



PROUDLY PRESENTS



Women's Legal Education and Action Fund

Fonds d'action et d'éducation juridiques pour les femmes



LEAF Persons Day 2010 BREAKFAST

Toronto's landmark event in support of women and girls.

Friday October 29, 2010 SHERATON CENTRE TORONTO HOTEL – 123 QUEEN ST. W.

Keynote Speaker: **Deena Ladd**



Winner of the prestigious Constance E. Hamilton Award on the Status of Women; community activist and advocate Deena Ladd has worked tirelessly to improve working conditions for low-wage earners and immigrant women. Mobilizing workers to

challenge employers that engage in inequitable practices and partnering across diverse communities to achieve legislative change. Captivating and compelling, join us as Deena Ladd sheds light on the work still to be done.

Host: **Barbara Budd**



Her charisma and unmistakable voice have entertained countless listeners worldwide as former co-host of CBC Radio's "As It Happens". More than just a voice on the radio: Barbara continues to captivate audiences as talented actress, writer and speaker.



Once again- over 100 female students through a partnership between LEAF and the Ontario Justice Education Network will enjoy a day long event on women and the law. It will begin with the Persons Day Breakfast, a reception with the guest speaker and a day of workshops and seminars with legal groups and women in the law.

ADVOCATES



C.A. DELANEY CAPITAL MANAGEMENT LTD.

PATRONS



Please join us as Women's Legal Education and Action Fund (LEAF) proudly celebrates our 25th Anniversary, while also honouring those who share our commitment to advancing substantive equality for women.

In 1929, the 'Persons Case' established that women are persons under the law – a momentous step enabling women to participate in all aspects of Canadian public life. Although we celebrate the occasion, we at LEAF also recognize that for Aboriginal, many immigrant and other marginalized women, decades would pass before they would be granted the same legal rights and privileges. LEAF presents Deena Ladd, a longtime champion of diversity and equity for workers, many of whom are immigrant women, in recognition of the 81st anniversary of the Persons Case.

The largest event of its kind in Canada, LEAF's Annual Persons Day Breakfast attracts 1,000 guests from the legal, financial, business, academic and not-for-profit sectors and raises over \$150,000 in support of equality rights for women and girls in Canada.

This is an excellent marketing opportunity for your company or organization. In Toronto 50% of the women are immigrant women. It makes good business sense to embrace, support and understand the impact of these women in the community.

As a sponsor, this event offers your company the opportunity to:

- ✓ Demonstrate leadership and commitment to diversity and equality for women and girls in Canada.
- ✓ Raise awareness and profile for your company / organization to 1000 attendees
- ✓ Network with clients, peers and associates at a high profile event
- ✓ Hear timely insights from community activist, Deena Ladd

Don't miss the opportunity to be part of this important event and show your support for all women and girls.

Sponsorship opportunities are available on a first-come first-served basis and are selling quickly. See benefits on page two.

For more information contact:

Audia Johnson at 416.595.7170 Ext. 224

The Honourable Margaret McCain
Senator Nancy Ruth



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Be part of Toronto's most prestigious event in support of women and girls.

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Affirm your support through sponsorship and enjoy these benefits

LEAF works through legal action and public education to help ensure the guarantees for equality enshrined in the *Canadian Charter of Rights and Freedoms* are achieved. LEAF sincerely appreciates your support!



SPONSOR BENEFITS	PRESENTING	ADVOCATES	PATRONS	FRIENDS
PRE-EVENT EXPOSURE				
Logo on all event marketing	in event logo	full colour	bw	list
Logo on e-campaign	✓			
EVENT PROCEEDINGS				
Introductory Remarks	✓			
Special Recognition in opening	✓			
Thank you in remarks	✓	✓	✓	
Staff involvement in events	✓			
EVENT RECOGNITION				
Letter in program	✓			
Program advertising	full cover (back)	1/2 page	1/4 page	list
Product sampling in event bag	✓	✓		
Product literature	✓ SOLD	✓	✓	
Display opportunity	✓			
Logo on stage backdrop screen	✓	✓		
Logo on entrance signage	✓	✓	✓	
Logo on every table sign	✓			
Logo on your table signage	✓	✓	name only	name only
POST EVENT EXPOSURE				
Winter newsletter (2000)	✓	✓	list	list
Annual Report (2000)	✓	✓	list	list
Website	✓	✓	list	list
TICKETS/TABLES				
VIP seating	✓			
Tickets to event	20 (2 tables)	20 (2 tables)	10 (1 table)	10 (1 table)
INVESTMENT	\$15,000	\$10,000	\$5,500	\$1,750

Yes! Our company would like to sponsor the LEAF Persons Day Breakfast on October 29th, 2010

- Advocate** \$10,000
- Patron** \$5,500
- Friend** \$1,750
- Single Ticket** \$100 x _____ = _____

We/ I would like to sponsor _____ seats for female students in the OJEN Partner Program.

- These _____ seats are at our corporate table.
- These seats are an additional purchase.

_____ seats x \$100 = _____
(note if individually purchased a tax receipt will be provided for the full amount)

Company Name: _____
 List in Program as: _____
 Contact Person (and title): _____
 Address: _____
 City: _____ Prov.: _____ Postal Code: _____
 Phone Number: _____
 Email: _____
 Website: _____

Payment Details: Visa Master Card AMEX Cheque
 Cardholder Name: _____
 Card Number: _____
 Expiry Date: dd/mm/yy _____ / _____ / _____

Please make cheques payable to:

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