

**Sponsorship  
2010**

# H'Arts for the Homeless

*A Party with H'Art*



## Sponsorship Opportunity

*hosted by*

**Lookout Emergency Aid Society**

providing solutions to homelessness since 1971



**LOOKOUT  
EMERGENCY AID  
SOCIETY**

SOLUTIONS TO HOMELESSNESS



**H'Arts for the Homeless**  
*A Party with H'Art*

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**H'Arts for the Homeless**  
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## A Party With H'Art

An energetic evening of live entertainment, art and community that will leave everyone feeling great - for doing good!

### H'Arts for the Homeless

Tuesday, October 5, 2009  
The Roundhouse  
181 Roundhouse Mews, Vancouver  
(Yaletown)

Party starts at 5:30 pm.

The party will begin when the doors are opened to over 500 people including young professionals, social figures, artists and philanthropists.

## Entertainment

Energetic professional entertainment... here are some photos from last year!



### Emerging Artists Juried Art Show

Be one of the first to see the work of 6 talented artists as they are being discovered! Find out how they have successfully overcome homelessness.



429 Alexander Street, Vancouver, BC V6A 1C6  
T. 604-255-0340 F. 604-255-0790  
info@lookoutsociety.ca www.lookoutsociety.ca



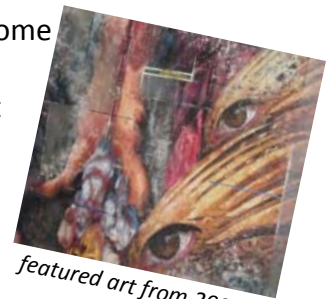
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**Auction**

The auction will also include a selection of items donated by supportive, community-minded businesses.

**Purpose**

- ◆ Raise funds for Lookout Emergency Aid Society Programs, which are funded through the generous donation of individuals and corporations.
- ◆ Profile six emerging artists who have experienced homelessness at some time in their past, and will benefit from the exposure they receive at this event. Their art will be juried by Jacqueline Nolte, Dean of Arts at the University of the Fraser Valley, and Davida Kidd, also from the UFV Fine Arts Department. Emerging artists will keep any proceeds from their work.



These artworks will be on display during the event, alongside the artist's story of how they overcame homelessness. Emerging artists will keep proceeds from their work.

- ◆ To raise awareness and provide permanent solutions to homelessness.
- ◆ To share a fun and inspiring evening with our supporters and the community!

*\* Please note: Some Sponsorship recognitions are time sensitive, and must be confirmed with the H'Arts Organizing Committee prior to print-deadline dates for event materials.*

For more information, please go to [www.lookoutsociety.ca/h'artsforthehomeless.html](http://www.lookoutsociety.ca/h'artsforthehomeless.html), or contact Karen Young at [karen@lookoutsociety.ca](mailto:karen@lookoutsociety.ca), or at 604-309-4766 (c).

**We look forward to seeing you there!**



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## About Lookout Emergency Aid Society

Lookout Emergency Aid Society is a charitable organization that provides services to people coping with a wide variety of challenges including mental illness, medical problems, physical disabilities, substance abuse or - more frequently - a combination of these issues.

### Lookout provides

- housing to the shelterless and homeless
  - Emergency Shelters year round, additional Extreme Weather Shelters in the worst weather
  - Transitional Housing (up to two years for individuals who have experienced repeated housing crises)
  - Permanent Supportive Housing (self-contained permanent housing for men and women with no other housing alternatives. Where needed, support staff provide assistance and work with residents to develop life skills and link to necessary community services.)
- connection to services in the community
- support, supervision, direction and aid to anyone whose needs are not addressed by others
- safe surroundings
- programs that, once housing and food have been established, provide a key to the success of individuals who are at risk of (re)entering a cycle of homelessness

### Why do we do this

Very simply, the need is great, and our hope is that homelessness will soon be solved. Many of our clientele cope with serious challenges like mental illness, chronic health conditions and/or addictions, and we work to bridge people to treatment services and to access financial supports.

Last year, 4,690 individuals stayed at our Shelters. With help, most of them moved to appropriate and affordable housing. Unfortunately, in the 12 months ending March 2009 we were unable to find beds for a further 4,992 individuals.

### Where we are

Lookout sites are in 16 locations, across four Municipalities:

- Vancouver, Downtown Eastside
- Vancouver, Central
- North Shore
- New Westminster
- Burnaby (extreme weather)



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# About the North Shore Culinary Kitchen School

*A Vocational solution to homelessness*

A partnership between Lookout and A+Projekt, the North Shore Culinary Kitchen not only provides nutritious food, Chef Don and his staff are providing job skills that are get people jobs.

Partial proceeds of H'Arts for the Homeless goes directly towards funding the Training Kitchen.

### Who are students?

Suitable for men and women of any working age, students have experienced, or are at risk of homelessness. They have one thing in common – a desire to make a better life for themselves, and a realization that they need the training and support to get there.

Students will be placed in work experience settings in the food services industry. The goal is for graduates to find suitable employment, and we will work together to achieve that, recognizing that job search is a team effort.

### Learning Style

These full time studies take the best from the standard educational environment and from real-life learning style. Instructors provide classroom leadership and regular lectures, helping to master skills. Individual coaching is available.

### Chef Don Guthro bio

- trained at George Brown College, Toronto
- over 20 years experience
- regular guest chef on City TV's "The Breakfast Show,
- regular guest chef on CBC's BBQ tapings
- PBS chef instructor
- speaker and judge at numerous national and international food shows and service competitions
- experienced Academic Director for a premier culinary and management school



**H'Arts for the Homeless 2010 celebrates the Culinary Arts, and is catered by the North Shore Culinary Kitchen.**



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# Sponsorship

## Presenting Sponsor

\$25,000 Level

### Value

- ◆ Inclusion in media coverage – pre and post event.  
 Media coverage includes a minimum of the following:
  - newspaper advertising a minimum of three times before the event
  - newspaper thank you after the event
  - Facebook event page, marketed
  - pre-event Happenings around Vancouver, linking to Lookout's webpage
  - advertising and press releases to the many organizations, representing thousands of workers
- ◆ Sole corporate name on the cover of the event program and tickets
- ◆ Special message and full-page advertisement in the event program
- ◆ Logo on all silent auction cards
- ◆ Sole banner placement at the event entrance and prominent placement at the main stage
- ◆ Frequent public recognition as the Presenting Sponsor from the celebrity emcee
- ◆ Corporate logo on event website with a link back to your business
- ◆ Mention on Lookout Emergency Aid Society website, with 2,000 monthly hits
- ◆ Recognition in Lookout Emergency Aid Society newsletter and annual report, with distribution of 3,000 copies
- ◆ First pick to be the presenting sponsor of next year's gala event
- ◆ 30 Event tickets



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# Sponsorship

## Diamond Sponsors

\$10,000 Level

### Value

- ◆ Inclusion in media coverage – pre and post event.  
Media coverage includes a minimum of the following:
  - newspaper advertising a minimum of three times before the event
  - newspaper thank you after the event
  - Facebook event page, marketed
  - Youtube video of pre-event Happenings around Vancouver, linking to Lookout’s webpage
  - advertising and press releases to the many organizations involved in Shelters, representing thousands of workers
  
- ◆ Logo on the sponsor page of the event program
- ◆ Half-page advertisement in the event program
- ◆ Prominent banner placement at the main stage
- ◆ Frequent public recognition as a Diamond Sponsor from the celebrity emcee
- ◆ Mention on Lookout Emergency Aid Society website, with 2,000 monthly hits
- ◆ Recognition in Lookout Emergency Aid Society newsletter and annual report, with distribution of 3,000 copies
- ◆ 12 Event tickets



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# Sponsorship

## Gold Sponsors

\$5,000 Level

### Value

- ◆ Inclusion in media coverage – pre and post event.  
 Media coverage includes a minimum of the following:
  - newspaper advertising a minimum of three times before the event
  - newspaper thank you after the event
  - Facebook event page, marketed
  - Youtube video of pre-event Happenings around Vancouver, linking to Lookout's webpage
  - advertising and press releases to the many organizations involved in Shelters, representing thousands of workers
- ◆ Logo on the sponsor page of the event program
- ◆ Business card sized advertisement in the event program
- ◆ Prominent banner placement at the main stage
- ◆ Public recognition as a Platinum Sponsor from the celebrity emcee
- ◆ Corporate logo on event website with a link back to your business
- ◆ Mention on Lookout Emergency Aid Society website, with 2,000 monthly hits
- ◆ Recognition in Lookout Emergency Aid Society newsletter and annual report, with distribution of 3,000 copies
- ◆ 8 Event tickets



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# Sponsorship

## Silver Sponsors

\$3,000 Level

### Value

- ◆ Inclusion in media coverage – pre and post event.  
 Media coverage includes a minimum of the following:
  - newspaper advertising a minimum of three times before the event
  - newspaper thank you after the event
  - Facebook event page, marketed
  - Youtube video of pre-event Happenings around Vancouver, linking to Lookout's webpage
  - advertising and press releases to the many organizations involved in Shelters, representing thousands of workers
- ◆ Logo on the sponsor page of the event program
- ◆ Signage in sponsored area
- ◆ Public mention as a Gold Sponsor from the celebrity emcee
- ◆ Corporate logo on event website with a link back to your business
- ◆ Mention on Lookout Emergency Aid Society website, with 2,000 monthly hits
- ◆ Recognition in Lookout Emergency Aid Society newsletter and annual report, with distribution of 3,000 copies
- ◆ 4 Event tickets



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# Sponsorship

## Friends Sponsors

\$500 Level

- ◆ Inclusion in media coverage post event
- ◆ Company listing on the sponsor page of the event program
- ◆ Corporate logo on event website
- ◆ Mention on Lookout Emergency Aid Society website, with 2,000 monthly hits
- ◆ Recognition in Lookout Emergency Aid Society newsletter and annual report, with distribution of 3,000 copies



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## Donations...

Lookout welcomes and depends on private donations, and, as a registered Charity (charitable registration number #130695166RR0001) we are happy to write a tax receipt for your cash donation over \$25. According to CRA (Canada Revenue Agency) guidelines, we are not able to publicly recognize tax-receipted donors, other than to offer our heartfelt and genuine thanks for your much appreciated gift.

To donate by cheque or credit card, please contact Srish at 604-255-0340, extension 10, or simply drop off your donation to  
 Lookout Emergency Aid Society  
 429 Alexander Street, Vancouver, BC V6A 1C6

Please include your contact information so that we can thank you, and send a receipt.



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