



LEAF FAEJ

Women's Legal Education and Action Fund  
Fonds d'action et d'éducation juridiques pour les femmes

## The LEAF Annual Persons Day Breakfast Gala *featuring*



### KEYNOTE SPEAKER

**Margaret Atwood**

Canadian novelist, poet, literary critic,  
essayist, activist and feminist



### EVENT EMCEE

**Elizabeth Renzetti**

National Columnist  
The Globe and Mail

**WEDNESDAY, OCTOBER 19, 2016**

**7:00 am - 9:00 am**

The Sheraton Centre, Grand Ballroom | Toronto, Ontario

**Register today at [leaf.ca](http://leaf.ca)**

**persons day 2016**  
**TORONTO**

Join the Conversation

@LEAFNational



# Keynote Speaker & Event Emcee



## KEYNOTE SPEAKER

### Margaret Atwood - Canadian novelist, poet, literary critic, essayist, activist and feminist

Margaret Atwood is the author of more than forty books of fiction, poetry, and critical essays. Her latest book of short stories is *Stone Mattress: Nine Tales* (2014). Her *MaddAddam* trilogy – the Giller and Booker prize-nominated *Oryx and Crake* (2003), *The Year of the Flood* (2009), and *MaddAddam* (2013) – is currently being adapted for HBO. *The Door* is her latest volume of poetry (2007). Her most recent non-fiction books are *Payback: Debt and the Shadow Side of Wealth* (2008) and *In Other Worlds: SF and the Human Imagination* (2011).

Her novels include *The Blind Assassin*, winner of the Booker Prize; *Alias Grace*, which won the Giller Prize in Canada and the Premio Mondello in Italy; and *The Robber Bride*, *Cat's Eye*, *The Handmaid's Tale*, and *The Penelopiad*. Her new novel, *The Heart Goes Last*, was published in September 2015.

Margaret Atwood lives in Toronto with writer Graeme Gibson.



## EVENT EMCEE

### Elizabeth Renzetti - National Columnist, The Globe and Mail

Elizabeth Renzetti is a national columnist with the *Globe and Mail*. She has been the newspaper's Arts and Books editor, and was a correspondent in the London and Los Angeles bureaus for almost a dozen years. She appears frequently on radio and television to discuss current events. In 2015, she was the Kierans-Janigan Fellow in the Southam Journalism program at Massey College, University of Toronto.

Elizabeth's first novel, *Based on a True Story*, was published by House of Anansi Press in June 2014, and became a national bestseller. A journalist for almost 25 years, she was the Rogers Distinguished Visiting Professor at Ryerson University in Toronto in 2014. Her work has appeared in many publications, including *Macleans*, *Report on Business Magazine*, *Chatelaine* and *Elle Canada*. Her essays have appeared in several anthologies, most recently *Between Interruptions: Thirty Women Tell the Truth About Motherhood*.

Elizabeth Renzetti lives in Toronto with her husband, two children and a cat named Perdu who keeps getting lost.

## PERSONS DAY

LEAF's Persons Day Breakfast Gala is held annually to commemorate October 18, 1929, when the British Privy Council (then Canada's highest court of appeal) ruled that women were to be considered persons under the law and should be eligible to sit in the Canadian Senate. 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 – on October 18, 1929. LEAF acknowledges that this decision gave only a select group of women the right to be appointed to the Senate of Canada. Nonetheless, it paved the way for other women's eventual participation in public and political life. October 18 is now referred to as Persons Day. Learn more at [www.leaf.ca](http://www.leaf.ca).

## WHY SPONSOR LEAF?

We are 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 numerous 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 are available on a first-come first-serve basis. For more information, please contact: Crystal Daniel [c.daniel@leaf.ca](mailto:c.daniel@leaf.ca) | 416.595.7170 | Fax: 416.595.7191**

# Sponsorship Opportunities

Sponsor Benefits	Presenting \$15,000	Partners \$10,000	Advocates \$7,500	Associates \$5,500	Friends \$2,500
Exposure					
Logo with direct link to your website on the event web page and via broadcast emails (5,000+)	Full Colour	Full Colour	Full Colour	Full Colour	Listing
Name recognition in the press release	√	√	√	√	
Name recognition with direct link to your website on LEAF social media platforms	√	√	√	√	
Logo in LEAF annual report	Full Colour	Full Colour	Full Colour	Listing	Listing
Event Tickets/Tables:					
VIP seating	√	√			
Event tickets	20 (2 tables)	20 (2 tables)	10 (1 table)	10 (1 table)	10 (1 table)
Event Recognition					
Verbal recognition from the stage in thank you remarks	√	√	√	√	
Advertising in Event Publication (ad provided by Sponsor)	Full page	Full page	Half page	Half page	Listing
Opportunity to distribute marketing materials or promotional items to all attendees at the event	√				
Logo prominently displayed on screen	√	√	√	√	
Logo on entranceway signage	√	√	√	√	Listing
Logo on designated table signage	√	√	√	Listing	Listing

## Advertising Opportunities

**Our advertisers support equality for women and girls under Canadian law.** The Persons Day Breakfast Gala Program Booklet is a high quality guide about the event, printed in full colour and distributed to every guest. Don't miss your opportunity to advertise your organization in our event program and reach out to your targeted audience, while supporting LEAF's vital work for substantive equality. An electronic version is archived for viewing on the event webpage at [www.leaf.ca](http://www.leaf.ca).

Please send your advertising artwork by September 19, 2016

Advertising Options	Price	Artwork Dimensions	Details & Requirements
Full Page Ad	\$550	8.5 w x 11 h	File type: PDF (fonts embedded),eps (fonts converted to outlines) File size: 300 dpi, bleed .128, include crop marks Colour: CMYK only
Half Page Ad	\$375	Horizontal: 8.5 w x 5.5 h Vertical: 5 w x 11 h	
Logo and Name Listing	\$250		

# LEAF Annual Persons Day Breakfast Gala Registration Form

WEDNESDAY, OCTOBER 19, 2016 | The Sheraton Centre, Grand Ballroom | Toronto, Ontario

Register Online

[www.leaf.ca](http://www.leaf.ca)

**Contact Information** Thank you for registering. Please return your completed form with full payment to: LEAF, 260 Spadina Avenue, Suite 401, Toronto, ON M5T 2E4 | Email: [events@leaf.ca](mailto:events@leaf.ca) | Phone: 416.595.7170 Toll-Free: 1.888.824.5323 Fax: 416.595.7191

**Cancellation and Refund Policy** Registrations will not be finalized until full payment is received. We regret that no refund will be given after the registration is processed. LEAF reserves the right to change event date, venue or content without further notice and assumes no liability for these changes.

## REGISTRANT INFORMATION

Last Name		First Name		Title		
Organization			Name to be listed in program			
Contact Person's Name						
Mailing Address			City		Province	Postal Code
Phone	Email			Website		

## CONSENT TO RECEIVE EMAILS

Please indicate if you would like to receive emails from the Women's Legal Education and Action Fund (LEAF). You will receive event invitations, news and statements.

☐ Yes ☐ No

## REGISTRATION

Item	Rate	Total
Presenting	\$15,000	
Partners	\$10,000	
Advocates	\$7,500	
Associates	\$5,500	
Friends	\$2,500	
Table (10 people per table) x _____	\$1,800	
Individual Ticket plus name listing in Event Program Booklet	\$250	
Individual Ticket x _____	\$180	
Sponsor seats for students to attend the event x _____	\$180	

## ADVERTISING

Full Page Ad	\$550	
Half Page Ad	\$375	
Logo and Name Listing	\$250	
General Donation		

## TOTAL PAYMENT

## PAYMENT OPTIONS

☐ Cheque payable to the Women's Legal Education and Action Fund Inc.

Credit Card ☐ VISA ☐ MasterCard ☐ American Express Is this a Corporate Card? ☐ Yes ☐ No

Cardholder Name	Card Number	Expiry mm/yy
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## TOTAL AMOUNT

Signature

**NOTE:** Donations are eligible for a full tax receipt. Individual tickets are eligible for a partial tax receipt following the event.  
Sponsorships are not eligible for tax receipt and will only receive a business receipt.  
Charity Registration Number | Numéro d'enregistrement: 10821 9916 RR0001

# LEAF Annual Persons Day Breakfast Gala Guest Registration Form

WEDNESDAY, OCTOBER 19, 2016 | The Sheraton Centre, Grand Ballroom | Toronto, Ontario

## persons day 2016 TORONTO

*If you register additional guests, please make sure to include their names and contact information and send it to us prior to the event.*

The guests below will represent (please indicate organization name): \_\_\_\_\_

Maximum seating: 10 guests per table.

Full Name	Mailing Address	Phone	Email	Accessibility requirements and food and/or allergy restrictions
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Thank you for registering. Please return your completed form with full payment to:  
LEAF, 260 Spadina Avenue, Suite 401, Toronto, ON M5T 2E4 Email: [events@leaf.ca](mailto:events@leaf.ca)  
Phone: 416.595.7170 Toll-Free: 1.888.824.5323 Fax: 416.595.7191