

# An Evening Gala to Commemorate Persons Day

Sponsorship Opportunities

EQUALITY girls rights section 15  
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Women's Legal Education and Action Fund | Fonds d'action et d'éducation juridiques pour les femmes



## PERSONS DAY

On October 18<sup>th</sup>, 1929, the historic decision to include women in the legal definition of “persons” was handed down by Canada’s highest court of appeal – the Judicial Committee of the Privy Council of Great Britain.

LEAF’s annual Persons Day Event is held in celebration of that ruling which decided that women were to be considered persons under the law and eligible to sit in the Canadian Senate.

Persons Day Event is LEAF’s largest signature fundraising event and has raised over \$4 million to date to help LEAF continue its mission of advancing substantive equality for women and girls in Canada.

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## ABOUT LEAF

Women’s Legal Education  
and Action Fund

On April 17<sup>th</sup>, 1985, LEAF was founded to ensure that Canadian courts protect the equality provisions in s. 15 and s. 28 of the *Charter of Rights and Freedoms*.

Over its thirty-year legacy, LEAF has achieved numerous victories in the courts and advanced substantive equality for women and girls in Canada.

LEAF’s first case was a successful challenge to the *Yukon Change of Name Act* on behalf of Suzanne Bertrand. In 1985, it was against the law in Yukon for a married woman to change her name to her birth name. Suzanne Bertrand’s case was just one of many times LEAF has stepped in to protect the rights of women and girls in Canada.

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## WHY SPONSOR LEAF?

LEAF is a rarity in the not-for-profit sector, demonstrating tangible results year after year. The funding LEAF receives directly supports our vital work in advancing substantive equality rights for women and girls in Canada through litigation, law reform and public education. LEAF’s interventions in countless high-profile cases before the Supreme Court of Canada since 1985 have not only shaped the Canadian Charter of Rights and Freedoms – they have shaped the national conversation.

SPONSORSHIP OPPORTUNITIES

**Please join us for a fabulous night of food, drinks and community at LEAF’s Persons Day Evening Gala.**

This year will be a whole new LEAF with a dynamic, contemporary format! We’ve moved from our traditional sit-down meal to a cocktail style reception with high bistro tables, a vast selection of drinks and hors d’oeuvres throughout the room.

Experience a unique night of specialty cocktails, delicious culinary offerings from Oliver & Bonacini, a special performance by Canada’s own Sandra Shamas, and interactive activities to celebrate Persons Day and LEAF’s contribution to feminist law in Canada.



**Sandra Shamas;** writer/performer/director/producer has written 7 one woman shows.

Starting with *My Boyfriend’s Back* and *There’s Gonna Be Laundry* in 1987 to her latest, *The Big ‘What Now?’* which she presented at The Fleck Dance Theatre in Feb/March of 2017.

When taking time off stage, which is a lot, Shamas can be found at her home, a farm outside of Toronto, growing food in the summer, and generally doing whatever her heart desires!

## SPONSORSHIP OPPORTUNITIES

### SUPREME SPONSOR: \$20,000

As a sponsor at LEAF's Persons Day Event, you will help advance substantive equality for women and girls in Canada in a unique and memorable way by positioning your brand in front of 600 guests. The Supreme Sponsor opportunity is our most exclusive offering where your organization will, if you choose to, present the esteemed LEAF Lifetime Achievement award to former Senator Nancy Ruth, host the VIP cocktail reception and support other elements of our event theme and on-site activities. Partnership benefits include:

#### BRAND EXPERIENCE/ PUBLIC RELATIONS

- Opportunity to address 600 guests from the legal, feminist, academic, corporate and union sectors, during evening speeches
- Branding opportunity to host VIP cocktail reception
- Title recognition in Lifetime Achievement award presented to former Senator Nancy Ruth
- Verbal recognition as Persons Day Event Supreme Sponsor by emcee during evening speeches
- Opportunity to place organization logo on signature T-shirts
- Twenty complimentary tickets (*\$5000 value*) for your employees/colleagues or clients
- Great networking opportunity to build strategic alliances with audience from legal sector, government agencies, unions, corporations, academia and advocacy groups

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#### EVENT MATERIAL AND ONSITE SIGNAGE

- Screen recognition – name/logo featured on looping digital presentation
- Name/logo prominent placement on evening program
- Entrance signage
- Signage at bar
- Name/logo on select digital pre-event promotional material (e-blasts, social media)

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#### ADVERTISING

- Press release recognition
- Promotion on social media platforms (during 2016 Persons Day Event, LEAF's national Twitter account generated 119K impressions per single tweet)
- Annual Report recognition

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#### ONLINE PRESENCE

- Website logo placement and recognition

## SPONSORSHIP OPPORTUNITIES

### JUSTICE SPONSOR: \$15,000

As a sponsor at LEAF's Persons Day Event, you will help advance equality for women and girls in Canada in a unique and memorable way by positioning your brand in front of 600 guests.

As Justice Sponsor, you will have the opportunity to address the audience and co-brand LEAF's Word Wall and event T-shirts and support other elements of our event theme and on-site activities.

Partnership benefits include:

#### BRAND EXPERIENCE/ PUBLIC RELATIONS

- Opportunity to address the 600 guests from the legal, feminist, academic, corporate and union sectors, during evening speeches
- Co-branding on LEAF's *Word Wall*, an interactive installation where you participate in wordplay while uncovering famous feminist quotes
- Verbal recognition as Persons Day Event Justice Sponsor by emcee during evening speeches
- Opportunity to place organization logo on signature T-shirts
- Fifteen complimentary tickets (\$3,750 value) for your employees/colleagues or clients
- Great networking opportunity to build strategic alliances with audience from legal sector, government agencies, unions, academia, corporate and advocacy groups
- Access to VIP lounge

#### EVENT MATERIAL AND ONSITE SIGNAGE

- Screen recognition — name/logo featured on looping digital presentation
- Entrance signage
- Food station signage
- Name/logo on select digital pre-event promotional material (e-blasts, social media)

#### ADVERTISING

- Press release recognition
- Promotion on social media platforms (during 2016 Persons Day Event, LEAF's national Twitter account generated 119K impressions per single tweet)
- Annual Report recognition

#### ONLINE PRESENCE

- Website logo placement and recognition

## SPONSORSHIP OPPORTUNITIES

### PARTNERS SPONSOR: \$10,000

As a sponsor at LEAF's Persons Day Event, you will help advance equality for women and girls in Canada in a unique and memorable way by positioning your brand in front of 600 guests. As Partners Sponsor, you will co-brand LEAF's Word Wall and T-shirts, and support other elements of our event theme and on-site activities. If there is an idea not listed, LEAF will work with you to create a customized sponsorship package that best suits your needs. Partnership benefits include:

#### BRAND EXPERIENCE/ PUBLIC RELATIONS

- Co-branding on LEAF's *Word Wall*, an interactive installation where you participate in wordplay while uncovering famous feminist quotes
- Branded photo booth
- Verbal recognition as Persons Day Event Partners Sponsor by emcee during evening speeches
- Opportunity to place organization logo on signature T-shirts
- Ten complimentary tickets (\$2,500 value) for your employees/colleagues or clients
- Great networking opportunity to build strategic alliances with audience from legal sector, government agencies, unions, academia, corporate and advocacy groups
- Access to VIP lounge

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#### EVENT MATERIAL AND ONSITE SIGNAGE

- Screen recognition — name/logo featured on looping digital presentation
- Entrance signage
- Food station signage
- Name/logo on select digital pre-event promotional material (e-blasts, social media)

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#### ADVERTISING

- Press release recognition
- Promotion on social media platforms (during 2016 Persons Day Event, LEAF's national Twitter account generated up to 119K impressions per single tweet)
- Annual Report recognition

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#### ONLINE PRESENCE

- Website logo placement and recognition

## SPONSORSHIP OPPORTUNITIES

### ADVOCATES SPONSOR: \$7,500

As a sponsor at LEAF's Persons Day Event, you will help advance equality for women and girls in Canada in a unique and memorable way by positioning your brand in front of 600 guests. As Advocates Sponsor you will have the unique opportunity to create a signature cocktail. If there is an idea not listed, LEAF will work with you to create a customized sponsorship package that best suits your needs. Partnership benefits include:

**BRAND EXPERIENCE/  
PUBLIC RELATIONS**

- Verbal recognition as Persons Day Event Advocates sponsor by emcee during evening speeches
- Signature drink
- Six complimentary tickets (*\$1,500 value*) for your employees/colleagues or clients
- Great networking opportunity to build strategic alliances with audience from legal sector, government agencies, unions, academia, corporate and advocacy groups

**EVENT MATERIAL  
AND ONSITE SIGNAGE**

- Screen recognition – name/logo featured on looping digital presentation
- Entrance Signage

**ADVERTISING**

- Press Release recognition
- Promotion on Social Media Platforms (during 2016's Persons Day Event, LEAF's national Twitter account generated up to 119K impressions per single tweet)
- Annual Report Recognition

## SPONSORSHIP OPPORTUNITIES

### ASSOCIATES SPONSOR: \$5,500

As a sponsor at LEAF's Persons Day Event, you will help advance equality for women and girls in Canada in a unique and memorable way by positioning your brand in front of 600 guests.

As Associates Sponsor your brand will be featured on signage at the dessert and coffee station. Partnership benefits include:

#### BRAND EXPERIENCE/ PUBLIC RELATIONS

- Verbal recognition as Persons Day Event Associates Sponsor by emcee during evening speeches
- Four complimentary tickets (*\$1,000 value*) for your employees/colleagues or clients
- Great networking opportunity to build strategic alliances with audience from legal sector, government agencies, unions, academia, corporate and advocacy groups

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#### EVENT MATERIAL AND ONSITE SIGNAGE

- Screen recognition — name/logo featured on looping digital presentation
- Entrance signage
- Signage at dessert and coffee station

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#### ADVERTISING

- Press release recognition
- Promotion on social media platforms (during 2016's Persons Day Event, LEAF's national Twitter account generated up to 119K impressions per single tweet)
- Annual Report recognition

**HONORARY COMMITTEE MEMBERS**

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- Co-Chair Roberta Jamieson, OC
- Co-Chair The Honourable Margaret N. McCain, CC
- Jessie Lamont
- Mary Susanne Lamont
- Nancy MacKellar
- Annette Verschuren, OC

**EVENT COMMITTEE MEMBERS**

- Jennifer Althouse
- Jane Cooney
- Donna Dasko
- Katherine Ferreira
- Anna Fleury
- Alexa Sulzenko
- Erica Young

**BOARD OF DIRECTORS**

- Susan Boyd
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**WE APPRECIATE YOUR COMMITMENT TO LEAF!**

260 Spadina Avenue, Suite 309  
Toronto, ON M5T 2E4

[info@leaf.ca](mailto:info@leaf.ca) | [leaf.ca](http://leaf.ca)

**Phone:** 416.595.7170

**Toll Free:** 1.888.824.5323

**Fax:** 416.595.7191