



P^{AW}LAR BEAR AFFAIR

TUESDAY, FEBRUARY 27, 2018

Four Seasons Hotel, Toronto

A fresh new gala to raise funds for polar bear conservation





WITHOUT ACTION, WE WILL
SIMPLY BECOME POLAR BEAR HISTORIANS.
WE CAN'T LET THAT HAPPEN—
AND WITH YOUR SUPPORT, WE WON'T.

Dr. Steve Amstrup
Chief Scientist, Polar Bears International



 POLAR BEAR AFFAIR



Please sponsor our Inaugural Gala, the Polar Bear Affair, to support Polar Bears International's work in Canada.

Polar Bears International (PBI) is the only non-profit dedicated solely to the conservation of wild polar bears. Since 1992, PBI has been known for credible science, inspired outreach and a relentless drive to keep polar bears and the Arctic part of our nature forever.

On February 27, help us celebrate International Polar Bear Day with PBI, Rick Campanelli and a special A-list entertainer you won't want to miss.

Chairman, Polar Bears International
Kevin Spreekmeester

 POLAR BEAR AFFAIR

Photo © Daniel J. Cox / NaturalExposures.com



THE CAUSE

A lone polar bear lumbering across the ice is the very symbol of the wild Arctic. Built for the cold and a high-fat diet, these bears are perfectly adapted to a life hunting seals on Arctic sea ice.

With two thirds of the world's polar bears in Canada, it's hard to imagine a world without them. Unfortunately, these formidable animals are powerless against climate change. In a warming world, the Arctic sea ice that they depend on is vanishing.

Will the polar bear vanish as well? Not with polar bear champions like you...

 POLAR BEAR AFFAIR



BE A POLAR BEAR CHAMPION

Help Polar Bears International tackle the issues threatening their survival...

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FUND GROUND-BREAKING RESEARCH

on polar bears' needs—unlocking vital clues in the race to ensure their survival.



HELP ARCTIC COMMUNITIES

deal with climate change impacts – providing non-lethal tools to reduce conflicts with bears forced from sea ice onto land.



INSPIRE YOUTH

streaming live videos from Canada's Arctic and sharing other education materials with young minds around the world.



TACKLE CLIMATE CHANGE

motivating others to take action by delivering messages of empowerment and hope, not fear and division.



POLAR BEAR AFFAIR

PRESENTING
SPONSOR

\$75,000

One Available

- Two tables of ten guests at the gala
- Use of event-associated trademarks
- Ability to promote your support for one year
- Guest PBI expert of your choice at your table(s)
- Tax receipt for maximum allowable amount
- Complimentary Four Seasons room (night of gala)
- 4 guests meet-and-greet with the entertainment
- Sponsored bear on PBI's Polar Bear Tracker Map for one year, with hyperlink to your website (over 41,000 views annually)

RECOGNITION

The following communication materials will feature your corporate logo as the Presenting Sponsor:

- Invitation
- Full-page ad in the gala program
- Thank you ad in a major newspaper or publication
- Video screens at the event
- Social Media (e.g., Facebook reach 360,000)
- PBI Website (over 1.7 million views annually)
- Table signage
- Annual Report
- Media release(s)



POLAR BEAR AFFAIR

PARTNERING SPONSOR

\$50,000

One Available

- Two tables of ten guests at the gala
- Use of event-associated trademarks
- Ability to promote your support for one year
- Guest PBI expert of your choice at your table(s)
- Tax receipt for maximum allowable amount
- Complimentary Four Seasons room (night of gala)
- Two guests meet-and-greet with the entertainment
- Sponsored bear on PBI's Polar Bear Tracker Map for one year, with hyperlink to your website (over 41,000 views annually)

RECOGNITION

The following communication materials will feature your corporate logo as the Partnering Sponsor:

- Invitation
- Full-page ad in the gala program
- Thank you ad in a major newspaper or publication
- Video screens at the event
- Social Media (e.g., Facebook reach 360,000)
- PBI Website (over 1.7 million views annually)
- Table signage
- Annual Report
- Media release(s)



POLAR BEAR AFFAIR

ENTERTAINMENT SPONSOR

\$35,000

One Available

- One tables of ten guests at the gala
- Use of event-associated trademarks
- Ability to promote your support for one year
- Guest PBI expert of your choice at your table(s)
- Tax receipt for maximum allowable amount
- 2 guests meet-and-greet with the entertainment
- Event Entertainment to be promoted as “[Performer(s) presented by [Your Business Name]”

RECOGNITION

The following communication materials will feature your corporate logo as the Entertainment Sponsor:

- Invitation
- Full-page ad in the gala program
- Thank you ad in a major newspaper or publication
- Video screens at the event
- Social Media (e.g., Facebook reach 360,000)
- PBI Website (over 1.7 million views annually)
- Table signage
- Annual Report
- Media release(s)



POLAR BEAR AFFAIR

PLATINUM
SPONSOR

\$25,000

One Available



- One table of ten guests at the gala
- Use of event-associated trademarks
- Ability to promote your support for one year
- Guest PBI expert of your choice at your table(s)
- Tax receipt for maximum allowable amount
- Complimentary Four Seasons room (night of gala)

RECOGNITION

The following communication materials will feature your corporate logo as the Platinum Sponsor:

- Invitation
- Half-page ad in the gala program
- Thank you ad in a major newspaper or publication
- Video screens at the event
- Social Media (e.g., Facebook reach 360,000)
- PBI Website (over 1.7 million views annually)
- Table signage
- Annual Report
- Media release(s)

POLAR BEAR AFFAIR

WHITE
SPONSOR

\$15,000

Three Available

- One table of ten guests at the gala
- Use of event-associated trademarks
- Ability to promote your support for one year
- Tax receipt for maximum allowable amount

RECOGNITION

The following communication materials will feature your corporate logo as the White Sponsor:

- Invitation
- Quarter-page ad in the gala program
- Thank you ad in a major newspaper or publication
- Video screens at the event
- Social Media (e.g., Facebook reach 360,000)
- PBI Website (over 1.7 million views annually)
- Table signage
- Annual Report
- Media release(s)

POLAR BEAR AFFAIR

LIVE AUCTION SPONSOR

Contribute unique, exclusive items to be recognized as one of our Live Auction Sponsors.

RECOGNITION

Recognition to be determined based on value of auction item.



CORPORATE TABLE

\$10,000

- One table of ten guests at the gala
- Name recognition in the gala program

FRIENDS OF PBI

\$5,000

- One table of ten guests at the gala

INDIVIDUAL TICKET

\$500

 POLAR BEAR AFFAIR





THANK YOU



BASSETT EVENTS INC.

FOR FURTHER INFORMATION PLEASE CONTACT:
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polarbearsinternational.org

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