

Case for Support



2020

*Thank
X You*

Breast Cancer Action Ottawa

<https://bcaott.ca/sponsor-bcao/>

PROGRAMS & GALA SPONSORSHIP OPPORTUNITIES

BUSINESSES & INDIVIDUALS COMING TOGETHER

IN SUPPORT OF OUR COMMUNITIES & SHARING STRENGTH

BECAUSE NOBODY SHOULD HAVE TO FACE IT ALONE

Support Groups & Exercise Programs

Championing Quality and Quantity of Life

Our Mission

*Over 1,200 are
newly diagnosed
each year in Ottawa*

Breast Cancer Action - Ottawa is a local, community-based, organization dedicated to enhancing the quality of life for breast cancer patients and survivors through practical help, emotional support and education. Canadian Registered Charity since 1993.

The Benefits

Communities in the Ottawa Area have this resource to depend upon for emotional and physical support. Because no one should have to face it alone. And sometimes those closest to you are not the person you can open up to about your fears, pain, or have the connections or right knowledge to point you in the right direction.

Research is showing that moderate daily exercise can help to keep breast cancer from returning. We need modified physical programs after surgery since a regular gym program could be too strenuous; and it helps to have others there who have been through it and will be comfortable with the effects of treatments & root for us.

Your Sponsorship to Fund Programs

Your sponsorship will strengthen your community, garner respect from your employees, businesses, be recognized in publications, and support Breast Cancer Actions' Programs, e.g.:

Health & Wellness (E.g. Exercise classes paced for pre & post-operative recovery)

Peer Support Groups (Because nobody should have to face breast cancer alone.)

The Kelly Project (Gifting of post-operative camisoles to newly diagnosed.)

Metastatic Cancer Support Group (Specialized support - final stage 4.)

These programs cost **\$40K** a year to run. Exercise programs at standard gyms are typically too strenuous for recovering bodies to make use of safely, and the newly operated upon can be self-conscious of appearance e.g. loss of hair/effects of treatment and surgery, so our exercise programs help to address these issues.

www.bcaott.ca

Stages 0 - 4 New realities. New challenges. New Strategies.



Finding Strength to Get Through it

Case for Support

History

Breast Cancer Action was created in 1993, and supports women & men in the National Capital Region, so nobody has to go through it alone.

The need/project/impact

Over 1,200 people will be diagnosed with Breast Cancer in the Ottawa area each year. People will start their Breast Cancer journey at varying stages: 0 - 4 depending on what stage their cancer is discovered. Treatments can vary as well: radiation, surgery, chemo, hormone therapies, a combination of all or some, etc. they all can take a toll on the body, mind and spirit.

In addition to looking at their own mortality with a brutal acknowledgement of what is out of their control to alter, there are stories and lessons that can be shared and learned from by those who have gone before us, are going through it now, and for the benefit of those who will come after. Hospital appointments, tests, treatments, changes to physical appearance e.g. hair loss or thinning for some, weight loss or gain, impact on mood and energy levels, changes to schedules.

Some will make use of peer support, some will participate in specialized exercise programs, some will access both - regaining some feeling of having a say in how they will do, by exercising and learning how to navigate their challenges.

What funds will cover

Financial information: Sponsorship of programs is needed to help cover costs of hiring exercise teachers, exercise class location rentals, purchase of post-operative camisoles at cost for gifting to newly diagnosed. Rentals of space for Peer Support Group Classes, and the Metastatic Support Group etc. Current budget is: \$40,000 per year for BCAO programs. First year memberships are covered by BCAO for newly diagnosed.

Adding sponsorships will impact the program by ensuring the continuation of programs, opening the possibility of expanding on resource areas, and if possible, free up funds to purchase a real fundraising software package to steward donors and memberships.

Partnerships

Kelly's Mastectomy Boutique provides post-operative camisoles to BCAO at cost for gifting. Currently BCAO has recently partnered with **Cash for Trash** - they ask their callers if they would like to donate to BCAO the \$300 the caller would otherwise get for having their old car taken away for disposal. As well, **Pink Cleaners** offers a discount for BCAO Members. Currently, no gov't grants.



Exercise & Support Matters



Heartfelt Message

"I just wanted to thank you for sending me information regarding the BCA support group meeting last week - I found it very helpful! It's like I found "my people" and felt like I wasn't alone or going crazy."

- Ann Suurland

Volunteer Board

- Diane Hayes, President (Owns Kelly's Mastectomy Boutique)
- Richard Bennett, Director, Financial Planning
- Adam Sarhan, Director, Revenue Generation
- Andrea Douglas, Director, Membership and Stakeholder Engagement
- Louise Haley, Director, Program Support and Development (Also, opened Haley Rehab)
- Cindy Strugnell, Director, Communications
- Annie Berthiaume, Director, HR
- Lori Marcantonio, Director, Event Innovation (Also Director: Outreach & Development/ Fundraising at the Ottawa Humane Society)
- CURRENTLY RECRUITING, Director, Governance and Succession Planning
- CURRENTLY RECRUITING, Director, Volunteer Engagement and Retention

Volunteers Over 150 volunteers

bcaott.ca

Stats 2018

BREAST CANCER ACTION OTTAWA

THANKS YOU FOR HELPING US PROVIDE ...

1267

Gifted post-op camisoles

14

Trained peer supporters

200

Special exercise programs participants per season

@

3rd Wednesday of month, peer support groups meetings

Executive Director

Marie-Louise Doyle, T: 613-736-5921

Email: ed.bca@bcaott.ca

NEW! SPONSORSHIPS OPPORTUNITIES ...

- ✓ Exercise Programs \$10,000 (Limit to 1)
- ✓ Peer Support Groups \$10,000 (Limit to 1)
- ✓ Metastatic Support Group \$10,000 (Limit to 1)

- ✓ Dragon Boat Program:

Sponsorships are handled by Dragon Boat Organizers.

- Please either ask us to let BCA Ottawa Dragon Boat organizers know you're interested in learning more, or email: bustingout@bcaott.com directly to learn of their sponsorship levels and opportunities.



ANNUAL PROGRAM SPONSORSHIPS	EXERCISE PROGRAMS	PEER SUPPORT GROUPS	METASTATIC SUPPORT GROUPS
SPONSORSHIP BENEFITS	\$10K	\$10K	\$10K
Picture of your rep to be taken with Emcee, and with the President of BCAO at the Annual Gala event, photo for use in your company's social media/ website/e-newsletter. Also, to be used in BCAO's social, website & e-newsletter.	✓	✓	✓
Podium time at Annual Gala Event.	✓	✓	✓
Re Recognition at Annual Gala Event: "Annual Programs Sponsors" section: logo placement on posters, news releases, PSAs, our website and thanked at Annual Gala event in a speech/toast.	✓	✓	✓
Option to provide placement of collateral and/or gift in our Annual Gala gift bags.	✓	✓	✓
Thanked by BCAO via social media upon sponsorship payment: BCAO's own social media and posted to your company's social media, and in BCAO's e-newsletter, highlighting your very much appreciated community support.	✓	✓	✓
Opportunity to provide live & silent auction item(s).	✓	✓	✓
Skirted table to display your company's printed informational collateral.	✓	✓	✓
Opportunity to loop your promo video/commercial on your info table (no audio but subtitles OK)	✓	✓	✓
4 tickets to the Gala, VIP seating.	✓	✓	✓

To discuss sponsorship opportunities please contact:

Marie-Louise Doyle, Executive Director

T: 613.736.5921

Email: ed.bca@bcaott.ca

<https://bcaott.ca/sponsor-bcao/sponsorship-prospectuses/>

NOTE: Fillable sponsorship interest form on website. Administrative costs are kept to a minimum by having the BCAO Office run from a home office.

Breast Cancer Action - Ottawa Annual Gala Sponsorship Levels



- ✓ Platinum Sponsor: \$7,500 (Limit to 1)
- ✓ Gold Sponsor: \$5,000 (Limit to 1)
- ✓ Silver Sponsor: \$3,500 (Limit to 2)
- ✓ Bronze Sponsor: \$1,500 (Limit to 5)



SPONSORSHIP BENEFITS	PLATINUM	GOLD	SILVER	BRONZE
Picture of your representative to be taken with Emcee Michael O'Byrne at the event as well as the President of BCAA for use in your company's social media/website/e-newsletter. Also, to be used in BCAA's social, website and ¼ newsletter. ✓ Make the opening toast for the dinner at 7pm (4 minutes podium time)	✓	✓		
1 st tier event sponsor placement on posters, logo on news releases, PSAs, promotional materials, our website and thanked at event. ✓ Make the opening toast at the Cocktail Reception at 6 pm (2 minutes podium time)	✓			
2 nd tier placement on posters, logo on news releases, PSAs, promo materials, website and thanked at event.		✓		
3 rd tier placement on posters, logo on news releases, PSAs, thanked at event.			✓	
4 th tier placement on posters, logo on news releases, PSAs, thanked at event.				✓
Placement of collateral and/or gift in our gift bags.	✓	✓	✓	
Thanked via social media by BCAA after the event, both on BCAA's own social media and posted to your company's social media, highlighting your very much appreciated community support.	✓	✓	✓	
Opportunity to provide live & silent auction item(s).	✓	✓	✓	✓
Skirted table to display your company's printed informational collateral.	✓	✓		
Opportunity to loop your promo video/commercial on your info table (no audio but subtitles OK)	✓	✓		
4 tickets to the Gala, VIP seating.	✓			
2 tickets to the Gala, VIP seating.		✓		

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Marie-Louise Doyle, Executive Director

T: 613.736.5921

Email: ed.bca@bcaott.ca

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Program Sponsorship 2020

Thank you for your interest in supporting Breast Cancer Action Ottawa!
We appreciate your sponsorship and look forward to making this a mutually beneficial experience for BCAO and your company/organization.

Our Executive Director, Marie-Louise Doyle will be in touch with you shortly.

1. Please complete this form
2. Please put a check mark beside the level of sponsorship you have chosen.
3. Send the scanned form via email to ed.bca@bcaott.ca or call 613-736-5921 to arrange to fax.

_____ Exercise Programs Sponsor: \$10K
_____ Peer Support Groups Sponsor: \$10K
_____ Metastatic Cancer Support Group Sponsor: \$10K
_____ Dragon Boat Sponsor: TBD (Check here for us to forward your interest to the organizers.)

Organization/Company Name	
Authorized Rep (Print & Signature)	
Contact Name	
Contact Telephone Number	
Contact Name Email Address	
Website URL (to link to from BCAO website if wanted)	
Twitter Hashtag	
Twitter Handle	
Facebook Page or Group Link	
Instagram	
Organization/Company Mailing Address	

TERMS AND CONDITIONS OF PAYMENT

- ✓ An invoice will be sent to the contact person that you have identified.
- ✓ **The invoice must be paid at least 60 days prior to the end of the calendar year.**
- ✓ Cheque to be made out to: BCA Ottawa, 1130 St Emmanuel Terrace, Ottawa, ON, K1C 2J7

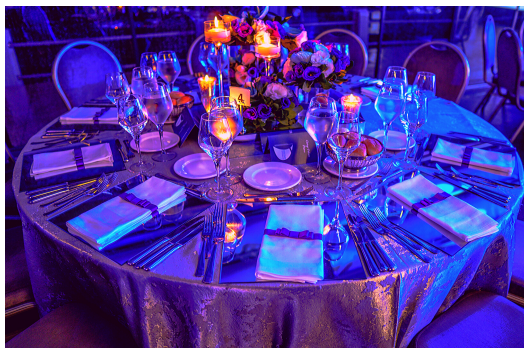
Marie-Louise Doyle, Executive Director

T: 613.736.5921

Email: ed.bca@bcaott.ca

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Gala Sponsorship

SPONSORSHIP INTEREST APPLICATION FORM

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_____ Platinum Sponsor: \$7,500
 _____ Gold Sponsor: \$5,000
 _____ Silver Sponsor: \$3,500
 _____ Bronze Sponsor: \$1,500

Organization/Company Name	
Authorized Rep (Print & Signature)	
Contact Name	
Contact Telephone Number	
Contact Name Email Address	
Website URL (to link to from BCAO website if wanted)	
Twitter Hashtag	
Twitter Handle	
Facebook Page or Group Link	
Instagram	
Organization/Company Mailing Address	

TERMS AND CONDITIONS OF PAYMENT

- An Invoice will be sent to the contact person that you have identified.
- The invoice must be paid at least 30 days prior to the event.
- Cheques should be made out and sent to:
 BCA Ottawa, 1130 St. Emmanuel Terrace, Ottawa, ON K1C 2J7
- Credit card payments can be made by calling:
 Marie-Louise Doyle, Executive Director, T. 613-736-5921

January 2020



Dear Potential Sponsors,

**THANK YOU FOR CONSIDERING OUR GALA AND
PROGRAMS SPONSORSHIP OPPORTUNITIES.**

[HTTPS://BCAOTT.CA/SPONSOR-BCAO/](https://bcaott.ca/sponsor-bcao/)

Sincerely,

Marie-Louise Doyle

*Marie-Louise Doyle, Executive Director
Breast Cancer Action - Ottawa
613-736-5921*



**BUSINESSES & INDIVIDUALS COMING TOGETHER IN SUPPORT
OF COMMUNITIES & SHARING STRENGTH**



Thank You