

# An Evening Gala to Commemorate Persons Day

EQUALITY JUSTICE *rights* LAW EQUAL  
Girls *rights* SECTION 15  
CONSENT CHARTER

## Sponsorship Opportunities

**Tuesday, October 9, 2018**  
**6:00 to 9:00 pm**

Bram and Bluma Appel Salon  
Toronto Reference Library  
789 Yonge Street, Toronto



Women's Legal  
Education and  
Action Fund

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

## PERSONS DAY

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

LEAF’s annual Persons Day Event is held to commemorate that ruling, which resulted in women becoming eligible to sit in the Canadian Senate, and all the important advancements to the equality rights of an even broader group of Canadian women that have followed.

The Persons Day Event is LEAF’s signature fundraiser and attracts an audience of over 500 people from the legal, feminist, academic, corporate and union sectors. Since its inception, it has raised over \$4 million to help LEAF continue its mission of advancing substantive equality for women and girls in Canada.

## ABOUT LEAF

Women’s Legal Education and Action Fund

Founded in 1985, the Women’s Legal Education and Action Fund (LEAF) is Canada’s only national non-profit organization dedicated to advancing equality rights for women and girls through the courts, as well as through law reform and public education. It is, in effect, the litigation arm of Canada’s women’s movement.

LEAF regularly appears before the Supreme Court of Canada and has been integral to shaping equality rights in Canada, particularly in respect of sexual assault laws and reproductive rights. Over its 33 year history, LEAF has intervened in over 150 precedent-setting cases related to women’s equality and has achieved numerous victories in the courts.

LEAF most recently intervened at the Supreme Court of Canada in the appeal of the Ontario Court of Appeal’s decision in *R. v. Jarvis*, a case regarding a male high school teacher who used a camera pen to secretly film his female students’ cleavage. The Court of Appeal found that, in the circumstances, these students had no reasonable expectation of privacy, presenting women attending school with an unpalatable choice: accept the risk that you will be the subject of technology-facilitated sexual violence, or stay home. LEAF urged the Supreme Court to apply an equality lens to the interpretation of the voyeurism provision in the Criminal Code of Canada, to take into account the highly gendered nature of this crime, and provide meaningful protection for women’s sexual integrity in public life.

## 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 high-profile cases before the Supreme Court of Canada have not only shaped the *Charter of Rights and Freedoms* – they have shaped the national conversation.

## SPONSORSHIP OPPORTUNITIES

Please join us October 9 to celebrate LEAF's achievements in advancing equality rights for women in Canada

This year we will gather at the Bram and Bluma Appel Salon of the Toronto Reference Library for a cocktail-style reception featuring a selection of drinks and hors d'oeuvres throughout the room.

The evening will include an update on our recent legal interventions and a special presentation of *The Ghomeshi Effect*, a dance-theatre performance examining sexual violence.



The Ghomeshi Effect is a documentary play that tackles sexual violence and the legal system in Canada through an edited series of documented interviews and uses dance to inform and interrogate the language used in the discussion of sexual violence.



*“Working with a choreographer and a theatre director who integrate their own visions of space, voice, and movement into the traumatic encounters examined by this text, six actors/dancers take us swirling away into a contemporary nightmare world that has cultivated rape culture ... The result is a powerful performance.”*

– Alvina Ruprecht, Capital Critics' Circle

## SPONSORSHIP OPPORTUNITIES

### SUPREME SPONSOR: \$20,000

As a Supreme Sponsor of LEAF's Persons Day Event you will help advance substantive equality for women and girls in Canada. The Supreme Sponsor opportunity is our most exclusive offering. The benefits:

#### BRAND EXPERIENCE/ PUBLIC RELATIONS

- Branding opportunity to host VIP cocktail reception
- Opportunity to address over 500 guests during evening speeches
- Invitation for 20 guests to a pre-event reception to introduce LEAF's new legal director Shaun O`Brien
- Opportunity to place organization logo on Persons Day T-shirts
- Twenty (20) complimentary tickets (\$5000 value) for your employees/colleagues or clients
- Verbal recognition as Persons Day Event Supreme Sponsor by emcee during evening speeches
- Great networking opportunity to build strategic alliances with over 500 guests from the legal sector, government agencies, unions, corporations, academia, and advocacy groups

#### EVENT MATERIAL AND ONSITE SIGNAGE

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

#### ADVERTISING

- Press release recognition
- Promotion on LEAF's social media platforms
- Annual Report recognition

#### ONLINE PRESENCE

- Website logo placement and recognition

## SPONSORSHIP OPPORTUNITIES

### JUSTICE SPONSOR: \$15,000

As a Justice Sponsor of LEAF's Persons Day Event you will help advance substantive equality for women and girls in Canada. You will also have an opportunity to address the audience, co-brand LEAF's event T-shirts, and co-brand sponsorship of the performance of The Ghomeshi Effect. The benefits:

#### BRAND EXPERIENCE/ PUBLIC RELATIONS

- Co-brand LEAF 2018 PDE signature performance – The Ghomeshi Effect
- Opportunity to address over 500 guests during evening speeches
- Invitation for 15 guests to a pre-event reception to introduce LEAF's new legal director Shaun O`Brien
- Opportunity to place organization logo on Persons Day signature T-shirts
- 15 complimentary tickets (\$3,750 value) for your employees, colleagues or clients
- Verbal recognition as Persons Day Event Justice Sponsor by emcee during evening speeches
- Great networking opportunity to build strategic alliances with over 500 guests from the legal sector, government agencies, unions, academia, corporate and advocacy groups

#### EVENT MATERIAL AND ONSITE SIGNAGE

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

#### ADVERTISING

- Press release recognition
- Promotion on LEAF's social media platforms
- Annual Report recognition

#### ONLINE PRESENCE

- Website logo placement and recognition

## SPONSORSHIP OPPORTUNITIES

### PARTNERS SPONSOR: \$10,000

As a Partners Sponsor at LEAF's Persons Day Event, you will help advance equality for women and girls in Canada. You will also have the opportunity to co-brand LEAF's event T-shirts and co-sponsor the "red carpet" photo booth. The benefits:

#### BRAND EXPERIENCE/ PUBLIC RELATIONS

- Co-brand "red carpet" photo booth at event entrance
- Invitation for five guests to a pre-event reception to introduce LEAF's new legal director Shaun O'Brien
- Opportunity to place organization logo on Persons Day T-shirts
- Ten complimentary tickets (\$2,500 value) for your employees, colleagues or clients
- Verbal recognition as Persons Day Event Partners Sponsor by emcee during evening speeches
- Great networking opportunity to build strategic alliances with over 500 guests from the legal sector, government agencies, unions, academia, corporate, and advocacy groups

#### EVENT MATERIAL AND ONSITE SIGNAGE

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

#### ADVERTISING

- Press release recognition
- Promotion on LEAF's social media platforms
- Annual Report recognition

#### ONLINE PRESENCE

- Website logo placement and recognition

## SPONSORSHIP OPPORTUNITIES

### ADVOCATES SPONSOR: \$7,500

As an Advocates Sponsor of LEAF's Persons Day Event you will help advance equality for women and girls in Canada. You will also have the opportunity to co-sponsor food stations at the event. The benefits:

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#### BRAND EXPERIENCE/ PUBLIC RELATIONS

- Invitation for two guests to a pre-event reception to introduce LEAF's new legal director Shaun O'Brien
- Recognition as Persons Day Event Advocates Sponsor by emcee during evening speeches
- Eight complimentary tickets (\$2,000 value) for your employees/colleagues or clients;
- Great networking opportunity to build strategic alliances with over 500 guests from the legal sector, government agencies, unions, academia, corporate and advocacy groups

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#### EVENT MATERIAL AND ONSITE SIGNAGE

- Signature Food Stations
- Screen recognition - name/logo featured on looping digital presentation
- Entrance Signage

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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

## SPONSORSHIP OPPORTUNITIES

### ASSOCIATES SPONSOR: \$5,500

As an Associates Sponsor of LEAF's Persons Day Event you will help advance equality for women and girls in Canada. You will also have the opportunity to co-sponsor the dessert and coffee station. The benefits:

#### BRAND EXPERIENCE/ PUBLIC RELATIONS

- Co-branding dessert and coffee station
- Invitation for two guests to a pre-event reception to introduce LEAF's new legal director Shaun O'Brien
- Five complimentary tickets (\$1,250 value) for your employees/colleagues or clients;
- Verbal recognition as Persons Day Event Associates Sponsor by emcee during evening speeches
- Great networking opportunity to build strategic alliances with over 500 guests from legal sector, government agencies, unions, academia, corporate and advocacy groups

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#### EVENT MATERIAL AND ONSITE SIGNAGE

- Signage at dessert and coffee station
- Screen recognition - name/logo featured on looping digital presentation
- Entrance signage
- Name/logo on select digital pre-event promotional material (e-blasts, social media)

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#### ADVERTISING

- Press release recognition
- Promotion on LEAF's social media platforms
- Annual Report recognition

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Girls RIGHTS SECTION 15  
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**WE APPRECIATE YOUR COMMITMENT TO LEAF!**

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