



Sponsorship Package

Peter Bessey, Senior Vice President, Atlantic Region, Scotiabank

"As Presenting Sponsor, this event is comparable to consecutive 'holes in one.' We are supporting an amazing cause, staff across the organization are 'chipping in' with enthusiasm and having fun. Our clients are supporting us and we are giving back to the communities where we live and work."

Ray Adlington and Gavin Giles, Q.C., Regional Co-Managers, McInnes Cooper, Nova Scotia

"All of us at McInnes Cooper are pleased and proud to have the opportunity to play a sponsoring role in this unique and important event. From its fit with the corporate social responsibility aspects of our firm's strategic plan, through the cost effective profile it lends to us as one of its sponsors, to the wonderful experience it affords our guests, we have come to view the Autism Golf Ball as a significant part of who we are in our broad community."

Since its inception in 2005, the Autism Golf Ball has earned a reputation for unparalleled originality, outstanding sponsor value, and peerless professionalism.

Why? Because we've been lucky enough to land on a winning formula.

Every year, guests and sponsors tell us our cocktail party format, gourmet food stations, diverse silent auction, inspired games, live band and overall professional approach make us among the most unique, worthwhile and entertaining charitable events they've ever attended.

It's a great networking opportunity. It supports the Provincial Autism Centre.

It's an absolute ball.

Please help us make this year's Autism Golf Ball even more extraordinary by becoming a sponsor.

For more information, please visit www.autismgolfball.com, or contact the Provincial Autism Centre at 902.446.4995.



Event

Presented by Scotiabank, the Autism Golf Ball isn't a golf tournament. *It ain't no rubber-chicken speech-a-thon either.* It's the city's coolest cocktail party with a golfing twist – and it's been driving support for the Provincial Autism Centre since 2005.

Each year, this fun-filled evening revolves around a different creative theme that challenges our designers and chef to thrill golf enthusiasts and non-golfers alike.

- Guests putt around a glamorous 9-hole mini-golf course and test their non-golf skills in 9 off-the-wall games rooms.
- A spectacular silent auction offers everything from vintage wine, jewellery and nights on the town, to major appliances and furnaces. Think of it as Christmas shopping, but with better deals.
- And, oh, the food! Top-notch hors d'oeuvres stations by RCR Chef Tahir Salamat have guests feasting on unbelievably inspired cuisine as they mix and mingle.
- Autism awareness is creatively woven into the very fabric of the evening's festivities, making it fun to learn more about the most-diagnosed neurological disorder affecting Canadian children.
- To top it all off, a really good live band inspires guests to put on their boogie shoes and dance the night away!

Date and Location

3rd Saturday evening in October, annually.
The Cunard Centre – Pier 23, 961 Marginal Road, Halifax.

Audience

A remarkably diverse crowd of more than 600 people, including some of the area's most affluent and influential leaders in business, academia, NGOs, and public office. Oh, and a whack of people you know too. It's like old-home week.

Purpose

The Autism Golf Ball is the Centre's signature fundraising event generating one-third of its annual operating revenue.

Sponsorship Opportunities

The Autism Golf Ball offers a wide variety of sponsorship opportunities that generate visibility for your brand with our clientele. Please see the Sponsor Benefit Summary sheet for details.

Contact

For the latest, greatest information, or to discover how you can be a part of this one-of-a-kind event, visit www.autismgolfball.com or call the Provincial Autism Centre at 902.446.4995.



	Gold Tee	Driving Range	Hole/Games Room/ Food Station	Co-sponsored Food Stations*
<i>Value</i>	\$10,000	\$5,000	\$2,500	\$1,250
<i>Number available</i>	9	1	22	6
Benefits				
Complimentary event tickets	8	6	4	2
Sobey's Green Jacket reception tickets	8	6	4	0
Recognition in event program	Full Page	1/2 Page	✓	✓
Corporate logo at sponsored activity	✓	✓	✓	✓
Corporate logo with link on website	✓	✓	✓	✓
Mounted thank you poster	✓	✓	✓	
Corporate logo projected at event	✓	✓	✓	
Corporate logo on event tickets	✓			
Corporate logo on promotional poster	✓			
Corporate logo in magazine ad	✓			
Corporate logo in newspaper ad	✓			
Corporate name recognition by emcee at event	✓	✓		
Corporate name recognition in television ad	✓			
Corporate name recognition in radio ad	✓			
Business sector exclusivity	✓	✓		

* Two sponsors per food station.

[more →](#)

Table Sponsorships

The Autism Golf Ball isn't a sit-down dinner, but we are offering blocks of 10 tickets with a reserved table near the dance floor and band stand. After the golf, gourmet food stations and silent auction, you and your guests will be grateful to sit at your own table as you enjoy live music and dancing.

	Gold Tee Sponsor	Driving Range	Hole/Games Room/ Food Station	Co-sponsored Food Stations
Complimentary tickets	8	6	4	2
Ticket purchases to make a table of ten (@ \$150 each)	2	4	6	8

Benefits

Priority table selection	1st	2nd	3rd	4th
Branded reserved table sign	✓	✓	✓	✓
Organization name on table maps	✓	✓	✓	✓
Sponsorship leverage tips and advice	✓	✓	✓	✓

Silent Auction

Profile your products and services to more than 600 guests through our famous silent auction. Each auction item is promoted with a branded, professionally designed and humorously written sign mounted on its own stand for easy reading by strolling guests.

Call the Provincial Autism Centre at 902.446.4995 for details or email info@provincialautismcentre.ca.



You've become a sponsor. Now what?

Our commitment to delivering a peerless, top-quality event through uncompromising professionalism has earned the Autism Golf Ball a strong reputation as the premiere – and most-fun – charity event in the Atlantic Region.

The best scenario for both sponsors and the Autism Golf Ball alike is when all sponsor tickets are used, attendees all have a great time, and sponsors see the value of their sponsorship dollars.

Here are some suggestions to consider as you plan to leverage your Autism Golf Ball tickets and branding opportunities.

First, market your sponsorship internally

- Let your employees know their organization is a proud sponsor of the annual Autism Golf Ball that provides one-third of the Provincial Autism Centre's annual operating budget. Briefly outline your reasons for sponsoring – great exposure for your brand, significant networking opportunity, fabulous party, a chance to support those in your organization who have personal connections to Autism. You'll definitely find out who has connections to Autism when you announce your sponsorship.
- Put up event posters (provided), circulate Autism Golf Ball updates (from us), and encourage employees to buy and/or sell tickets to this exceptional night out (contact the PAC for ticket sales).

Have an objective, be strategic

- Confer with your heads of HR and Business Development to determine the best approach for using your tickets: who should you invite and why? Your senior executive is the obvious choice for table host.
- Considering the cocktail party atmosphere and dancing, we recommend you consider inviting guests and their significant others. This means a group of 10 will comprise 5 couples. How will your host split your 4 ticket pairs – 1 star employee, 1 top client, and 2 prospects plus dates? Pick the combination that makes sense for your current business strategy.
- If you invite a star employee, then consider inviting his/her top client.
- Designate your first choice, second choice, etc. for each guest category (employee, client, prospective partner, client) and work your way through it from the top.
- Consider what your guests (and dates) have in common so you can help seed conversations and make everyone comfortable.

Add your product/service to the silent auction

Profile your products and services to over 600 guests through our famous silent auction. Call the Provincial Autism Centre at 902.446.4995 for details or email info@provincialautismcentre.ca.

[more →](#)

Takin' care of business

An event of this caliber is a great opportunity to reward employees for outstanding performance, thank clients for their patronage, and court new partners and prospects – or all of these at once with a table for 10.

- Imagine the brilliant conversations possible when a happy client confers with a star employee and a new business prospect who is still getting to know you!

Tell guests if you've sponsored a table

It's easy to get separated from a group during the food, golf and auction half of the evening. If you've sponsored a table, tell your guests and let them know they can find your table on their own – if necessary – by consulting the table maps posted at the entry to the dance floor-main stage area (this area will be open all evening).

Host makes the calls

Consider who will invite each guest and how it will be done. The person hosting the table should extend the invitations. The host should make the invitation face-to-face or by phone, followed by details in print (this can come from an assistant).

- Be sure you know each guest's date's name and occupation for later introductions.
- Don't wait, act soon to secure your preferred guests.

Host makes introductions

Unless you and your guests plan on arriving together (a pre-event cocktail reception is always chic) be sure you are ready and able to introduce your guests to each other when they finally find you among the throng.

Feel free to use your sponsored table at any time

If you have pressing matters to discuss with your guests, or an important phone call to make, the seating area by the dance floor and main stage will be open throughout the evening.

To discuss your sponsorship interest or strategy, please feel free to contact the Provincial Autism Centre at 902.446.4995.



About Autism

Autism is a neurological condition that affects every aspect of a person's life, from how they work and play, to how they think and learn. No two people with autism are affected the same way, but communication, social interaction, behavioural, and sensory issues are often involved.

With at least one in 110 children born today being diagnosed with autism, the need for support has never been greater.

Autism carries with it a great deal of uncertainty, and sometimes even fear.

Beyond the initial shock of the diagnosis, individuals and families must learn to live with the condition, and manage the related challenges that arise over the course of their lifetime. People with autism – children, youth, and adults – deserve a chance to lead happy and independent lives in a safe and respectful environment that can respond to their needs.

With proper support, people with autism and their families can enjoy full and productive lives, and make tremendous contributions to our communities.

About the Provincial Autism Centre

The Provincial Autism Centre, a registered charity, offers a comprehensive library, current resources, and dignified social opportunities.

The Autism Golf Ball you support is the Centre's signature fundraising event generating one-third of its annual operating revenue.

Through our programs we strive to have a positive influence on those living with autism. Our efforts are focused on bringing to the forefront the gifts and qualities of people with autism.

We give special attention to supporting people with autism through involvement with the Centre, and their communities. Our growing waiting lists and requests for support are evidence of the incredible demand for the services we provide.

To ensure our continued success in providing the community with meaningful programs, and in response to the increasing need for services, your support is vital.

Support Means Success!



Imagine living in a world where what makes sense to you is confusing to others. You try to communicate but you are misunderstood, or what's worse, you are not even heard. This is the world with which people with autism are all too familiar. They struggle to fit in while trying to relate to people who experience the world in a different way.

Imagine wanting desperately to help your child but feeling powerless to do so. Imagine the sense of isolation because your family and friends are unsure of what to say or how to help.

Imagine being told that your child has autism, the most widely diagnosed neurological disorder in Canada. It is estimated that one in every 110 children born today will have autism.

Imagine a place in Nova Scotia that is dedicated to helping individuals living with autism by providing social opportunities and support for families, educators, researchers, and community partners. That place is the Provincial Autism Centre.

Imagine a way in which individuals and companies across Nova Scotia can help raise funds and awareness in support of autism and the Provincial Autism Centre.

Imagine what your Autism Golf Ball sponsorship can do...

"I would have been lost without the centre. It's one of the few places where I can go and they immediately understand what I am talking about, and I don't have to explain what autism is."

– Parent of a teen with Asperger's Syndrome, one of the Autism Spectrum Disorders

"The social groups have allowed my daughter to develop a sense of belonging among her peers that have extended beyond the group meetings at the Centre. It has also helped gel relationships among parents, who can share stories and support each other."

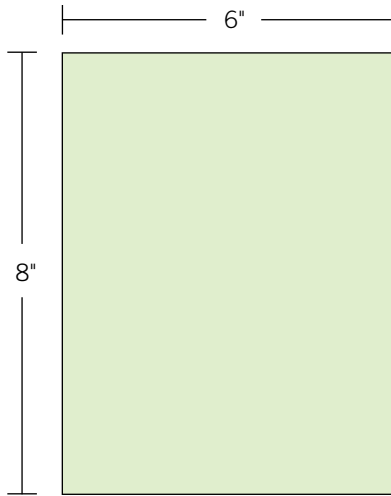
– Mary Ann Blair-Cutler, parent

"I have met a lot of amazing and wonderful people at the Provincial Autism Centre, and I know that I am not alone."

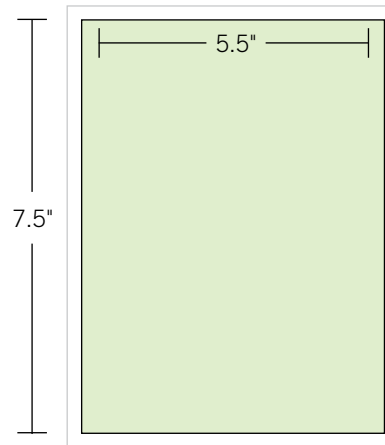
– Parent of a child with Autism



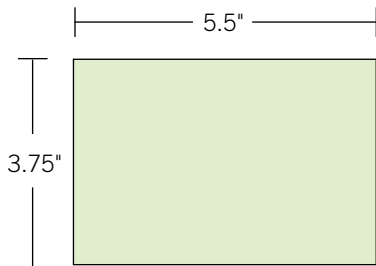
Gold Tee and Driving Range sponsors only



Full page ad with bleed:
Trim size 6 x 8"
Plus .125" all around for bleed



Full page ad without bleed:
5.5 x 7.5"



Half page ad without bleed
Trim size 5.5 x 3.75"

Digital Files

Adobe InDesign (with all supporting images and fonts), Illustrator EPS, TIF, or PDF files are accepted. All images should be 266 dpi or higher and colour ads in CMYK.

DEADLINE: SEPTEMBER 15