

Sponsorship Opportunities



The Challenge

With the first of the Baby Boomers turning 65 in several years, a sizeable cohort of Canada's population is about to enter their "senior years." Statistics Canada projects that the number of seniors between the ages of 65 and 85 will rise by 1.3 million in 10 years (a 34% increase) and 4.2 million in 25 years.

Our community is facing an ever-increasing challenge to provide adequate long-term care services to an aging population. Long-term care facilities are required when the aged are no longer able to live independently in their own homes and require 24-hour nursing service. There are approximately 600 long-term care homes in Ontario that provide care to more than 75,000 residents.

In Ottawa, there are approximately 25 long-term care facilities, as well as numerous home care and community-based providers. Only about one third of these facilities are "not-for-profit" or "non-profit".

Although these service providers and caretakers are attempting to provide the best service to their clients, the harsh reality is that there are still too few resources to support a growing demand for long-term care. An aging demographic is compounding this challenge.

Our Response

You have been invited to The Prosperity™ Long-Term Care Fund official launch evening soiree entitled "Setting the Path to Prosperity™", which will be held on February 25, 2009 at The Foundation Restaurant in the Byward Market, Ottawa, Ontario. Over 300 supporters of the Prosperity™ Fund are expected to celebrate the launch of such an important community initiative.

The Prosperity™ Fund is a donor-advised endowment fund administered by the Community Foundation of Ottawa (www.cfo-fco.ca). The Prosperity™ Fund concept was created and is being developed by professionals in Ottawa, Ontario, who recognize the importance of giving back to their community and ensuring that a key area of the health care system remains strong for our seniors' population, now and in the future.

The goal of the Prosperity™ Fund is to provide annual, growing distributions to our regional non-profit long-term care institutions and service organizations. As an endowed fund, the Prosperity™ Fund will provide an increasing and reliable source of cash to our health care providers – something that they can rely upon. Funds will be raised both through individual and corporate donations.

The Benefits

In supporting the Prosperity™ Fund, your company will:

- Be a part of a solution that addresses a significant social and demographic shift;
- Be recognized as a key visionary and thought-leader of the success of our city's long-term care system for years to come;
- Be recognized as a key contributor to helping resolve a crucial community issue; and,
- Leverage opportunities to build goodwill and a positive profile stemming from an initiative that is benefiting (and will continue to benefit) from substantial media coverage.

The Support

- **Platinum Sponsor - \$7,500.** As a Platinum Sponsor, you will receive dedicated advertising opportunities, signage privileges, honourable mention during the keynote address, representation on the Prosperity™ Fund website, representation on the Prosperity™ Fund sponsor board and program, logo representation in the event's PowerPoint presentation and eight tickets to the event for your staff and guests.
- **Gold Sponsor - \$5,000.** As a Gold Sponsor, you will receive signage privileges, representation on the Prosperity™ Fund website, representation on the Prosperity™ Fund sponsor board and program, logo representation in the event's PowerPoint presentation and five tickets to the event for your staff and guests.
- **Silver Sponsor - \$1,500.** As a Silver Sponsor, you will receive representation on the Prosperity™ Fund website, representation on the Prosperity™ Fund sponsor board and program and four tickets to the event for your staff and guests.
- **Bronze Sponsor - \$500.** As a Bronze Sponsor, you will receive representation on the Prosperity™ Fund sponsor board and program, representation on the Prosperity™ Fund website, and two tickets to the event for your staff and guests.

There are also opportunities to become a **Prosperity™ Fund Premier Partner**, which includes the benefits listed above and other benefits customized for your purposes, including media coverage and naming rights. Please contact the Prosperity™ Fund Sponsorship Representative to discuss these opportunities.

About the Founder

Born and raised in Ottawa, Adam Nihmey created the Prosperity™ Fund in the spring of 2008 in response to the need for additional funding for Ottawa's long-term care system.

The Prosperity™ Fund has been profiled in several publications including in an August 8, 2008 article in the Ottawa Citizen, which is included in this sponsorship package. The Prosperity™ Fund was also profiled by Rogers TV in the fall of 2008.

Prosperity™ Fund

For further information kindly visit
www.prosperityfund.ca or contact:

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**"For a community to be whole and healthy,
it must be based on people's love and concern for each other."**

Millard Fuller, founder, Habitat for Humanity