

# ***Bold & Bright***

The Study's Fundraiser & Campaign Celebration  
October 24, 2018 @ 6pm  
New City Gas, in the heart of Griffintown



## **PARTNERSHIP PROPOSAL**

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### **Sponsorship Package Options**

#### **About The Study**

- Mission
- Vision

#### **About The Study's Dare to Dream Campaign**

- Campaign Objectives
- Scholarships & Bursaries: Removing Barriers to a Study education

#### **About The Study's Bold & Bright Fundraiser**

#### **Invitation to Partner with The Study**

#### **Ways to Participate**

- Sponsorship & Advertising
- VIP Corporate Lounge Opportunities
- Charitable Donations

#### **FAQ: Your Gifts and Tax Receipting**

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New City Gas, in the heart of Griffintown



## SPONSORSHIP PACKAGE OPTIONS (see below for full sponsorship details)

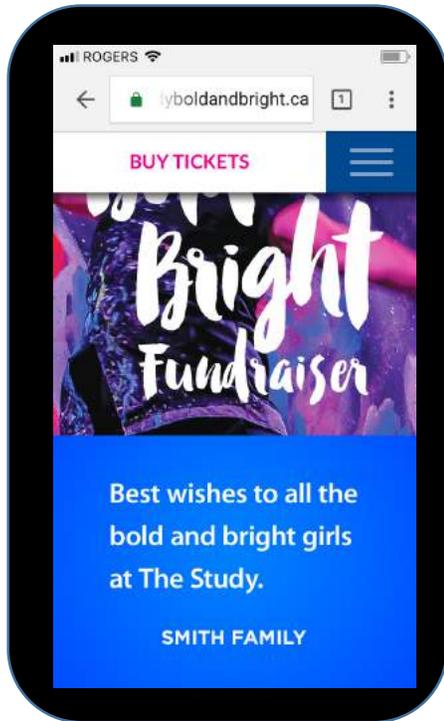
Visibility												
Sponsor level	Microsite Home Page			Microsite Auction Page	Event Screens			Other Visibility		Additional Benefits		
	Premier Location	Sponsor logo & link to website	Sponsor message	Logo & Link to website	Sponsor Logo	Sponsor Message	Message Frequency Note: Message frequency increases with each sponsor level)	Logo in email broadcasts	Digital Logo on Photos from Photo booth	MC Recog	Tickets	VIP Meet & Greet
<b>BOLD</b> \$9,500 (Limited to 2 Sponsors)	✓ (appearing permanently)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓ (4)	✓
<b>BRIGHT</b> \$6,000 (Limited to 3 sponsors)	✓ (will appear randomly)	✓	✓	✓	✓	✓	✓			✓	✓ (2)	✓
<b>BENEFACTORS</b>												
<b>VIP LOUNGE</b> \$4,500		✓ (Logo only)		✓							✓ (10)	
<b>BRILLIANT</b> \$4,000		✓ (Logo only)		✓	✓	✓	✓				✓ (2)	
<b>DARING</b> \$1,000		✓ (Name only)		✓ (Logo only)		✓	✓					

**Visibility on microsite and screens:** There are parameters regarding text and logos (ie, maximum number of words, etc).

**NOTE:** Publishing of **Corporate logo or brand recognition** is considered an advertising expense and these payments are not eligible for a charitable tax receipt. **Charitable Monetary Donations:** Official Charitable Tax Receipts may only be issued in cases where no advantage or benefit is received by the donor. SEE NEXT PAGE FOR RECOGNITION MOCK-UP.

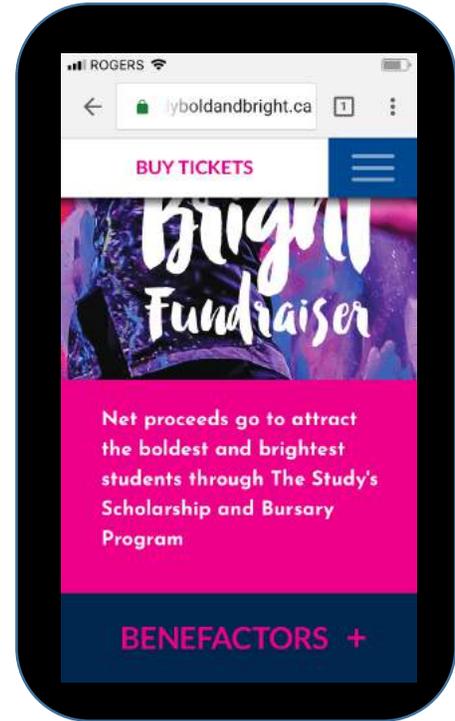
# **Bold & Bright**

## **SPONSORSHIP VISIBILITY MOCK-UPS**



### **Hand Held Mobile Devices:**

BOLD & BRIGHT SPONSORS: Premier space equivalent to 1/2 screen on a hand-held mobile device. Please see "Package Options" for details.



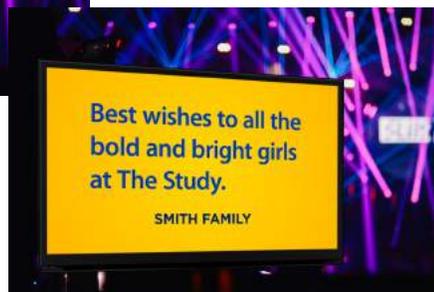
### **Hand Held Mobile Devices:**

BENEFACTORS (VIP LOUNGE PURCHASERS, BRILLIANT & DARING): Sponsor Logo or Name will appear in this section.



### **Event Screens**

Sponsors will have their sponsorship messages appear at varying levels of frequency on the evening's event screens.



## **ABOUT THE STUDY**

### **Mission**

The Study, an independent all-girls' school in Westmount, whose mission is to guide each Study girl towards reaching her fullest potential by fostering fine scholarship, instilling the love of learning, and developing well-rounded leadership qualities in a global-minded, diverse environment where both the individual and the community are valued.

### **Vision**

The Study's vision is to build on a rich tradition of innovation to be the top independent bilingual all-girls school in Montreal by creating an institution-wide culture of:

- Innovation, through teaching and learning practices that encourage intellectual curiosity
- Autonomy, through self-efficacy and leadership
- Excellence, in all pursuits, be it academics, sports, or the arts, while contributing to the global community

## **ABOUT THE STUDY'S DARE TO DREAM CAMPAIGN**

### **Campaign Objectives**

With a goal of \$8,750,000, The Study's Dare to Dream Campaign ensures our ability to resolve the school's current challenges, and achieve a new level of innovation, autonomy and excellence. The Study of tomorrow will build upon its history of innovative pedagogical practices, and remain relevant in an ever-changing global environment.

We invite you to dare to dream with The Study because your participation means:

- **Financial sustainability** for The Study to determine its own future.
- **A world-class faculty and staff** that will continue to be empowered through programme innovations and professional development.
- The best and the brightest students can attend while preserving the socio-economic diversity through **increased scholarship and bursary opportunities (see below)**.
- **State-of-the-art learning environments** with improvements to our facilities, buildings, and grounds.
- **A robust Annual Giving Campaign** from the entire community coming together to support today's students and celebrate their potential.

## **Scholarships & Bursaries: Removing Barriers to a Study education**

The Study's cultural and socio-economic diversity amongst our students is a fundamental element of the school's culture and identity. It remains our belief that if we want young women to grow, and to be effective in our world, they need to know the world. The experience of learning in a diverse environment strengthens one's natural curiosity, and when nourished, leads to creative thinking and problem solving.

**By partnering with us at The Study's Bold & Bright Fundraiser**, you are helping our efforts in making a Study education accessible to any mission-appropriate student, regardless of her socio-economic status or language eligibility status, while also enhancing the school's diverse student population.

## **ABOUT THE STUDY'S BOLD & BRIGHT FUNDRAISER**

### **The Evening Program**

The Study's Bold & Bright Fundraiser supporting The Study's Bursary and Scholarship program promises to be a truly memorable evening. Central to our event's entertainment will be **live art performer David Garibaldi**, whose blend of music and rhythm with colour and hue promises to inspire and embolden all. A **live auction with auctioneer Hal Hannaford, Headmaster, Selwyn House**, and a silent auction with mobile bidding capabilities, combined with a cocktail dîatoire and dancing will transform this evening into a contemporary and trendy affair for all.

## **PARTNERSHIP PROPOSAL**

**We cordially invite you to consider this partnership proposal for this important and unique fundraising event.** As a partner, your organization will enjoy a multitude of excellent and targeted opportunities to re-engage with our donors and community members – a highly affluent and educated group – and to introduce or reinforce the value of your company's offerings with a variety of ways to access our audience through interactive corporate visibility and VIP opportunities.

We thank you in advance for considering this proposal.

## **WAYS TO PARTICIPATE AS A PARTNER:**

### ➤ **Sponsorship & Advertising**

We have a range of sponsorship packages available. This important event component represents a major portion of our funding while offering our partners a variety of benefits ranging from VIP opportunities and corporate visibility, to event tickets and more.

### ➤ **VIP Lounges**

For **\$4,500** you may purchase access to a VIP Lounge for 10 guests  
Includes: 10 Event Tickets, Reserved Lounge Space for 10 people, Corporate Name listed as a Benefactor on the event microsite, as well as in the 2018-2019 Report on Giving and in the Trillium Magazine.

Note: This VIP Lounge opportunity is intended to replace Corporate Tables sponsorships, as this evening will be a cocktail dinatoire.

### ➤ **Auction: Donations of Products & Services**

We welcome donations of your company's products, gift certificates, or services benefitting our auction & raffle.

### ➤ **Monetary Charitable Donations**

Monetary charitable donations designated to The Study's Scholarship & Bursary Program will entitle the donor to a charitable tax receipt for the value of their donation.

## **Benefits to ALL sponsors and VIP Lounge purchasers**

- ✓ Listed in The Study's Trillium magazine:
  - Mailed to 2,500 households and supporters within The Study community
  - Trillium Magazines are housed on The Study's website (publications)
- ✓ Listed in The Study School Foundation's 2018-2019 Report on Giving
  - Distributed to all financial supporters of The Study School Foundation
  - Emailed to over 1,000 households
  - Reports on Giving are housed on The Study's website (publications)

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**TO PURCHASE TICKETS, A VIP LOUNGE, A SPONSORSHIP OR MAKE A CHARITABLE GIFT, PLEASE GO TO OUR EVENT WEBSITE:**  
**[thestudyboldandbright.ca](http://thestudyboldandbright.ca)**

**Special Note** to Advertising Sponsors and to Purchasers of Corporate Lounge package: Publishing of Corporate logo or brand recognition is considered an advertising expense and these payments will not be eligible for a charitable tax receipt.

**[thestudyboldandbright.ca](http://thestudyboldandbright.ca)**

## FAQs: YOUR GIFTS AND TAX RECEIPTS

### OVERVIEW

The Study School Foundation is a **registered charitable organization** and is authorized to issue charitable tax receipts for eligible donations meeting the conditions set out by Canada Revenue Agency: (Registration no. BN 10525 2845 RR 0001) Tax receipts may be issued, upon request, after a careful assessment of their eligibility vis-à-vis CRA guidelines. Additional information may be requested in order for The Study School Foundation to meet CRA tax-receipt eligibility and valuation requirements.

### MONETARY GIFTS

All monetary donations are eligible for a Charitable Tax Receipt.

### SPONSORS & VIP CORPORATE LOUNGES:

Publishing of Corporate logo or brand recognition is considered an advertising expense. No tax receipt can be issued in cases where a corporate logo or corporate trademark appears in published materials or if your corporate name, in the absence of a logo, is deemed to represent a highly recognizable brand.

### NON-MONETARY GIFTS

- **Gifts of property** are eligible for official tax receipts (eg. cash, equipment, wine, coffee machines). If the Fair Market Value of a gift “in kind” cannot be determined, an official charitable tax receipt cannot be issued
- **Gift certificates** are not gifts of property. However, if purchased by the donor and *then* donated (with proof of purchase), they may be receipted.
- **Gifts of service** are not gifts of property. However, if a charity pays a service provider for services rendered and the service provider then chooses to donate the money back, the charity can issue a receipt for the monetary donation (i.e. an **exchange of cheques**).

### VALUATION OF NON-MONETARY GIFTS

- **Purchased items:** Please provide the original sales receipt
- **Gifts of products supplied from your corporate inventory** can be claimed as a business expense and, as such, will not be issued a tax receipt. IF the donating company would prefer a tax receipt, an exchange of cheques (see above) would be necessary to provide the necessary audit trail for this kind of transaction.
- **Gifts of personal goods** (paintings, antiques, jewelry, wine from personal collection). Please provide proof of the Fair Market Value. If valuation is over \$1,000, appraisals from independent qualified appraisers may be required and to be provided by the donor.

### SPECIAL CONDITIONS

*The Bold & Bright Organizing Committee shall have absolute discretion in combining donated items with other donated items to enhance the value of the total package as well as determining the suitability of the donated item for the auction.*