



February 10, 2010

Dear Friend ,

I'm writing to invite you to join us in a magical evening for dads and daughters – the 2nd annual Butterfly Ball to support the Queen Alexandra Foundation (QAF) for Children.

I've enclosed a sponsorship package that outlines the many opportunities available and how we are able to recognize your company as a contributor and partner. We are also delighted to discuss innovative ways to promote your company at this event.

The Butterfly Ball has already captured our community's imagination. Companies are confirming their sponsorship and donating items to the auction. Many dads have already purchased their tickets – if you want to attend, I encourage you to let us know as soon as possible as this event is showing every sign of selling out quickly.

While the event will be great fun, it also serves an important purpose. Clients of the QA Ledger House, the in-patient mental health hospital for children and youth on Vancouver Island, and Anscomb (out patient services) experience challenges they should not be facing at such a young age.

Money raised from the Butterfly Ball will support the QA Expressive Arts Therapy Program. Seen as an "extra", this program does not receive any government funding. However, during the three years it has run at Ledger House and Anscomb, we've seen it used as a tool for communication, self-examination, and healing all to the benefit of the children participating in the program. The stories are heartbreaking and heartwarming.

We have sponsorships ranging from \$250 - \$2500 – your support will ensure your company is profiled to this incredible target audience of dads who are community leaders and their incredible daughters while assisting children and youth.

One of our committee members will follow up this letter with a phone call, or please feel welcome to contact Jane Bowers at the QAF at 250-519-6955 or jane.bowers@queenalexandra.org.

Thanks for giving this your consideration.

Sincerely,

Heather Jeliakov
Chair



Organizing Committee

Heather Jeliakov, Chair

Jane Bowers

Liz Butterfield

Kate Campbell

Kirsten Denham

Heather Kohler

Marvelee Papaloukas

**The Queen Alexandra Butterfly used in the Butterfly Ball logo is nature's art. Its beauty, strength, and ability to soar make it the perfect symbol for all we wish for our daughters. Thank you for joining us in supporting not only our own children but also children in need throughout our community.*



Event at a Glance

An elegant event for dads and daughters

Date & Time

Saturday, May 29, 2010

4:30 pm: Reception

5:45 pm: Grand Buffet Dinner

Dancing until 9:30 pm

Venue

Victoria Marriott, 728 Humboldt Street
Victoria, BC

Tickets

\$125 / dad and \$75 / daughter

To book your tickets, contact Jane at 250-519-6955 or
jane.bowers@queenalexandra.org

Tentative Schedule

4:30 pm	Reception ~ Guests arrive and enjoy a beverage Photo sessions open Silent Auction bidding in the "Ball Mall" begins
5:00 pm	Doors open to the dining room ~ entertainment & dance lessons
5:45 pm	Grand Buffet is served
7:15 pm	Live Auction – 3 items
7:30 pm	Dancing begins!
9:00 pm	Silent Auction closes
9:45 pm	Guests depart





Queen Alexandra Foundation for Children presents



Sponsorship Invitation for:

The Butterfly Ball 2010
Saturday, May 29, 2010
Victoria Marriott
4:30 pm - 9:30 pm

Examples of how your sponsorship will support the
QA Art Therapy Program for children and youth mental health services
at Ledger House (inpatient) and Anscomb (outpatient)

Services

- \$150 ~ One week (2 sessions) of individual art therapy for one client
- \$300 ~ One month of weekly individual art therapy for one client
- \$1,000 ~ Expressive therapy/ art therapy for one client for their entire admission

Supplies

- \$250 ~ digital camera for clients to do photography
- \$200 ~ colour ink to print photographs on printer for 6 months

\$20 buys:

- paper for 2 weeks
- 20 lbs of clay – enough for one month of sessions with the every client
- glitter for one month of children and youth's art therapy artwork
- plasticine for one month of children's art therapy
- craft supplies for one month
- finger-paint for two months
- clay tools for four months
- tempera paints for three months
- artist chalk pastel for six months
- oil pastels for six months
- watercolour set to last six months
- brushes for six months
- drawing pencils for six months
- watercolour pencils for six months
- felt markers for six months
- new scissors and art erasers for a year
- music cds for relaxation exercises
- two stretched canvases
- four canvas boards
- ten journals

Presenting Queen Alexandra Butterfly Sponsor - \$2,500

(Two opportunities available)

Recognition & Benefits

- Recognized as one of the two Presenting Queen Alexandra Butterfly Sponsors of the Butterfly Ball
- An invitation for four staff to attend a Foundation Donor Recognition Tea
- Presentation of a thank you gift suitable for display



Marketing & Promotion

- Most prominent logo recognition in all event print materials including invitations and associated collateral pieces
- Short write-up about your company in the event programme
- Most prominent logo acknowledgment in Bearings, the Foundation's newsletter distributed to 4,000 businesses and individuals
- Opportunity to discuss innovative ways to promote your company at the event



Measured Media / Publication Recognition / Web

- Highest profile of your logo and name in the "thank you" print ad
- Highest profile promotion on the QA Foundation's website including a link to your website
- Your logo with highest profile in the thank you article on the Foundation's website



On-site Recognition / Hospitality

- Your logo with highest recognition on the event signage and in the event programme
- Your name and sponsorship acknowledged three times throughout the event
- Opportunity to place a promotional item at each place setting
- Opportunity to crown either the Junior or Senior Princess (selected by a draw)



Media

- Your company name with the highest recognition in all media kits pertaining to the event
- Your company name included in all pre, event day, and post event media releases

Monarch Butterfly Sponsor - \$1,500

(Four opportunities available)

Recognition & Benefits

- Recognized as the second highest Monarch Butterfly sponsor of the Butterfly Ball
- An invitation for two staff to attend a Foundation Donor Recognition Tea
- Presentation of a thank you gift suitable for display



Marketing & Promotion

- Second highest logo recognition in all event print materials including invitations and associated collateral pieces
- Second highest logo acknowledgment in Bearings, the Foundation's newsletter distributed to 4,000 businesses and individuals
- Opportunity to discuss innovative ways to promote your company at the event



Measured Media / Publication Recognition / Web

- Second highest profile of your logo and name in the follow-up "thank you" print ad
- Promotion on the QA Foundation's website including a link to your website
- Your logo with second highest profile in the thank you article on the Foundation's website



On-site Recognition / Hospitality

- Your logo with second highest recognition on the event signage and in the event programme
- Your name and sponsorship acknowledged two times throughout the event
- Opportunity to place a promotional item at each place setting



Media

- Your company name recognized in all media kits pertaining to the event
- Your company name included in all pre, event day, and post event media releases

Swallowtail Butterfly Sponsor - \$1,000

(Four opportunities are available)

Recognition & Benefits

- Recognized as the third highest Swallowtail Butterfly sponsor of the Butterfly Ball
- An invitation for two staff to attend a Foundation Donor Recognition Tea
- Presentation of a thank you gift suitable for display



Marketing & Promotion

- Third highest logo recognition in all event print materials including invitations and associated collateral pieces
- Third highest logo acknowledgment in Bearings, the Foundation's newsletter distributed to 4,000 businesses and individuals
- Opportunity to discuss innovative ways to promote your company at the event



Measured Media / Publication Recognition / Web

- Third highest profile of your logo and name in the follow-up "thank you" print ad
- Promotion on the QA Foundation's website including a link to your website
- Your logo with third highest profile in the thank you article on the Foundation's website



On-site Recognition / Hospitality

- Your logo with third highest recognition on the event signage and in the event programme
- Your name and sponsorship acknowledged two times throughout the event



Media

- Your company name recognized in all media kits pertaining to the event
- Your company name included in all pre, event day, and post event media releases

Small White Butterfly Sponsor - \$500

(Butterfield Development Corporation confirmed at this level. Nine opportunities remain available)

Recognition & Benefits

- Recognized at the fourth highest Small White Butterfly sponsorship level for the Butterfly Ball
- An invitation for two staff to attend a Foundation Donor Recognition Tea
- Presentation of a small thank you gift suitable for display



Marketing & Promotion

- Name only recognition in all event print materials including invitations and associated collateral pieces
- Name recognition in Bearings, the Foundation's newsletter distributed to 4,000 businesses and individuals



Measured Media / Publication Recognition / Web

- Name recognition in the follow-up "thank you" print ad
- Name recognition on the QA Foundation's website including a link to your website
- Name recognition in the thank you article on the Foundation's website



On-site Recognition / Hospitality

- Your name recognition on the event signage and in the event programme
- Your name and sponsorship acknowledged two times during the event



Media

- Your company name recognized in all media kits pertaining to the event
- Your company name included in all pre, event day, and post event media releases



Chrysalis Sponsor - \$250

Recognition & Benefits

- Recognized at the fifth highest Chrysalis sponsorship level for the Butterfly Ball
- Presentation of a small thank you gift suitable for display



Marketing & Promotion

- Name recognition in Bearings, the Foundation's newsletter distributed to 4,000 businesses and individuals



Measured Media / Publication Recognition / Web

- Name recognition in the follow-up "thank you" print ad
- Name recognition in the thank you article on the Foundation's website



On-site Recognition / Hospitality

- Your name recognition on the event signage and in the event programme



BENEFITS	Queen Alexandra Butterfly Sponsor ~ \$2,500 (only 2 available)	Monarch Butterfly Sponsor~ \$1,500 (only 4 available)	Swallowtail Butterfly Sponsor ~ \$1,000 (only 4 available)	Small White Butterfly Sponsor ~ \$500 (only 10 available)	Chrysalis Sponsor ~ \$250
Recognition & Benefits					
Recognized as one of the two Official Presenting Sponsors of the Butterfly Ball	X				
An invitation for staff to attend a Foundation Donor Recognition Tea	Up to 4 people	Up to 2 people	Up to 2 people	Up to 2 people	
Presentation of a thank you gift suitable for display	X	X	X	X	X
Marketing & Promotion					
Logo recognition in all event print materials including invitations (if confirmed by print deadlines) and associated collateral pieces	Most prominent	Second most prominent	Third most prominent	Name only	
Company recognition in the event programme	Short write-up				
Logo acknowledgment in Bearings, the Foundation's newsletter distributed to 4,000 businesses and individuals	Most prominent	Second most prominent	Third most prominent	Name only	Name only
Opportunity to discuss innovative ways to promote your company at the event	X	X	X		
Measured Media / Publication Recognition / Web					
Logo recognition in the follow-up "thank you" print ad	Most prominent	Second most prominent	Third most prominent	Name only	Name only
Logo and promotion on the QA Foundation's website including a link to your website	Highest profile	Second highest profile	Third highest profile	Name only	Name only
Logo and promotion in the thank you article on the Foundation's website	Highest profile	Second highest profile	Third highest profile	Name only	Name only
On-site Recognition / Hospitality					
Logo recognition on the event signage and in the event programme	Logo, highest profile	Logo, second highest profile	Logo, third highest profile	Name only	Name only
Your name and sponsorship acknowledged throughout the event	3 times	2 times	2 times	2 times	
Opportunity to place promotional item at each place setting	X	X			
Media					
Your company name in all media kits pertaining to the event	X	X	X	X	
Your company name included in all pre, event day, and post event media releases	X	X	X	X	