



HATS ON

FOR AWARENESS

Become part of the Hatsquerade

The 2011 Premier Celebrity Event



How to Reach us

- t. 905-990-HATS (4287)
 - f. 905-264-9264
 - e. info@hatsonforawareness.com
 - w. www.hatsonforawareness.com
 - m. 418B Hanlan Road, Unit 21
Woodbridge ON, L4L 4Z1
-

Our Board of Directors

Sandy Arcuri
Hon. Dr. Carolyn Bennett
Maria Perketa-Budisa
Benny Caringi
Enza Checchia
Gus Cusimano
Tiffany Kohl
Luisa Morrone
Loretta Nowalkoski
Barry Sacks
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Photos Courtesy of

Paul Casselman Photography & Moments by Maggie

Our vision

Our mission:

Hats On for Awareness is an organization dedicated to raise awareness, understanding and widespread acceptance of mental illness and addiction with the goal of eradicating the stigma associated with mental health and addiction.

Our annual fundraiser attracts prestigious industry, political and community leaders as well as celebrities.



2010 Hatsquerade Host, Glen Peloso and Guest Speaker, Mariel Hemingway



Dr. Catherine Zahn, President & CEO, CAMH and
Dr. David Goldbloom, Senior Medical Advisor, Education & Public Affairs, CAMH

Event Description



The Hatsquerade, Hats On For Awareness' largest fundraising event, will be held on Friday, October 21, 2011 at the Liberty Grand Entertainment Complex. The evening will begin at 7:00 p.m. with our Parade of Hats, which will kick off the Hatsquerade in downtown Toronto.

Over the past two years, with the tremendous generosity of our sponsors and attendees, the Hatsquerade has raised over \$100,000 for the Centre for Addiction and Mental Health (CAMH). As CAMH's largest third party fundraiser, we are proud to support the important work and education that this world renowned facility provides.



L-R: Justin Ryan, Glen Peloso, 2010 Miss Universe Canada, Colin McAllister, Matt Dusk



Cheryl Tiegs, Mr. & Mrs. George Chuvalo



Tara-Jane Popowich, Vincent Desjardins - SYTYCD Canada, Elena Semakina - 2010 Miss Universe Canada





March 2011

Dear Supporter,

On behalf of CAMH Foundation, I extend a sincere thank you to the organizers, volunteers and attendees of Hats On for Awareness for your continued support of CAMH and for championing our efforts to raise awareness of mental illness and addiction. We truly appreciate your passion and dedication for our cause. It is through your generosity, that we are able to make a difference for those living with mental health issues.

Thanks to the partnership between CAMH Foundation and Hats On for Awareness, the event on **Friday, October 21, 2011** will help fund the *Hats On for Awareness Volunteer Lounge* at our hospital. The Volunteer Lounge, located in the new Gateway Building will provide a hub for client-focused activities including visitation and one-to-one accompaniment, as well as CAMH's Telephone Support Line, providing an ear for those in need or a referral to essential services.

As you may know, the Centre for Addiction and Mental Health (CAMH) is Canada's largest Addiction and Mental Health teaching hospital. Based in Toronto and networked around the world, CAMH is unquestionably a national leader in mental health and addictions – with outstanding patient care, innovative research, expert training, world-class health promotion and public policy development. We treat more than 23,000 different clients a year and have 567 inpatient beds, the most of any mental health facility in North America.

CAMH is creating a new kind of hospital – the first of its kind in the world – with the redevelopment of its 27-acre Queen West site. This redevelopment will open CAMH up to the community and mesh with the vibrant Queen West neighbourhood via tree-lined roads, sidewalks, and public green space – and eventually, shops, residences and offices. CAMH's next three buildings are set to open in 2012.

The development of these world-leading facilities is made possible through events such as Hats On for Awareness. Your participation in this event is so much more than helping out a charity—you are ensuring that our next generation has a place to go should they ever find themselves in crisis with mental illness or addiction. What a powerful gift!

Thank you for your consideration. I hope we can welcome you on board as a sponsor for this exciting and important event.

Sincerely,

A handwritten signature in blue ink, appearing to read "Lori Smith".

Lori Smith

Associate Vice President, Development

Centre for Addiction and Mental Health Foundation

901 King Street West, Suite 502, Box 20, Toronto, Ontario, Canada M5V 3H5

Tel: 416.979.6909 • 1.800.414.0471 **Fax:** 416.979.6910 **Email:** foundation@camh.net

www.supportcamh.ca

Your support transforms lives



Centre for Addiction and Mental Health (CAMH)

CAMH BY THE NUMBERS:

- Canada's largest mental health and addictions teaching hospital, with 567 inpatient beds, the most of any mental health facility in North America.
- One of only three specialty hospitals in Ontario (the other two are SickKids and Princess Margaret).
- More than 23,000 different clients were cared for this past year.
- The research enterprise at CAMH – with more than 100 internationally recognized scientists, and another 100 graduate students and research fellows – is among the top three in the world in the fields of psychiatric genetics, epigenetics and brain imaging.
- Fully 25 per cent of all Canadian psychiatrists are trained each year at CAMH, alongside hundreds of nurses and other allied health professionals.

The Centre for Addiction and Mental Health (CAMH) is Canada's leading Addiction and Mental Health teaching hospital. CAMH transforms the lives of people affected by addiction and mental illness through the latest in scientific advances, integrated and compassionate clinical practice, health promotion, education and research discoveries.

CAMH offers leading-edge care and treatment, a world-class research enterprise, extensive education and training opportunities, as well as health promotion and prevention programs. With a full range of expertise in one organization, CAMH is uniquely positioned to transform new knowledge into practical resources that can be used to help people affected by addiction and mental health problems in Ontario, Canada and beyond.

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- 1 in 5 Canadians will experience addiction or mental illness during their lifetime.
 - Approximately 1.2 million Canadians under 19 have a mental illness that impedes their ability to live life to the fullest. Half of these children and youth battle serious drug or alcohol addictions at the same time, known as concurrent disorders. Sadly, three quarters of them will not receive the help they need.
 - Mental illness is the **number one cause** of disability in Canada. Everyday, 500,000 Canadians are absent from work due to mental illness or addiction problems.
 - \$51 billion is the estimated annual cost of mental illness to the Canadian economy in terms of health and lost productivity.

No one is immune: mental illness and addiction can affect anyone – men and women of all ages, occupations, educational and income levels, and cultures.

CAMH offers hope and solutions for those who face mental illness and addiction. These illnesses affect all of us, either through a personal experience or through someone we love.

Sponsorship benefits

Hats On For Awareness is committed to working closely with you to ensure that our sponsorship opportunities meet your marketing and philanthropic objectives. Following is a listing of sponsorship and advertising opportunities for our main fundraising event. We look forward to speaking and working with you as we continue our work creating awareness of mental illness and shattering the stigma associated with mental illness and addiction.

- Recognition as being a socially responsible company or individual within your community.
- Direct access to your prime target audience.
- Opportunity to mingle with top executives, community leaders and philanthropic supporters.
- Opportunity to create customer loyalty through charitable support.
- Media exposure.
- Advertising and promotional opportunities, including logo recognition.



Advertising opportunities

Exclusive Ticket Ad

\$750.00

available to one company only
(1st come 1st served)

Full Page Program Ad

\$ 500.00

(5" h x 7.75" w)*

Half Page Program Ad

\$ 300.00

(5" h x 3.875" w)*

Business Card Size Ad

\$ 150.00

(3.5" h x 2" w)*



Sponsorship Categories

Corporate Sponsorship Program

Benefits Year Round Corporate Sponsor Benefits*	\$25,000 Diamond Hat Sponsor	\$15,000 Emerald Hat Sponsor	\$10,000 Sapphire Hat Sponsor
Complimentary Tickets	Ten	Eight	Six
Personalized plaque	✓	✓	✓
On stage recognition	✓	✓	✓
Priority sponsor recognition on all event signage and audio/visual screens	✓	✓	✓
Colour advertisement in evening program	✓ Full Page	✓ Full Page	✓ Full Page
Company logo at www.HatsOnForAwariness.com	✓	✓	✓
Company Logo on Hats On for Awareness letterhead	✓	✓	✓
Company Logo on Hats On for Awareness newsletters, event invitations (hard and soft copy)	✓	✓	✓
Priority logo placement on event tickets	✓	✓	✓
Mention in all press releases and media (where applicable)	✓	✓	✓
Company logo recognition on Hatsquerade web page	✓	✓	✓
Priority logo placement on all pre-event advertising	✓	✓	✓
Exclusive logo placement on cover of evening program	✓ Front	✓ Back	
Corporate representative to bring greeting from podium	✓		

*These sponsorship levels are for companies interested in year round recognition as a corporate sponsor for Hats On For Awareness.

Benefits Event Sponsor Benefits	\$5,000 Platinum Hat Sponsor	\$3,000 Gold Hat Sponsor	\$1,500 Silver Hat Sponsor
Complimentary Tickets	Six	Four	Two
Personalized plaque	✓	✓	✓
On stage recognition	✓	✓	✓
Priority sponsor recognition on all even signage and audio/visual screens	✓	✓	✓
Colour advertisement in evening program*	✓ Half Page	✓ Business Card	
Company logo recognition on Hatsquerade web page	✓	✓	✓



Interested in event related sponsorship? We have several opportunities including becoming a print sponsor, models sponsor, and entertainment sponsors, among others. Call us at 905-990-HATS (4287) to learn more about these special sponsorships and related benefits.

CAMH Foundation Charitable Registration No: 106932320RR0001

*High resolution logo (minimum 300 dpi) and artwork to be provided by August 31th, 2011.

Thank you to our 2010 Sponsors

Platinum Sponsor



Gold Sponsor



Media Partner

Design + Advertising Partner

Unique Event Sponsorships



Silver Sponsors





HATSQUERADE SPONSORSHIP AND ADVERTISING OPPORTUNITIES

Name: _____
 Company/Firm: _____
 Address: _____
 City: _____ Province: _____ Postal Code: _____
 Telephone: _____ Email: _____
 Signature: _____ Date: _____

This event is a celebrity event, and as such, photographs and video are taken during the event. Hats On For Awareness may use these photographs and videos in future promotional materials. Event attendance implies your approval for the use of any photos and/or video taken at the event for such purposes.

Corporate Sponsorship*		Hatsquerade Event Sponsorship*	
<input type="checkbox"/>	Diamond Hat Sponsor	\$25,000.00	
<input type="checkbox"/>	Emerald Hat Sponsor	\$15,000.00	
<input type="checkbox"/>	Sapphire Hat Sponsor	\$10,000.00	
			<input type="checkbox"/>
			Platinum Hat Sponsor
			\$5,000.00
			<input type="checkbox"/>
			Gold Hat Sponsor
			\$3,000.00
			<input type="checkbox"/>
			Silver Hat Sponsor
			\$1,500.00

Advertising*		
		<i>Specifications</i>
<input type="checkbox"/>	Full Page	5" w x 7.75" h
		\$500.00
<input type="checkbox"/>	Half Page	5" w x 3.875" h
		\$300.00
<input type="checkbox"/>	Business Card Size	3.5" w x 2" h
		\$150.00

Event Ticket Pre-order & Donations

Tickets** @ \$150.00 = \$ _____

I am unable to attend, but wish to make a donation of: \$ _____

Payment

Total Amount this Order Form \$ _____

Cheque enclosed, payable to:

Hats On For Awareness
 Attn: Sandy Arcuri
 418B Hanlan Road, Unit 21, Woodbridge, ON, L4L 4Z1

*Logos and advertisements must be a minimum of 300 dpi in an EPS, PDF or Jpeg format.
 **CAMH tax receipt will be issued for event tickets for the maximum allowable amount per CRA guidelines.
 CAMH Foundation Charitable Registration No. 10693 2320 RR001