyond the initial shock, individuals and families must learn to live with the condition. Children and youth with autism seek a chance to lead full, happy, and independent lives within a safe and respectful environment that can respond to their needs.

There is no definitive cause or cure, however, with proper support, people living with autism can lead full and productive lives.

### About the Provincial Autism Centre

The Provincial Autism Centre, a registered charity, offers a comprehensive library, current resources, and innovative social opportunities. Through our programs we strive to have a positive influence on those living with autism. Our efforts are focused on bringing to the forefront the gifts and qualities of people with autism. We give special attention to supporting people with autism through involvement with the Centre and their communities. Our growing waiting lists and requests for support are evidence of the incredible demand for the services we provide. To ensure our continued success in providing the community with meaningful programs and in response to the increasing need for services, your support is vital.

Since 2005, the Provincial Autism Centre has benefited from the awareness and financial support generated by our signature event, the Autism Golf Ball, held in Halifax the 3rd Saturday of October each year. Visit [www.autismgolfball.com](http://www.autismgolfball.com) or call 902.446.4995 for tickets and details.

*Support Means Success!*



**Imagine** living in a world where what makes sense to you is confusing to others. You try to communicate but you are misunderstood, or what's worse, you are not even heard. This is the world with which people with autism are all too familiar. They struggle to fit in while trying to relate to people who experience the world in a different way.

**Imagine** wanting desperately to help your child but feeling powerless to do so. Imagine the sense of isolation because your family and friends are unsure of what to say or how to help.

**Imagine** being told that your child has autism, the most widely diagnosed neurological disorder in Canada. It is estimated that one in every 150 children born today will have autism.

**Imagine** a place in Nova Scotia that is dedicated to helping individuals living with autism by providing social opportunities and support for families, educators, researchers, and community partners. That place is the Provincial Autism Centre.

**Imagine** a way in which individuals and companies across Nova Scotia can help raise funds and awareness in support of autism and the Provincial Autism Centre.

**Imagine** what the 5th annual Autism Golf Ball can do...

*"I would have been lost without the centre. It's one of the few places where I can go and they immediately understand what I am talking about, and I don't have to explain what autism is."*

– Parent of a teen with Asperger's

*"The social groups have allowed my daughter to develop a sense of belonging among her peers that have extended beyond the group meetings at the Centre. It has also helped gel relationships among parents, who can share stories and support each other."*

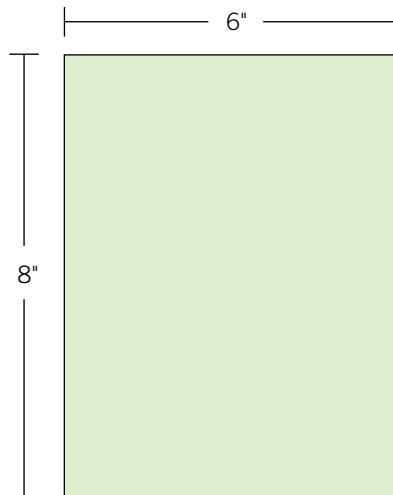
– Mary Ann Blair-Cutler, parent

*"I have met a lot of amazing and wonderful people at the Provincial Autism Centre, and I know that I am not alone."*

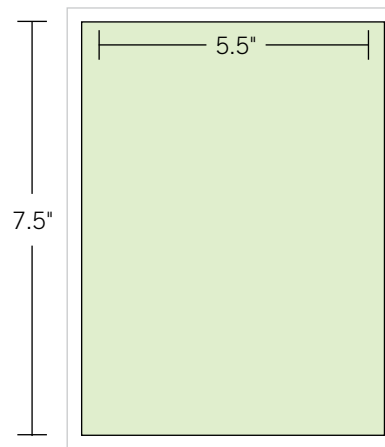
– Parent of a child with Autism



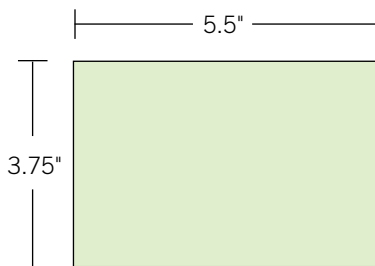
## Gold Tee and Driving Range sponsors only



**Full page ad with bleed:**  
Trim size 6 x 8"  
Plus .125" all around for bleed



**Full page ad without bleed:**  
5.5 x 7.5"



**Half page ad without bleed**  
Trim size 5.5 x 3.75"

### Digital Files

Adobe InDesign (with all supporting images and fonts), Illustrator EPS, TIF, or PDF files are accepted. All images should be 266 dpi or higher and colour ads in CMYK.

Contact: Erin Lynch  
erin@trampolinebranding.com  
902.405.4800

**DEADLINE: SEPTEMBER 15, 2009**