

# Scotiabank Giller Light Bash

 Scotiabank®

# GILLER LIGHT BASH

IN SUPPORT OF

Frontier  
College  
Literacy  
College  
Frontière  
Literacy:  
Learning for Life.  
L'alphabétisation,  
Une leçon pour la vie.



The annual **Scotiabank Giller Light Bash** will be on  
Monday, November 20<sup>th</sup>, 2017  
in seven cities

Halifax ♦ Thunder Bay ♦ Toronto ♦ Winnipeg ♦ Regina ♦ Calgary ♦ Vancouver

Since 2002, the Scotiabank Giller Light Bash has been the literary event of the year! With over 1,000 people celebrating **Canadian literature and supporting literacy** from coast-to-coast, this unique and engaging fundraiser promises to be a night you won't forget. Guests watch the live broadcast of the **Scotiabank Giller Prize** on the big screen, socialize with fellow guests, and vote on the book they believe will take home the coveted prize for fiction. Seven cities nationwide take part in the celebrations, all organized by dedicated volunteers.

To date, the Scotiabank Giller Light Bash has raised over **\$700,000** for **Frontier College, Canada's original literacy organization**. These important funds help to train volunteers to deliver vital literacy and learning support to disadvantaged children, youth and adults.

## Opportunities for Support

Sponsorship of the 2017 Scotiabank Giller Light Bash gives you access to a connected group, who use social media and networking to promote the brands they believe in. It also promises a fun, smart evening of celebration and relaxed glamour; as well as a lasting association with an important and meaningful cause for all Canadians.



Sponsorship Benefits may include:

- ✓ Category exclusivity
- ✓ Opportunity to display your company signs at event
- ✓ Verbal recognition by the event host
- ✓ Logo recognition on event signage, marketing materials and on [www.gillerlightbash.ca](http://www.gillerlightbash.ca)
- ✓ Tickets to the event
- ✓ Opportunity to include product or literature in gift bags
- ✓ Promotion through social media platforms
- ✓ Logo recognition in sponsorship scroll at the event

For more information on sponsorship opportunities, contact:  
Prathi Pararajasingam, Events and Development Coordinator, Frontier College  
416-923-3591 ext. 242 PPararajasingam@frontiercollege.ca



# 2017 Sponsorship Opportunities

SPONSORSHIP LEVEL	AMOUNT
<p><b>'LIT LOVER' Sponsor</b></p> <p>Benefits include:</p> <ul style="list-style-type: none"> <li>• Verbal recognition at the event by host</li> <li>• Logo recognition on marketing materials, including event e-card promotion and on <a href="http://www.gillerlightbash.ca">www.gillerlightbash.ca</a> with a hyperlink to your website.</li> <li>• Logo recognition on sponsor scroll at the event</li> <li>• 3 designated signs at the event</li> <li>• Promotion through social media (Facebook &amp; Twitter)</li> <li>• Name recognition in Frontier College's annual report (online version)</li> <li>• Opportunity to include gift bag insert</li> <li>• Speaking opportunity at the event</li> <li>• Opportunity to have a booth at the event</li> <li>• 10 tickets for the event to share with staff, clients, suppliers or friends</li> </ul>	<p><b>\$5,000</b></p>
<p><b>GUESS THE GILLER PRESENTING Sponsor</b></p> <p>Benefits include:</p> <ul style="list-style-type: none"> <li>• Verbal recognition at the event by host</li> <li>• Logo recognition on marketing materials, including event e-card promotion and on <a href="http://www.gillerlightbash.ca">www.gillerlightbash.ca</a> with a hyperlink to your website.</li> <li>• Logo recognition on sponsor scroll at the event</li> <li>• 2 designated sign at the event</li> <li>• Logo recognition on "Guess the Giller" ballots which each guest will be receiving with ticket purchase</li> <li>• Promotion through social media (Facebook &amp; Twitter)</li> <li>• Name recognition in Frontier College's annual report (online version)</li> <li>• Opportunity to include gift bag insert</li> <li>• Opportunity to have a booth at the event</li> <li>• 8 tickets for the event to share with staff, clients, suppliers or friends</li> </ul>	<p><b>\$4,000</b></p>

See over...

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# 2017 Sponsorship Opportunities

<p><b>RED CARPET Sponsor</b></p> <p>Benefits include:</p> <ul style="list-style-type: none"> <li>• Verbal recognition at the event by host</li> <li>• Logo recognition on marketing materials, including event e-card promotion and on <a href="http://www.gillerlightbash.ca">www.gillerlightbash.ca</a> with a hyperlink to your website.</li> <li>• Logo recognition on event signage</li> <li>• Logo recognition on sponsor scroll at the event</li> <li>• Logo application on the red carpet</li> <li>• Promotion through social media (Facebook &amp; Twitter)</li> <li>• Name recognition in Frontier College's annual report (online version)</li> <li>• Opportunity to include gift bag insert</li> <li>• Opportunity to have a booth at the event</li> <li>• 4 tickets for the event to share with staff, clients, suppliers or friends</li> </ul>	<p><b>\$3,000</b></p>
<p><b>GOLDEN WORD Sponsor</b></p> <p>Benefits include:</p> <ul style="list-style-type: none"> <li>• Verbal recognition at the event by host</li> <li>• Logo recognition on marketing materials, including event e-card promotion and on <a href="http://www.gillerlightbash.ca">www.gillerlightbash.ca</a> with a hyperlink to your website.</li> <li>• Logo recognition on sponsor scroll at the event</li> <li>• Promotion through social media (Facebook &amp; Twitter)</li> <li>• Name recognition in Frontier College's annual report (online version)</li> <li>• Opportunity to include gift bag insert</li> <li>• 2 tickets for the event to share with staff, clients, suppliers or friends</li> </ul>	<p><b>\$2,000</b></p>
<p><b>SILVER LETTER Sponsor</b></p> <p>Benefits include:</p> <ul style="list-style-type: none"> <li>• Logo recognition on marketing materials, including event e-card promotion and on <a href="http://www.gillerlightbash.ca">www.gillerlightbash.ca</a> with a hyperlink to your website.</li> <li>• Logo recognition on sponsor scroll at the event</li> <li>• Promotion through social media (Facebook &amp; Twitter)</li> <li>• Name recognition in Frontier College's annual report (online version)</li> <li>• Opportunity to include gift bag insert</li> </ul>	<p><b>\$1,000</b></p>
<p><b>MEDIA Sponsor – PRINT/TV/RADIO/ONLINE</b></p>	
<p><b>CULINARY Sponsor</b></p>	<p><b>In-Kind</b></p>
<p><b>RAFFLE PRIZE Sponsor</b></p>	