



CPAR Fundraising Gala: A Night of Unity, Celebration, and Impact!

About CPAR

Founded in 1984 in response to the famine in Ethiopia, Canadian Physicians for Aid and Relief (CPAR) is a registered non-profit organization working in partnership with vulnerable populations and diverse organizations to overcome poverty and build healthy communities in Africa. CPAR has field offices and programs in Ethiopia, Malawi, and Tanzania.

CPAR aligns with the [United Nations' 2030 Agenda for Sustainable Development](#) by:

- prioritizing key global objectives
- improving health systems capacity
- addressing the determinants of health to enhance the well-being of communities where it operates (food security and nutrition, clean water, sanitation and hygiene, sustainable livelihoods)

For forty years, CPAR has worked tirelessly towards its goals and has achieved a great deal. Here are some highlights:

- 190 projects completed in 8 countries
- 76,815,000 trees planted in sub-Saharan Africa
- 21 million people with healthier lives

About the Gala

Celebrate CPAR's 40th anniversary at its spectacular fundraising gala. Come together with friends, supporters, and community members to honour four decades of dedication and transformative work by Canadian Physicians for Aid and Relief (CPAR). It's a time for personal and professional inspiration driven by thought-provoking stories, insights and visions for the future from CPAR's community and African office leaders.

Location: Preston Event Centre, Ottawa

Date: 26 September 2024, Time - 6PM to 11PM

Tickets: \$150 per seat

Price: \$1,000 per table, 8 seats per table

Invited Honoured Guests:

- Canadian Government and Opposition representatives responsible for International Development
- Ethiopian and Tanzanian Diaspora
- Ethiopian and Tanzanian Embassy Representatives

Attendee Profiles: donors, past and current CPAR employees (Canadian), past and current CPAR board members, Canadian physicians and health professionals, in-country CPAR employees (Ethiopia & Malawi), and CPAR volunteers and their families

Direct Beneficiaries

- Communities in Ethiopia, Malawi, and Tanzania that CPAR serves and where it has active and upcoming projects
- Green Schools Network – schools and students: Malawi
- Cholera Flood Response – displaced population: Malawi (8 rural districts)
- Accessible and effective Antenatal Care and Sexual Reproductive Health and Rights for women and girls – 227,000 women and adolescent girls and 210,000 men and adolescent boys indirectly, along with 4 million reached through radio campaigns: rural Tanzania (Karatu and Mbulu regions, Tanzania)
- Enhancing Sexual and Reproductive Health for Women and Adolescents (ESWA) – women and adolescent girls: rural Ethiopia (Amhara and Oromia regions)
- Project 302 – Remembering the Victims of Ethiopian Airlines 302 by providing food, skills development and SRHR education and training to students: Urban Ethiopia (Addis Ababa)

Why Sponsor?

Celebrate four decades of impact ... and change lives.

The CPAR 40th Anniversary Gala is more than just a celebration. It is a pivotal event that brings together influential leaders, philanthropists, healthcare professionals, and community members dedicated to improving global health. By sponsoring this prestigious gala, you will be at the forefront of a transformative movement, gaining significant benefits while making a meaningful impact.

Community Impact

- **Direct Contribution:** Your sponsorship directly supports CPAR's projects in Ethiopia, Malawi, and Tanzania, including health services, education, and community development. Be a part of creating lasting change.
- **Positive Media Coverage:** Benefit from marketing and media coverage of the event, highlighting your support and generating positive public relations.

Brand Visibility and Recognition

- **Prominent Exposure:** Gain high-profile visibility through prominent name/logo placement on event materials, promotional content, and signage. You will be showcased to an engaged and targeted audience.
- **Positive Association:** Align with CPAR, a respected organization with a 40-year legacy of improving lives in Ethiopia, Malawi, and Tanzania. Enhance your corporate image by supporting a cause that resonates with global health and community development.

Valuable Networking Opportunities

- **Engage with Influential Individuals:** Connect with government officials, healthcare professionals, philanthropists, and other key stakeholders. Build relationships that can lead to new business opportunities and collaborations.
- **Business Development:** Strengthen your network and explore potential partnerships with other attendees, including donors, volunteers, clinicians, and international development community leaders.

Showcase Corporate Social Responsibility (CSR)

- **Demonstrate Commitment:** Showcase your dedication to social responsibility and global health. Sponsoring this event highlights your commitment to making a positive and concrete difference in the world.
- **Employee Engagement:** Boost employee morale and attract talent by demonstrating your involvement in meaningful initiatives that align with their values.

Global Marketing Reach and Promotion

- Targeted Marketing: Reach a specific and engaged audience that aligns with your market demographics. Increase the effectiveness of your marketing efforts by connecting with individuals passionate about global health and development.
- Content Creation: Feel free to utilize the event to showcase your support and involvement. Take as many photos and videos as you would like and pass them along through your social media and marketing channels.

Sponsorship Options

These sponsorship ideas provide diverse opportunities for companies to support CPAR's mission while gaining valuable exposure and engagement with a targeted and appreciative audience. Your support in making this event happen is critical to the ongoing projects at CPAR. Thank you for considering these options yet please be aware that any sponsorship offering can be customized for you.

Title Sponsorship, \$15,000

This is the most pronounced of all of our sponsorship options. Integrate your name alongside the event title itself, prominently featured in all communications and marketing materials.

- Benefits: Exclusive naming rights for the event (e.g., "CPAR 40th Anniversary Gala presented by [Your Name]"), prominent name/logo placement, mentions in all promotional materials and a full complimentary table (8 tickets) for you to invite your own guests to the event.
- Exposure: Maximum visibility on all event-related communications, including invitations, press releases, social media, and event signage.

"Fresh from the Field" Legacy Speaker Sponsorship, \$7,500 (x4 available)

This is a unique opportunity to help CPAR bring the main stage to life with voices from Africa. "Fresh from the Field" is a series of keynote speakers who will delight, charm and inspire with their life lessons and learning experiences from the countryside. We'll hear about the realities, celebrations and commiserations of those on the front lines of our work.

- Benefits: Cover the costs of travel and registration for one of our guest speakers; meet-and-greet with the guest you sponsor and include them at your dinner table; prominent name/logo placement; an opportunity for a brief sponsor message or video then introduction of your legacy speaker guest; and 4 complimentary tickets to the event.
- Exposure: High visibility and ability to address the audience during the main presentation when guests are seated and attentive to the program.

- Legacy Speakers Include: Country Managers, Physicians or Malawi Board Members.

Cocktail Hour Sponsorship, \$5,000

The evening will kick off with a delightful cocktail hour, featuring a glass of bubbly and light bites. Mingle with fellow guests and help set the tone for an enchanting night with your clever toast to the crowd.

- Benefits: Branding during the cocktail hour, including the opportunity to take the stage, introduce yourself, and share a toast; name/logo placement on cocktail hour tabletop signage and cocktail napkins; name/logo included in pre, during and post event marketing; name/logo placement on website and onsite signage; and two complimentary tickets to the event.
- Exposure: Recognition during the opening networking period when guests are mingling and first impressions are made.

Entertainment Sponsorship, \$2,500

Attendees will experience the rich cultural heritage of Africa with a captivating traditional dance performance. Become a part of the emotions that will erupt with this sponsorship's vibrant music and dynamic dances that will transport all of us to the heart of Africa.

- Benefits: Recognition as the sponsor of traditional African dance performances, with the opportunity to introduce yourself and the performance teams; name/logo prominently displayed during performance; name/logo included in pre, during and post event marketing; name/logo placement on website and onsite signage and one complimentary ticket to the event.
- Exposure: Prominent visibility during a key highlight of the evening that captivates the audience.

Wine Sponsorship, \$2,500

Become the star during our seated, three-course plated dinner. With the wine sponsorship you can proudly display your support while attendees enjoy local cuisine and dine together in celebration and entertainment.

- Benefits: Your name or logo placed on tabletop signage as well as on the wine bottles served at the tables; receive acknowledgment during the event's announcements; name/logo included in pre, during and post event marketing; name/logo placement on website and onsite signage and one complimentary ticket to the event.
- Exposure: High visibility at your table during the main meal when guests are seated and attentive.

Auction Sponsorship, \$1,500

Get even closer to helping us reach our financial goals by being the proud supporter of the first ever CPAR silent auction, which will allow attendees to bid on an array of unique and exciting items that have been donated from our local community. From exclusive experiences to one-of-a-kind treasures, there's something for everyone.

- **Benefits:** Your name or logo placed on signage throughout the silent auction area; time on stage to promote and inform the crowd about yourself and the auction; name/logo included in pre, during and post event marketing; name/logo placement on website and onsite signage.
- **Exposure:** Continuous visibility as attendees browse and bid on auction items throughout the event.

**Note: Anyone can donate to the auction; donor's name/logo will be displayed alongside their donated item. Desired donations include: tickets for experiences, travel packages, sports memorabilia, custom artwork, new fashionwear, household goods, and themed baskets.*

Red Carpet Photo Opp Sponsorship, \$1,500

Throughout the evening guests will be able to step up to our premier photo opp backdrop to capture the memories of the night.

- **Benefits:** Your name or logo displayed in the photo area; name/logo included in pre, during and post event marketing; name/logo placement on website and onsite signage.
- **Exposure:** Fun and interactive branding opportunity that leaves a lasting impression on the memories made at the event.

Party Favor, \$1,500

Delight and surprise our guests as they depart with a gift from you. It's your chance to make a lasting impression and highlight your support of CPAR.

- **Benefits:** Your name or logo will be displayed on the keepsake bag/box and mentioned on the thank you note; name/logo included in pre, during and post event marketing; name/logo placement on website and onsite signage.
- **Exposure:** Special acknowledgment during the closing remarks and high visibility from guests in their final moments at the event.

Matching Funds Sponsor, Sponsor Amount TBD

The greatest impact of support could not come in a purer way than matching funds and encouraging others to donate because of your match. You become a part of every

contribution, no matter how small and have the potential to create a ripple effect of transformation.

- **Benefits:** Prominent name or logo placement as the matching funds sponsor; mentions in all promotional materials; an opportunity to address the audience with a message during opening and closing remarks.
- **Exposure:** Maximum visibility on all event-related communications, including invitations, press releases, social media, and event signage. High visibility and opportunity to address the audience during the main presentation when guests are seated and attentive to the program.

Custom Sponsorship

If you would like to work with us to create an exclusive sponsorship offering and possibly enhance your experience and engagement, please reach out to us and we will gladly work with you on crafting a personalized sponsorship package.

Please Join Us in Making a Difference and Become a Sponsor Today

By sponsoring CPAR's 40th Anniversary Gala, you not only support a worthy cause but also gain substantial benefits that enhance your brand, provide engagement with key stakeholders, and demonstrate your commitment to global health and development. Let's celebrate four decades of impact together and build a brighter future for the communities we serve.

Reserve your sponsorship and secure your place in this landmark celebration. Contact us at info@cpar.ca to learn more about sponsorship opportunities and how you or your company can make a lasting impact.

Together, we can create a world of health, hope, and opportunity.

Contact Information

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