

**MAKING A
DIFFERENCE
IS OUR GOAL**

**WITH YOUR SUPPORT
WE CAN HELP OUR
COMMUNITY STRIVE
TO ACHIEVE:**

**PROGRESS
GROWTH
AND OPPORTUNITY
(for those who need it most)**

**LAST YEAR...
550 ATTENDEES
80 FIREFIGHTERS
OVER \$110,000 RAISED**

**THIS YEAR...
BIGGER, BETTER
& BRIGHTER**

THE BURLINGTON PROFESSIONAL
FIREFIGHTERS ASSOCIATION PRESENTS

BRIGHT *Lights*
HOT NIGHTS
DINNER & SHOW



brightlightshotnights.com

Photo courtesy
of Eric Spurrell

Event Materials designed
by Cherie Turner



Photos courtesy
of David Ritchie

The Burlington Professional Firefighters Dinner & Show was started in 2008 as a way for Easter Seals Ontario and The Burlington Professional Firefighters Association to join together to bring a unique fundraising event to Burlington. Our inaugural year was a huge success, raising over \$110,000 for Easter Seals Ontario and the BPFA. The event brought together over 500 guests for a night of fun, friends and fundraising. Please visit brightlightshotnights.com for ticket information.

EVENT DETAILS

Thursday November 26, 2009
Burlington Convention Centre
Doors Open at 6pm

Dinner Reception
Firefighters Show
Silent Auction
Live Auction



**BURLINGTON PROFESSIONAL
FIREFIGHTERS ASSOCIATION**



**Helping Kids with
Physical Disabilities
Succeed**

CHARITABLE BENEFICIARIES

Burlington Professional Firefighters

Association Local 1552 Benevolent Fund

Burlington's Professional Firefighters are committed to providing the best fire suppression, first aid, auto extrication and education for the people of Burlington every day of week, at all hours. While off duty Local 1552 members donate their time and skills to help assist those less fortunate. In 1965, the Burlington Professional Firefighters Association Local 1552 of the International Association of Firefighters was established.

Since its inception our local has been committed to supporting our community both on and off fire apparatus. Over the past decade, Burlington Firefighters have raised over half a million dollars for organizations and charities including the Carpenter Hospice, Joseph Brant Memorial Hospital Foundation and Community Living Burlington. We have also assisted in providing support for many individuals in our community who struggle with the rising costs of medical equipment. Our members are proud of the work we have accomplished, and are committed to continuing our benevolent endeavors. Most recently the Burlington Professional Firefighters Association Local 1552 was chosen as the 2008 recipients of the "Philanthropist of the Year" Award given by the Association of Fundraising Professional Golden Horseshoe Region.

The caring community we serve combined with the compassion of our members continues to make Burlington a great community to live and work.

Easter Seals

Since 1922, Easter Seals Ontario has been helping children, youth and young adults with physical disabilities achieve a greater level of acceptance and independence.

Easter Seals provides financial assistance for essential mobility equipment, such as walkers and wheelchairs, to families who require additional help and support in raising a child with a physical disability. Easter Seals also offers fully accessible summer camp and funding for children with physical disabilities to attend other recreational programs. For more information or to donate, visit www.easterseals.org.

There are 144 children/youth in Halton region that benefit from the services Easter Seals provides.

HOW YOUR SPONSORSHIP MAKES A DIFFERENCE

Burlington Professional Firefighters Association Local 1552 Benevolent Fund

Burlington Firefighters have partnered with Easter Seals for this fun-filled event, and half of the proceeds of the calendar and show will benefit Easter Seals Ontario. The remainder of the money raised will go towards our other community based charitable initiatives including:

The Carpenter Hospice which provides individuals who are dying and their families with high quality palliative care in a home-like setting, meeting their physical, emotional and spiritual needs and making the last days of their lives together peaceful, meaningful and comfortable.

Joseph Brant Memorial Hospital Foundation which provides for near and long-term capital needs that support quality health care provision at JBMH. This includes new construction projects, renovations and equipment purchases.

Community Living Burlington whose mission is to is to enrich the quality of life, development and community integration of individuals with developmental disabilities.

Easter Seals

Funds donated to Easter Seals Ontario from the dinner & show will be used to support Easter Seals services and programs such as:

Direct financial assistance is the primary focus of Easter Seals Ontario. Easter Seals assists families of kids with physical disabilities with the purchase of costly mobility equipment and communication devices. By providing financial assistance, Easter Seals performs an essential service to families who might not otherwise have the resources to obtain this equipment.

Recreational Camps. Easter Seals owns and operates two fully accessible, residential camps for children and youth with physical disabilities. The 10-day camping experience is specifically designed to promote independence, teach new skills, enhance self-esteem and build new friendships.

The Cost of a Helping Hand. It can cost families up to \$40,000 a year to care for a child with a severe disability, which includes equipment and other supports required.



Photos courtesy
of David Ritchie

SPONSORSHIP OPPORTUNITIES

The dreams of Easter Seals kids are simple: to be accepted, to be independent and to have fun! Your support can make these dreams a reality. The following are different ways your company can be a part of this wonderful event:

Title Sponsor
Presenting Sponsor
Gold Sponsor
Silver Sponsor
Corporate Table Sponsor
Scene Sponsor

Live Auction Sponsor
Silent Auction & Raffle Sponsor
Media Sponsor
Printing Sponsor
Clothing & Fashion Sponsor
Loot Bag Sponsor

TITLE SPONSOR \$20,000+

Exclusive sponsorship level. As the Title Sponsor of the Bright Lights, Hot Nights Firefighter Dinner & Show, your company will be recognized as our premier sponsor and will receive the following benefits:

2 all-inclusive VIP tables – 20 tickets

Welcoming remarks at dinner gala

Full page ad with exclusive back page cover placement in event journal

Most prominent company logo display (entrance lobby & ballroom)

Right to insert promotional material and information in event journal

Most prominent company logo and recognition, plus a direct link on event website

Company listed as Title Sponsor on event tickets and signage

Recognition in all media

Company banner ad in 2009 Burlington Firefighters Calendar

Certificate and commemorative photo



PRESENTING SPONSOR \$10,000+

Three opportunities available at this level.
As a Presenting Sponsor, your company will receive the following benefits:

- 1 all-inclusive VIP table - 10 tickets
- Full page ad with preferred placement in event journal
- Prominent company logo display at event
- Prominent company logo and recognition, plus a direct link on event website
- Associate sponsor recognition in all news and print media
- 1/2 banner ad in Burlington Professional Firefighters 2009 Calendar
- Company listed as Presenting Sponsor on event tickets

GOLD SPONSOR \$5,000+

As a Gold Sponsor your company will receive the following benefits:

- 1 preferred seating table - 10 tickets
- Sponsor recognition in ballroom
- Full page ad with preferred placement in event journal
- Corporate listing in media package
- Corporate listing with direct link on event website

SILVER SPONSOR

\$3,500+

As a Silver Sponsor your company will receive the following benefits:

- 1 table - 10 tickets
- Corporate recognition at event
- 1/2 page corporate ad in event journal
- Corporate listing on event website

CORPORATE TABLE SPONSOR

\$1,500+

As a Bronze Sponsor your company will receive the following benefits:

- 1 table - 10 tickets
- Corporate recognition on table
- Corporate listing in event journal

SCENE SPONSOR

\$5,000+

As a Scene Sponsor your company will receive the following benefits:

- 2 tickets to event
- Full exclusive scene in firefighters fashion show
- Right to distribute product or company information during your exclusive scene to our over 500 guests
- Logo recognition on screens during your exclusive scene
- Corporate listing with direct link on event website

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ADDITIONAL SPONSORSHIP OPPORTUNITIES

Live Auction Sponsor

As a Live Auction Sponsor you have the opportunity to donate a product or service that will be auctioned off to the highest bidder on the night of the show.

Company recognition will be given during the auction and in the event journal.

Typically, live auction items are valued above \$2500.

Silent Auction & Raffle Sponsor

Silent Auction & Raffle Sponsors have the opportunity to donate products and services to be bid on in a silent auction or a raffle draw over the course of the night. Recognition will be given at the silent auction table, during the raffle game and in the event journal.

Printing Sponsor

This exclusive sponsorship opportunity is to provide the various printing services required for the event including: posters, event journal, tickets, and calendars. As the Printing Sponsor, your company will be recognized with a company logo displayed on all printed materials, prominent company logo display at the event, and recognition in the event journal.

Media Sponsor

As a Media Sponsor you have the opportunity to provide media services such as photography and videography for the night of the show. There are a variety of ways to get involved at this level.

Clothing & Fashion Sponsor

Clothing and Fashion Sponsors donate clothing and accessories to be “modeled” by the firefighters in the live fashion show. Your company will be recognized during the fashion scenes and also in the event journal.

Loot Bag Sponsor

As a Loot Bag Sponsor you are given the opportunity to provide products which will be placed in the welcoming bags that each of the 550 guests receive the night of the show. Recognition will be given in the event journal as well as on the product supplied.



THANK YOU

For further sponsorship information and/or to discuss a tailored sponsorship please contact:

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Or

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cwallace@easterseals.org

For tickets and event details please visit,
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