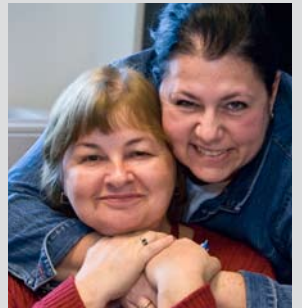


Ending heart disease.  
With your help, it is possible.



UNIVERSITY OF OTTAWA  
HEART INSTITUTE  
INSTITUT DE CARDIOLOGIE  
DE L'UNIVERSITÉ D'OTTAWA

UNIVERSITY OF OTTAWA  
HEART INSTITUTE FOUNDATION  
SPONSORSHIP PORTFOLIO

---

## CONTENTS

|   |    |
|---|----|
| Sponsorship Opportunities . . . . .   | 3  |
| Heart Institute Fundraising Events . . . . .  | 4  |
| Annual Telethon . . . . .   | 5  |
| Leaders at Heart – Heart of Glass Event. . . . .                                    | 6  |
| Ambassadors at Heart Breakfast . . . . .  | 7  |
| Annual Fuller-Keon Golf Tournament . . . . .  | 8  |
| Annual Jeanne Fuller Red Dress Charity Golf Classic. . . . .                        | 9  |
| Medtronic Bike for Beats . . . . .  | 10 |
| Dhadkan Event . . . . .   | 11 |
| Oyster Gala. . . . .  | 12 |
| Tribute Dinners . . . . .   | 13 |
| Employee Campaigns – Philanthropy in the Workplace. . . . .                         | 14 |
| Leaders at Heart . . . . .  | 15 |
| Custom Sponsorship Opportunities –<br>Create Your Own Opportunity to Help . . . . . | 16 |

## UNIVERSITY OF OTTAWA HEART INSTITUTE

The University of Ottawa Heart Institute is Canada’s largest and foremost cardiovascular health centre dedicated to understanding, treating and preventing heart disease.

We deliver high-tech care with a personal touch, shape the way cardiovascular medicine is practiced, and revolutionize cardiac treatment and understanding. We build knowledge through research and translate discoveries into advanced care. We serve the local, national and international community, and are pioneering a new era in heart health.

For more information, visit us online at [ottawaheart.ca](http://ottawaheart.ca).



# SPONSORSHIP OPPORTUNITIES

**This document is about opportunities.** Opportunities to make sure people understand the importance of the Heart Institute’s work – and your contribution to it. To associate your organization and brand with one of the most respected and prestigious institutions in Canada. To help our community retain and attract the best cardiac specialists, deliver outstanding patient care and pursue essential research.

Together, we have the opportunity to help build the next era in cardiovascular medicine – and to make heart disease a thing of the past.

To find out how you can help, read on about the following sponsorship opportunities:

- Events

|  |                      |                                |
|--|----------------------|--------------------------------|
| Annual Telethon  | Sunday, March 28     | Brookstreet Hotel              |
| Leaders at Heart – Heart of Glass Event                              | Monday, April 12     | Blue Cactus Bar & Grill        |
| Ambassadors at Heart Breakfast                                       | Wednesday, May 26    | The Westin Hotel               |
| Annual Fuller-Keon Golf Tournament                                   | Monday, May 31       | Loch March Golf & Country Club |
| Annual Jeanne Fuller Red Dress Charity Golf Classic (for women only) | Monday, September 13 | Loch March Golf & Country Club |
| Bike for Beats   | Sunday, September 26 | Lebreton Flats                 |
| Dhadkan Event  | September 2010       | TBD                            |
| Oyster Gala  | October 2010         | Casino du Lac-Leamy            |
| Tribute Dinners  | TBD                  | TBD                            |

- Initiatives
  - Employee campaigns
  - Leaders at Heart
- Custom sponsorship opportunities

For further details on any of the sponsorship opportunities outlined in this portfolio, or to discuss new fundraising ideas, please contact:

Andrea Timlin  
 Manager of Corporate Gifts and Events  
 613-761-4022  
 atimlin@ottawaheart.ca

## HEART INSTITUTE FUNDRAISING EVENTS



University of Ottawa Heart Institute fundraising events are among the most successful functions of their kind in Eastern Ontario.

Whether in the reception hall, on the links or out in our community, our events provide excellent business opportunities for both sponsors and donors – chances to see and be seen, to build relationships and make connections, all while making an important contribution to the effort to end heart disease.

## ANNUAL TELETHON

The 2010 Telethon raised \$5.6 million to support the Heart Institute's vital work.

The University of Ottawa Heart Institute Telethon airs live on CTV Ottawa (CJOH TV), and reaches an approximate annual audience of 1.7 million people in Eastern Ontario and Western Quebec.

The Telethon's key sponsorship opportunity is the Three-Minute Challenge, during which an organization agrees to match all incoming phone pledges over a three-minute period, up to a set limit. As a sponsor of a Three-Minute Challenge, your organization will enjoy exceptional exposure, including:

- A promotional introduction by the event host;
- A high-energy three-minute countdown, during which your organization's name and identity are prominently featured and regularly mentioned;
- Highlighting of your organization's name and logo onscreen throughout the challenge;
- An onscreen cheque presentation by your company's representative; and
- The opportunity to have staff from your organization answer on-camera phones during the hour of the challenge.



## LEADERS AT HEART – HEART OF GLASS EVENT

The evening includes hors d'oeuvres, wine and food pairings, a silent auction and live music.

The Heart of Glass event teams the Heart Institute Foundation's newest ambassadors, the Leaders at Heart, with Stella Osteria, Luxe Bistro and the Blue Cactus Bar and Grill for a fundraiser bursting with value. Spearheaded and hosted by Ida Firestone and her teams at each of the three restaurants, the evening raises money for the Heart Institute while treating guests to a tremendous sampling of exquisite wines and food.

For sponsors and attendees alike, it offers an unparalleled opportunity to network with other leaders who share your passion for fine dining – and giving. Tickets to the event also make a unique (and uniquely thoughtful) gift for a spouse, for friends or for clients with a gourmet appetite.

You can support the Heart of Glass event in a host of ways. For specific sponsorship opportunities, please contact us.



## AMBASSADORS AT HEART BREAKFAST

The *Ambassadors at Heart* event hosted by the Heart Institute Foundation brings together business and community leaders, patients and their families and friends, and others who recognize excellence for a **1-hour breakfast event** showcasing the extraordinary Canadian success story that is the Heart Institute.

The inaugural event in 2009 gathered 320 business and community leaders and raised \$731,000 in cash and pledges. The key to the success of this event is the recruitment of Table Captains who make a personal gift and pledge to fill a table of 10, by inviting friends and colleagues to attend this fundraising event in support of the Institute.

There is no charge to attend this event, however guests will be asked to consider a donation to the Heart Institute, and there will be no minimum and no maximum. As much as anything, we want people to come and discover the extraordinary success story that is the Heart Institute.

For specific sponsorship opportunities, please contact:

Mary McCulloch  
Donor Relations Officer  
613-761-5043  
mmcculloch@ottawaheart.ca



## ANNUAL FULLER-KEON GOLF TOURNAMENT

The Fuller-Keon Golf Tournament is one of the most prestigious events of its kind in Ottawa, and has become one of the highlights of the golf season. This event has sold out for the last 10 years.

Hosted by Mark Fuller and established to demonstrate the Fuller family's appreciation for the care Dr. Wilbert Keon provided to the late Thomas Fuller, the Annual Fuller-Keon Golf Tournament is recognized as a premier charity golf tournament.

Sponsorship of the Annual Fuller-Keon Golf Tournament offers your organization exceptional visibility, and a chance to network and develop relationships with senior Heart Institute staff, in addition to business and community leaders from across our region.

Major Sponsorships are available for a contribution of **\$10,000**.

Supporting Sponsorships are available for a contribution of **\$5,000**.



## ANNUAL JEANNE FULLER RED DRESS CHARITY GOLF CLASSIC

The first two Jeanne Fuller Red Dress Charity Golf Classics sold out, and then oversold with an extensive waiting list for participation.



In May 2007, Mark Fuller and his team at Loch March Golf & Country Club announced a second annual fundraiser. This event was to support the Heart Institute's Heart Truth campaign (the source of the "Red Dress" in the event's title), which raises awareness of the fact that heart disease is the number one cause of death for women in Canada. At the urging of the Heart Institute Foundation, Mark agreed that the event would also bear his mother's name – a decision that provided the event with immediate credibility and recognition.

Sponsorship of the Jeanne Fuller Red Dress Charity Golf Classic is an opportunity to focus your giving and to build an intimate, emotional bond with participants at what is fast becoming one of the region's most popular – and highest-profile – charity events exclusively for women.

Major Sponsorships are available for a contribution of **\$5,000**.

Supporting Sponsorships are available for a contribution of **\$2,000**.

## MEDTRONIC BIKE FOR BEATS

Kick your heart health into high gear with Medtronic Bike for Beats, an exhilarating new, 1-Day cycling event benefiting the University of Ottawa Heart Institute.



On September 26, 2010, join Riders age 14 and up for one of three fully-supported course lengths in and around Ottawa and help renew the cycle of life for those battling heart disease while paving the way for your own cardiovascular well-being. Your efforts will support Canada's foremost cardiovascular health centre and their efforts to beat heart disease by 2050.



What does the team of Your Company and Medtronic Bike For Beats mean?

It means that a great partnership will empower Canada to eradicate heart disease for thousands of men and women — including your friends, family and neighbours.

It also means Your Company will:

- Forge an emotional bond with participants, volunteers, donors, spectators and media viewers, creating a strong philanthropic presence throughout Ontario;
- Demonstrate its commitment to heart disease research, funding and treatment;
- Reinforce its brand among a family-oriented, high-income demographic; and
- Capitalize on the inaugural excitement of Bike For Beats and build brand equity in this first-year program.

For sponsorship opportunities or for corporate team information contact:

Andrea Timlin  
Manager of Corporate Gifts and Events  
613-761-4022  
atimlin@ottawaheart.ca

## DHADKAN EVENT

Dhadkan (pronounced Derkin), meaning heartbeat in Hindi, is a grassroots Ottawa community organization that has partnered with the University of Ottawa Heart Institute to increase awareness of heart disease in the Indo-Canadian community and raises funds for the Institute.

The event consists of a wonderful evening featuring great entertainment such as comedians, hypnotists and the opportunity to savour delicious Indian cuisine.

Since its inception in 2003, Dhadkan has raised more than \$6.6 million in cash and pledges of deferred gifts for the Heart Institute.

As a result of this initiative, in 2009 the Heart Institute established the first "South Asian Heart Health Lectureship". This permanent endowment will enable the Heart Institute annually to bring the world's foremost experts in cardiovascular medicine and research for a formal exchange of ideas.

Sponsorship Opportunities:

Sponsorship opportunities of the Dhadkan Event are available. Sponsorship benefits include:

- Complimentary tickets to Gala
- Logo on Event ticket distributed to 150 community & business leaders
- Logo on promotional poster displayed in the Heart Institute and key areas within the community
- Visibility on the Heart Institute's website
- Logo on signage in the registration area of the Gala
- Recognition by MC at event
- Opportunity to network with local business leaders and medical professionals of the Heart Institute



## OYSTER GALA

Since its inception in 2005, the Oyster Gala has raised more than \$150,000 in support of the Heart Institute.

Inspired by Michel Drouin, member of the Heart Institute Foundation Board, and owner of Charlebois Trépanier, with his wife Denise, the Oyster Gala event was initiated in order to provide a connection with the Outaouais community. The Heart Institute serves the western Quebec area and therefore it is fitting that we connect in a meaningful and sustaining way.

This Gala is an opportunity to raise funds in support of the Heart Institute and increase awareness about cardiovascular disease. In addition, guests enjoy a fabulous buffet and Oyster Bar prepared by the Chefs at the Casino du Lac-Leamy.



### *Sponsorship opportunities are available:*

Main Sponsor - \$5,000

Major supporter - \$3,000

Supporting sponsor - \$1,500 to \$3,000

### *Sponsorship Benefits:*

- Complimentary tickets to Gala
- Logo on Event ticket distributed to 150 community & business leaders
- Logo on promotional poster displayed in the Heart Institute
- Visibility on the Heart Institute's website
- Logo on signage in the registration area of the Gala
- Recognition by MC at event
- Opportunity to network with local business leaders and medical professionals of the Heart Institute



## TRIBUTE DINNERS

Past dinners have provided tributes to such notables as Dr. Wilbert Keon, Whit and Heather Tucker, and Dr. Donald S. Beanlands.

Over the years, the Heart Institute's Tribute Dinners have become highlights of Ottawa's social calendar. They typically attract 500 to 1,000 of the region's political, business and community leaders, all eager to mingle with – and honour – the Heart Institute's dedicated medical professionals. For sponsors, the popularity and prestige of the Tribute Dinners offer exceptional exposure, in addition to the chance to recognize and celebrate outstanding achievements in cardiac medicine.

You can support the Annual Tribute Dinner and Gala in numerous ways. For specific sponsorship opportunities, please contact us.



## EMPLOYEE CAMPAIGNS – PHILANTHROPY IN THE WORKPLACE

Workplace campaigns build team spirit and pride, along with leadership and organizational skills.

Organizing an employee campaign in support of the Heart Institute is an excellent way to build the spirit and the cohesiveness of your corporate team, demonstrate workplace pride, and make a meaningful contribution to your community. Many organizations also discover that running such a campaign is an excellent opportunity for employees to learn and practice project management, leadership and organizational skills.



Employee campaigns can raise funds through various methods, including:

- Paid luncheons and casual days;
- Car washes and bake sales;
- 50/50 draws, silent auctions, raffles and poker tournaments;
- Payroll deductions; and
- Canvassing family and friends for donations.

But there are many other creative ideas and methods for making an employee campaign successful. Our sponsorship and special events team would be happy to partner with you to make your campaign a success; we can also support you with literature and guest speakers that help educate, build awareness of the Heart Institute and its work, and motivate employees to meet and exceed their goals.

In recognition of your employee campaign, we will feature your organization's efforts and thank you on-air during the annual University of Ottawa Heart Institute Telethon, which reaches an audience of over 1.7 million people in Eastern Ontario and Western Quebec.

Other high-visibility tactics, including naming opportunities and logo placement on our website, may also be available.

Organizations that have run recent employee campaigns to benefit the Heart Institute include:

- Cadence Design Systems
- MBM Intellectual Property LLP



## LEADERS AT HEART

Leaders at Heart membership offers you a unique opportunity to make a meaningful difference to the future of health care.

Formed by a group of dynamic Ottawa business leaders, Leaders at Heart supports the Heart Institute by grooming the next generation of volunteer and philanthropic leadership in our community.

The group helps by:

- Building a network of dynamic business leaders who share the common goal of supporting the Heart Institute;
- Serving as ambassadors for the Heart Institute in the community; and
- Conducting fundraising efforts in support of the Heart Institute's priorities. Fundraising takes place through annual events organized by members and through other means as deemed appropriate by the Leaders at Heart executive.

Membership in Leaders at Heart offers you a comprehensive orientation to current health care issues and an insider's view of the operations and programs of the Heart Institute, including a glimpse into the exciting future of cardiovascular genetic research. Other benefits include:

- The opportunity for meaningful service in the community;
- A chance to develop your leadership skills and potential;
- Close affiliation with the Heart Institute, and its status as a world-renowned cardiovascular institute;
- Participation in behind-the-scenes tours of the Heart Institute; and
- A full slate of exclusive networking events.

Memberships are available for a minimum pledge of \$2,500, which can be paid in a lump sum or in instalments over a five-year period, and which helps support priority projects within the Heart Institute.



## CUSTOM SPONSORSHIP OPPORTUNITIES – CREATE YOUR OWN OPPORTUNITY TO HELP



We understand that each organization that supports the Heart Institute is unique. If the opportunities listed in this package do not fit with your current objectives, or if you have an exciting new idea for a fundraising opportunity, we would be happy to meet with you and discuss options better suited to you, your passions and your corporate culture.

For further details or to discuss new fundraising ideas, please contact:

Andrea Timlin  
Manager of Corporate Gifts and Events  
613-761-4022  
atimlin@ottawaheart.ca