

# IMAGES OF HOPE A Photographic Celebration of IVF



2012 Sponsorship Opportunities  
Images of Hope is a fundraising event in support of:

GENERATIONS  
OF HOPE   
FERTILITY ASSISTANCE FUND



Imagine that somewhere in Alberta is a healthy, happy child cherished by her loving family whose very life, her existence, is the result of your organization's support of a unique, much needed charitable program.

This is the outcome of your support and sponsorship of Images of Hope 2012, a special fundraising event in support of the Generations of Hope Fertility Assistance Fund.

## About Generations of Hope

The Generations of Hope Fertility Assistance Fund — an initiative of the Regional Fertility Program in Calgary, its patients and supporters — was launched in 2005 to help Albertans coping with the disappointment of infertility, and for whom infertility treatment is a challenge due to its financial impact.

Through this fund, many people can receive support for treatment at the Regional Fertility Program in Calgary. It is our goal to put the hope for a child within reach for as many people as possible – but we need your help.

It's not talked about enough, but for as many as 1 in 6 Canadian couples, having a baby is a serious medical challenge. Many of us take for granted the ability to conceive, but with the occurrence of infertility in our society on the rise, it is an agonizing and often disappointing journey for many couples.

There is help. Fertility treatment — particularly In Vitro Fertilization (IVF) — has improved so dramatically that success rates (successful pregnancies) at clinics like the Regional Fertility Program represent serious hope for women and couples who are dealing with infertility issues.

That's good news, right? Yes, but only if you can afford treatment. Infertility treatment is **intensive** and **expensive** — running into the thousands of dollars — and is not covered by public and most private medical plans. For many people who are coping with infertility, it is such a financial challenge that they are left with no choice but to give up their hope to have a biological child.

That's why the Generations of Hope Fertility Assistance Fund was created.

For more information about the Generations of Hope Fertility Assistance Fund, please visit [www.generationsofhope.ca](http://www.generationsofhope.ca).

“For as many as 1 in 6 Canadian couples, having a baby is a serious medical challenge.”



## Images of Hope

Images of Hope is a unique celebration — an exhibition of photographs and stories about IVF-conceived children and their families.

All the photography is original, highly artistic and is courtesy of local professional photographers who donate their time and talents.

It's an evening event that features catered hors d'oeuvres, cocktails, and silent and live auctions. This is the seventh year for Images of Hope and last year the event raised net proceeds of nearly \$110,000 for the Generations of Hope Fertility Assistance Fund.

Images of Hope 2012 will be held on Saturday, March 10 at Hotel Arts in Calgary, and we expect it to surpass the success of previous years.

Sponsorship of Images of Hope is not only a great way to show support for family issues and a unique cause, it also offers exposure for your organization to an audience of people who are affluent, influential and community-minded.



## How to Become a Sponsor

Begin by completing and faxing or emailing the attached sponsorship form, completing as much information as you can. A volunteer will follow up with you to provide additional information, make arrangements for the collection or delivery of goods and services or cheque donations, and to obtain required information or logo artwork that may be needed for the event program or other promotional materials.

Please note that to ensure you are included in event programs and other materials, all sponsorship commitments must be received by Friday, February 10, 2012.

If you have any questions or wish additional information, please contact:

Mary Ann Samaha  
Sponsorship Coordinator  
Phone: (403) 818-4711  
email: [sponsorship@imagesofhope.ca](mailto:sponsorship@imagesofhope.ca)



## Images of Hope 2012

March 10, 2012  
7:00 pm

### Hotel Arts

119 - 12th Avenue SW  
Calgary, AB T2R 0G8

## Tax Receipt Information

Donations of cash qualify for a charitable donation tax receipt. Donations of "goods" qualify for a charitable donation tax receipt at the fair market value of the goods donated. Donations of a "service" qualify for a marketing expense receipt.

Please note that charitable donation tax receipts or marketing receipts will only be issued for donations or sponsorships with a value of \$25 or more.



## Sponsorship Opportunities

There are a variety of sponsorship opportunities that allow your organization to support Images of Hope 2012 and the Generations of Hope Fertility Assistance Fund.

**Auction Items**      \$100 (minimum value of goods or services)

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### BENEFITS

#### Event Recognition

- Recognition in the event program.

A volunteer will follow up with you to provide additional information, make arrangements for the collection or delivery of goods and services or cheque donations.

**Bronze Sponsor**      \$1,000 (minimum value of goods/services or cash donation)

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### BENEFITS

#### Event Recognition

- Corporate name or logo in the event program.
- Two (2) tickets to the event.

**Silver Sponsor**      \$5,000 (minimum value of goods/services or cash donation)

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### BENEFITS

#### Event Recognition

- Corporate name or logo in the event program.
- Mention by the emcee.
- Two (2) tickets to the event.

**Gold Sponsor**      \$10,000 (minimum value of goods/services or cash donation)

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### BENEFITS

#### Event Recognition

- Corporate name or logo will appear at all times.
- Mention by emcee.
- Four (4) tickets to the event.

Mention in press releases.

Recognition on Generations of Hope website.

**Platinum Sponsor**      \$25,000 (minimum value of goods/services or cash donation)

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### BENEFITS

#### Event Recognition

- Corporate name or logo will appear at all times.
- Corporate banner (provided by sponsor) will be posted in a primary location at the venue.
- Introduction by emcee.
- Four (4) tickets to the event.

Mention in press releases.

Recognition on Generations of Hope website.



### Good Company

Previous sponsors and supporters of Images of Hope include:

fertilitycanada.com  
 Mosaic Studios  
 BizBOXTV.com  
 Little Soles  
 Heritage Pointe  
 UC Baby  
 Coal Harbour Group  
 Chocolaterie Bernard Callebaut  
 Hinchcliff & Lee Gallery  
 Dilawri BMW  
 Crave Cupcakes  
 Calgary Stampede  
 Bugalug Inc.  
 Metropolitan Grill  
 Delta Lodge at Kananaskis  
 Calgary Flames  
 Hotel Arts  
 Oasis Spa  
 Sunterra Quality Food Markets  
 Osborne Books  
 Chinook Energy Inc.

# Sponsorship Form

Thank you for supporting Images of Hope 2012. Please provide as much of the following information as possible and email the completed form to: [sponsorship@imagesofhope.ca](mailto:sponsorship@imagesofhope.ca) or fax to (403) 284-9293.

## Sponsorship Donations

I/we are interested in the following sponsorship opportunity(ies):

Auction Items Minimum \$100 value of good or services per item. Please provide description, details and estimated value(s)

ITEM \_\_\_\_\_ Estimated Value \_\_\_\_\_

Sponsorship Please indicate which Sponsorship level you have chosen (Platinum, Gold, Silver or Bronze)

LEVEL \_\_\_\_\_ Actual Value \_\_\_\_\_  Goods/Services  Cash Donation

## Sponsor/Donor Information

Company/Organization  Individual/Family

Full Name: \_\_\_\_\_ Daytime/Bus. Tel. No.: \_\_\_\_\_

Email: \_\_\_\_\_ Fax No.: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

I hereby certify that I am authorized to make this sponsorship donation on behalf of my organization:

Full Name: \_\_\_\_\_ Signature: \_\_\_\_\_

## Non-sponsorship Donations

If you wish to make a donation to the Generations of Hope Fertility Assistance fund in addition to or instead of the above sponsorship opportunities, please complete this area. Thank you!

Donation Amount: \$ \_\_\_\_\_  In addition to above selected  Donation only

Please note that charitable donation tax receipts will only be issued for donations of \$25 or more.

## Event Tickets

If you wish to attend the Images of Hope Event to support the Generations of Hope Fertility Assistance fund in addition to or instead of the above sponsorship opportunities, please complete this area.

Number of Tickets: \_\_\_\_\_ Total Amount: \$ \_\_\_\_\_  In addition to above selected  Tickets only

Please note: Advance tickets are \$50 each until February 15, 2012. Regular price \$75.

## Payment Information (For all cash donations including non-sponsorship donations and event tickets)

VISA  MasterCard Card No.: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_ Expiry: \_\_\_\_\_  
MM YY

Cardholder Signature: \_\_\_\_\_

Cheque (make payable to "Generations of Hope Fertility Assistance Fund")  
A volunteer will contact you to make arrangements for delivery or collection of your cheque.

Do you require a tax receipt?  YES  NO Type of tax receipt required:  Charitable  Marketing