



THE PANDA BALL

Benefits Packages



THE
PANDA
BALL
C A N A D A

2014

PRESENTED BY:



A night of Celebration & Inspiration

OCTOBER 24, 2014 ~ FOUR SEASONS HOTEL TORONTO



PANDA BALL ~ OVERVIEW

Panda Ball is Canada's premier celebration of the environmental leadership, vision and passion that is supporting a future in which nature and people thrive. Each year, our gala brings together more than 300 of Canada's corporate and philanthropic leaders with a deep commitment to conservation. Since our first Panda Ball in 2010, we have raised more than \$1.2-million in net funds to support critical conservation work that matters to all Canadians. WWF is driving towards a strong, thriving Arctic, safe and abundant water for people and for nature, three healthy, resilient oceans and a renewable-energy future in which Canada is a lead global supplier of sustainable power, technology and expertise.

Each year, we honour an individual or corporate leader whose transformative investment of talent, wisdom and effort is conserving our natural world. Our event also features an exciting live auction with prizes that spotlight Canada's most extraordinary wild species and places, such as viewing polar bears on the shores of icy Hudson Bay, or spotting the rare, elusive Spirit Bear in northern British Columbia's Great Bear Rainforest.

Special guests have included Commander Chris Hadfield, the first Canadian to be appointed Commander of the International Space Station; the Right Honourable Adrienne Clarkson, Canada's former Governor-General; esteemed Canadian authors John Ralston Saul and Joseph Boyden; political leaders Dalton McGuinty and Olivia Chow; as well as musicians Feist, Steven Page, John Legend and the Canadian Tenors.



An underwater photograph of a vibrant coral reef. The water is a deep, clear blue. In the foreground, there are various types of coral, including a prominent white branching coral and several red and orange soft corals. Numerous small, colorful fish, including orange and purple ones, are swimming around the reef. The background shows more coral and fish, with sunlight filtering down from the surface, creating a shimmering effect on the water.

*P*RESIDENT'S RECEPTION

The President's Reception is an invitation-only cocktail reception hosted by WWF's President and CEO, David Miller. This reception, hosted prior to the Panda Ball's cocktail reception, celebrates the leadership shown by our Gala sponsors and provides an exclusive opportunity to meet and mingle with our distinguished special entertainment, political and corporate guests. It also affords a unique opportunity to meet WWF's senior management and conservation directors from across Canada.

GOLD SPONSOR ~ \$75,000

AT THE EVENT:

- Two premium tables for 10 guests each
- Additional seating for 2 at the head table
- On-stage opportunity to introduce special guest
- 1 complimentary room at the Four Seasons for overnight stay (night of Panda Ball)
- Unique experience for eight guests to attend meet-and-greet with the entertainment
- Invitation for all guests to attend the President's Reception
- Right to use trademarks in association with the Panda Ball and promote your support for one year
- Sponsorship sector exclusivity
- Guest WWF conservation expert of your choice at your table
- Framed photo of choice

RECOGNITION:

The following communication materials will feature your corporate logo as a Gold Sponsor:

- Invitation
- Full-page ad in Evening program
- Inclusion in media release(s)
- Opportunity to be featured in post-event thank you video
- Thank you ad in a major newspaper or publication
- Premium recognition throughout dedicated Panda Ball web pages
- Premium recognition on video screens at the event
- Inclusion in appropriate social media activity
- Table signage
- Recognition in Annual Report
- Recognition in a post-event "Panda Mail"



SILVER SPONSOR ~ \$50,000

Exclusive opportunities as Entertainment Sponsor, Dinner Sponsor, Auction Sponsor or President's Reception Sponsor with unique benefits are also available. Benefits will be customized and can range from opportunities to link brands with auction items to the dinner menu.

AT THE EVENT:

- One preferred table for 10 guests
- Unique experience for six guests to attend meet-and-greet with the entertainment
- Invitation for all guests to attend the President's Reception
- Right to use trademarks in association with the Panda Ball and promote your support for one year
- Framed photo of choice
- Guest WWF conservation expert of your choice at each your table

RECOGNITION:

The following communication materials will feature your corporate logo as a Silver Sponsor:

- Invitation
- ½ page ad in Evening program
- Thank you ad in a major newspaper or publication
- Logo placement in post-event thank you video
- Preferred recognition throughout dedicated Panda Ball web pages
- Recognition on video screens at the event
- Inclusion in appropriate social media activity
- Table signage



BRONZE SPONSOR ~ \$25,000

AT THE EVENT:

- One table for 10 guests
- Unique experience for two guests to attend meet-and-greet with the entertainment
- Invitation for all guests to attend the President's Reception
- Right to use trademarks in association with the Panda Ball and promote your support for one year
- Guest WWF conservation expert of your choice at your table

RECOGNITION:

The following communication materials will feature your corporate logo as a Bronze Sponsor:

- 1/2 page ad in Evening program
- Thank you ad in a major newspaper or publication
- Logo placement in post-event thank you video
- Inclusion throughout dedicated Panda Ball web pages
- Inclusion on video screens at the event
- Table signage

***Multi-year sponsorship commitments receive a recognition plaque for their support of WWF's Panda Ball which can be displayed in their office.*



MEDIA SPONSOR

Media partners will be recognized at the event and in a thank you ad in a major newspaper or publication. Details regarding access for photography, video and interviews to be discussed.

RECOGNITION:

The following communication materials will feature your name or corporate logo as a Media Sponsor:

- Evening program
- WWF website
- Video screens at the event



TABLE AT \$15,000

AT THE EVENT:

- One table for 10 guests at the event
- Name recognition in the evening program

INDIVIDUAL TICKETS \$1,500



FOR FURTHER INFORMATION PLEASE CONTACT:

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Join us as we celebrate a year of conservation wins at WWF-Canada's fourth annual Panda Ball – a gala event that will bring together visionaries from the philanthropic and business communities who are leading the next generation of conservation.

At WWF we imagine a country powered by clean energy. We see vibrant oceans teeming with life and healthy waters for people and nature. We envision an Arctic where polar bears, narwhals, and walrus thrive, and communities and cultures flourish. We see a country whose proud citizens are taking action for a living planet. Let's bring this vision to life together.

PLEASE JOIN US FOR THIS CELEBRATION OF LIFE ON EARTH.



WWF.CA/PANDBALL

