



July 14, 2009

16th Annual ART FOR LIFE Gala Dinner and Fine Art Auction
at Rocky Mountaineer Station
supporting the **VANCOUVER FRIENDS FOR LIFE SOCIETY**

Each year, the **Vancouver Friends for Life Society** hosts its annual fundraising gala dinner and fine art auction, **ART FOR LIFE**. In 2009, this fabulous evening of creativity and culture will return to the popular Rocky Mountaineer Station for a second year. With support from renowned and emerging artists from Vancouver and surrounds, **ART FOR LIFE 2009** will be the best artwork showcase yet. All proceeds from the event will benefit the **Vancouver Friends for Life Society** so that we may continue our critical work promoting the wellness of individuals with life-threatening illnesses.

As a partner of the 16th Annual ART FOR LIFE Gala you will provide crucial support to this essential community service, while promoting your business and demonstrating your commitment to assisting people in the community who are confronting the challenges of HIV/AIDS, cancer and other life-threatening illnesses.

The **Vancouver Friends for Life Society** works with individuals living with life-threatening illnesses, helping members to take an active role in their holistic wellness journey, in order to move through pain, anxiety, vulnerability, fear, and social isolation. Friends For Life recognizes that with compassion, support and knowledge, the experience of illness can be a catalyst for positive personal transformation.

ART FOR LIFE will be held on **Saturday, November 14th, 2009**, at Rocky Mountaineer Station. The event will showcase a wide array of art from familiar names such as Atilla Richard Lukacs and Angela Grossman, as well as an assortment of emerging local talent. Guests are able to participate in Live and Silent Art Auctions as well as bid on hot trinkets and goodies in the Silent Gift Auction. The **'Friend In Deed' award** will be presented to an individual or organization who has demonstrated substantial commitment to furthering the mission of Friends for Life during the premium ticketed dinner.

Please review the attached Partnership Package. As a Partner, you will receive a variety of benefits as outlined below and a marketing receipt for the value of your contribution. The true value of your support is knowing you are improving the quality of life of people facing the challenges of life-threatening illnesses.

Thank you for considering our request to partner this important event for the Vancouver Friends for Life Society. If you are interested in becoming the Presenting Partner for this event or wish to personalize your support, please contact me personally to discuss a customized package. We will follow up with you shortly, but should you have any questions in the intervening time, please feel free to contact me at 604.682.5992 ext 1, or via email at sheena@friendsforlife.ca.

Sincerely,

Sheena Sargeant
Executive Director, VANCOUVER FRIENDS FOR LIFE SOCIETY



WHAT?

The 16th Annual **ART FOR LIFE Gala Dinner and Fine Art Auction at Rocky Mountaineer Station** is a glorious gala evening bringing together art and creativity, and the celebration of life. Rocky Mountaineer Station combines railway-inspired nostalgia with contemporary design, incorporating exposed timber and brick, with large glass windows peaking to a 35ft vaulted ceiling. This stunning backdrop provides the perfect platform to showcase one of Vancouver's premier fine art collections.

ART FOR LIFE will be held on **Saturday, November 14th, 2009**, and all proceeds will benefit the **Vancouver Friends for Life Society**. Emerging local artists will unite with renowned members of the art world to bring you a spectacular array of contemporary and new works that will be open for bidding in the Live and Silent Auctions. In addition, an alternative Silent Gift Auction of trinkets, travel and playthings will create light-hearted competition among all the guests. The '**Friend In Deed**' Award will be presented to a significant champion of **Friends for Life** during the course of the last year, and guests who purchase a premier ticket will be able to enjoy the presentation and a delicious dinner. Guests at the Dessert Reception will be dazzled by an array of tasty treats while enjoying the evening's entertainment and competing in the various Auctions.

WHO?

ART FOR LIFE is a distinctive and elegant fundraiser at the stylish Rocky Mountaineer Station, one of Vancouver's premier event spaces. The '**Friend In Deed**' Award dinner will attract over 100 high-profile personalities from Vancouver and the Lower Mainland, and a further 600 guests for the Dessert Reception. These civic-minded leaders will include art connoisseurs and enthusiasts, business owners, supporters of those with cancer, HIV/AIDS and other life-threatening illnesses, as well as world-renowned and local artists themselves. With strong roots in the HIV/AIDS community, this gathering of philanthropic guests encompasses a mixed demographic between 30 and 65 years old with disposable income and a commitment to 'giving back'.

WHY?

Proceeds will benefit the **Vancouver Friends for Life Society**, whose mission is to serve as a catalyst to enhance the wellness of individuals living with a life threatening illness by providing complementary and alternative health and support services. **ART FOR LIFE** raised over \$94,000.00 in 2008 and these funds have allowed us to continue providing popular complimentary therapies such as massage, naturopathy, traditional Chinese medicine, exercise and social programs. Research findings¹ indicate that 92% of Friends For Life members seeking complimentary therapies have experienced a transformational shift in the quality of their lives with decreased anxiety, improved health-outlook confidence and enhanced social network.

JOIN US as a **sponsor and guest** at the **16th Annual ART FOR LIFE Gala Dinner and Fine Art Auction** benefitting **Friends for Life** at the Rocky Mountaineer Station on **Saturday, November 14th, 2009** from 5:00pm.

For more information about the **Vancouver Friends for Life Society**, please contact Sheena Sargeant, Executive Director, on 604.682.5992 ext 1 or via email at sheena@friendsforlife.ca.

For more event or partner benefit information, please contact our Event Coordinator, Rebecca Schepers at 604.689.1463 or email artforlife@thefinerdetails.ca.

¹ Research findings established through Living Well Lab, a research project commissioned by Friends For Life and funded by the Canadian Institutes of Health Research (http://friendsforlife.ca/images/ExecSummary_v2.pdf)



RENAISSANCE PARTNER

\$5,000.00

- Table of 10 at the 'Friend In Deed' awards dinner valued at \$1,500.00
- Large logo, name and partner level listed on all promotional materials – advertisements in various media, tickets* (1500), catalogue* (1500), postcards* (1500), posters* (1500), signage at the event** (logos must be received by July 31, 2009 to receive all benefits)
- Verbal recognition at the event during 'Friend In Deed' Awards Ceremony
- Large logo recognition in Promotional and Thank-You ads submitted to all media partners
- Use of event photos for corporate newsletter
- Logo and link on Friends for Life and **ART FOR LIFE** websites and online event registration page
- Tax receipt for allowable portion (marketing receipt for \$5,000.00 for in-kind donations)

IMPRESSIONIST PARTNER

\$2,500.00

- 4 complimentary tickets to the 'Friend in Deed' awards dinner and 4 complimentary tickets to the Dessert Reception, valued at \$780.00
- Medium logo, name and partner level listed on all promotional materials – advertisements in various media, tickets* (1500), catalogue* (1500), postcards* (1500), posters* (1500), signage at the event** (logos must be received by July 31, 2009 to receive all benefits)
- Verbal recognition at the event
- Medium logo recognition in Promotional and Thank-You ads submitted to all media partners
- Use of event photos for corporate newsletter
- Logo and link on Friends for Life and **ART FOR LIFE** websites and online event registration page
- Tax receipt for allowable portion (marketing receipt for \$2,500.00 for in-kind donations)

ABSTRACT PARTNER

1,000.00

- 2 complimentary tickets to the 'Friend in Deed' awards dinner and 2 complimentary tickets to the Dessert Reception, valued at \$390.00
- Small logo, name and partner level listed on promotional materials – advertisements in various media, catalogue* (1500), postcards* (1500), posters* (1500), signage at the event** (logos must be received by July 31, 2009 to receive all benefits)
- Verbal recognition at the event
- Small logo recognition in Promotional and Thank-You ads submitted to all media partners
- Logo on Friends for Life and **ART FOR LIFE** websites and online event registration page
- Tax receipt for allowable portion (marketing receipt for \$1,000.00 for in-kind donations)

POP ART PARTNER

\$500.00

- 2 complimentary tickets to the Dessert Reception, valued at \$90.00
- Name and partner level listed on promotional materials – advertisements in various media, catalogue* (1500), postcards* (1500), posters* (1500), signage at the event** (logos must be received by July 31, 2009 to receive all benefits) Verbal recognition at the event
- Name listing in Promotional and Thank-You ads submitted to all media partners
- Name listing on Friends for Life and **ART FOR LIFE** websites and online event registration page
- Tax receipt for allowable portion (marketing receipt for \$500.00 for in-kind donations)



ART FOR LIFE EVENT PARTNERS

variable

ART FOR LIFE is seeking a variety of Event Partners to provide their goods and services in-kind. We are able to offer you partnership recognition and benefits equivalent to the value of your contribution, in line with the partner categories outlined above. The Vancouver Friends for Life Society will also provide you with a marketing receipt to the value of your contribution. **ART FOR LIFE** will require the following services in association with the event:

- Media Partners - newspaper, television, radio, magazine, online
- Beverage - champagne-on-arrival partner; feature cocktail partner; feature wine partner
- Photography - capturing the event
- Transport - shuttle services to and from the venue for volunteers
- Courier - delivery of art work to the site and to buyers (post event)
- Tents - to be set up on-site for preparation
- Goodie Bags - if you have a product you can offer our guests or partners to thank them for supporting the event, we would love to include it in our take-home Goodie Bags
- Anywhere else you think you can help!

SILENT GIFT AUCTION

variable

- Name listing with item
- Name listing on Thank You signage at the event
- Name listing on **ART FOR LIFE** website
- Marketing receipt for the value of your donation



Yes, I would like to partner ART FOR LIFE 2009:

Fax this page to 604.689.3437 or email to artforlife@thefinerdetails.ca, and indicate the partnership level that interests you. We will contact you within 24 hours to confirm.

Name _____
 Position Title _____
 Company Name _____
 Address _____
 Phone _____ Fax _____
 Email _____ Website _____
 Partner Level: Renaissance Impressionist Abstract Pop Art Silent Auction

Silent Auction Item:

Item Name: _____ Quantity: _____ Approx. value \$ _____
 Item Name: _____ Quantity: _____ Approx. value \$ _____

Item(s) will be **delivered to Friends for Life** (1459 Barclay Street, Vancouver) by _____ (date)

OR

Please call _____ to pick up the item(s) at _____

Payment Authorization for Partners

By signing this payment authorization form, I declare that I am authorized to make this agreement on behalf of my company and take responsibility for our commitment to the event. Any outstanding balance will be paid by **November 1, 2009**.

Name _____ Position _____
 Company Name _____ Signature _____
Credit Card: VISA Mastercard AMEX Cheque **OR** In-kind (supplier)
Credit Card #: _____ - _____ - _____ - _____ **Expiry:** _____
Name on card: _____
Amount: Deposit \$250 **OR** Total Partnership \$ _____ Balance Due \$ _____

Deadlines:

Initial _____

- * **July 31, 2009** - Partnership deposit of \$200.00 must be paid and logos received by June 30, 2009 for inclusion in benefits indicated
- *** **October 16, 2009** - Deposit and logos must be received by October 16, 2009 for inclusion in benefits indicated
- November 1, 2009 - Deadline for final payment** - if payment not received you will not be included in the "at event" promotional print items (ie. recognition signage, verbal recognition etc)

Please make cheques payable to "**Friends for Life**" and mail to:
 Vicki Henley
 Friends For Life Society
 1459 Barclay Street
 Vancouver, BC V6G 1J6

Partnership considered confirmed when payment is received.