



MOBILE GIVING
FOUNDATION
CANADA

Mobile Giving Forum

Sponsorship Opportunities

May 3, 2012, Toronto

2012 Mobile Giving Forum
May 3, 2012
Metropolitan Toronto Hotel

Dear Potential Sponsor:

The Mobile Giving Forum is a one day event, coordinated by the Mobile Giving Foundation Canada, taking place on May 3, 2012 at the Metropolitan Hotel in Toronto. This forum will provide hundreds of representatives from charitable organizations across Canada the opportunity to gather with their peers in a concentrated environment focused on the sharing of knowledge and fostering of education on the text to donate channel in Canada, as a viable means to raise funds through micro donations while acquiring new donors through the donors' preferred mechanism. Through panel discussions and intimate in-depth conversations, the Mobile Giving Forum promises to be an invaluable learning experience that covers a wide range of topics, including mobile giving basics, mobile marketing best practices, where mobile giving is headed, and where mobile giving has been.

As you may know, the Mobile Giving Foundation Canada is a non-profit organization and charitable entity whose purpose is to enable the wireless channel in processing text message donations for the benefit of other registered charities in Canada. Since the beginning of 2010, when mobile giving first became available in Canada, over \$1.2 million in \$5 and \$10 text message donations have been collected for the benefit of Canadian registered charities.

We are inviting you to step up and have a direct and immediate impact on the charitable sector by sponsoring this important and first of its kind event in Canada. The Forum is an ideal opportunity to enhance your current community investment by supporting this collaborative and charitable initiative in the wireless industry.

Some of the sponsorship benefits of the Forum include increasing brand awareness, strengthening your company's leadership position, and establishing/improving customer relations in a meaningful and economical way. Charitable & non-profit organizations rely on events such as the Mobile Giving Forum in order to better understand the world of wireless technology and its applicability, so that it may be harnessed for their benefit and overall purpose.

Your company's support of the 2012 Mobile Giving Forum in Canada will contribute to the continuing education of fundraising professionals - ultimately benefiting the countless charities that rely on mobile giving and the wireless industry to implement their overall fundraising strategies.

On behalf on the Mobile Giving Foundation Canada, I thank you for your consideration on this matter and invite you to contact me at 613-233-4888 ext. 216, or kwinchester@mobilegiving.ca if you have any questions.

Sincerely,

Katherine Winchester
Administrator, Mobile Giving Foundation Canada

2012 Sponsorship Packages:

Gold Sponsor	<i>Two available</i>	\$3k each
Silver Sponsor	<i>Four available</i>	\$2k each
Bronze Sponsor	<i>Five available</i>	\$1k each

Gold Sponsor Package: \$3k (two available)

- Guaranteed Speaker Opportunity
- Corporate Branding
 - Company logo prominently displayed on all event signage
 - Logo inclusion on the web site
 - Logo inclusion on the official agenda print out handed to all attendees
 - Placement of collateral on the official registration desk
 - ALL HTML email blasts inclusion of logo
- PR Support
 - Mentioned in each release and associated teaser for the event
 - Inclusion of MGF quote in company's release for the event
 - Work with MGF PR Team to secure media briefings (pending registration list)
- Event Passes
 - Two free registrations

Silver Sponsor Package: \$2k (four available)

- Corporate Branding
 - Company logo prominently displayed on all event signage
 - Logo inclusion on the web site
 - ALL HTML email blasts inclusion of logo
- PR Support
 - Mentioned in each release and associated teaser for the event
- Event Passes
 - One free registration

Bronze Sponsor Package: \$1k (five available)

- Marketing:
 - Corporate logo on all marketing materials including:
 - Official event web site
 - HTML email blasts
 - Event press releases – company name
- Event Passes:
 - One free registration