

VOLUNTEER BUREAU OF MONTREAL

PARTNERSHIP PROPOSAL



1937-2012





Alison Stevens,
Executive Director of the
Volunteer Bureau of Montreal

MESSAGE FROM THE EXECUTIVE DIRECTOR

Try to imagine this city without volunteers! They are the backbone of so many services and activities that we all take for granted. They are also the passion and energy behind numerous initiatives that make Montreal an interesting and vibrant place to live.



In 2012 the Volunteer Bureau of Montreal will celebrate 75 years of promoting and supporting volunteerism. While we are proud of the role we have played for all those years, the focus of our celebration is volunteers and what they do. We want to highlight the tremendous impact they have had, and continue to have, on individuals, groups, neighborhoods and on the city in general. There are many ways in which you can join the celebration and help us to communicate this important message.

Who we are: Founded in 1937 by the Junior League of Montreal, the VBM is the oldest volunteer centre in the country. While its primary mandate is the promotion and support of volunteerism, it also offers a variety of services to approximately 1,000 community organizations and public institutions in the city.

What we do: Recruitment and referral of volunteers for hundreds of Montreal organizations, training and consultation on volunteer management, promotional activities (volunteer recruitment fairs, presentations about volunteering). We publish specific volunteer opportunities as well as more general advertising about volunteering both on our website (1,300 visits a day) and in various other traditional and electronic media. In addition, we support a network of approximately 80 groups providing Meals on Wheels and community lunches.

Who we support: Non-profit organizations working in a broad spectrum of fields, serving a variety of clients and causes in Montreal.

75th anniversary events:

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PRESS CONFERENCE

Launching of the 75th anniversary

Sponsorship value: \$5, 000 to \$10, 000

Date : December 5th, 2011

Location : City Hall (Entrance Hall)



Activity: We have chosen December 5th, International Volunteer Day to launch the celebrations of the 75th Anniversary of the VBM. A “happening” for our partner organizations, volunteers and the general public at City Hall in the presence of the Mayor of Montreal, Mr. Gérald Tremblay and Ms. Thibodeau-Deguire, President of Centraide of Greater Montreal will be followed by a press conference to launch our calendar, commemorative booklet, and video clip as well as the announcement of and invitation to the “Montreal Timeraiser” event in the spring.

Sponsor visibility: Your company name and/or logo will be on display on the podium at the event and it will be included in VBM publications during 2012 (newsletters, press releases, annual report) and on the VBM website.



VIDEO-CLIP

Sponsorship value: \$2,000



Theme: The impact and relevance of volunteering.

When/where shown: The video clip will be presented at the Press Conference on December 5, 2011 and then posted on the internet where it is hoped it will be viewed by a wide audience. It is intended to appeal to young people (15 to 30 years old).

Sponsor visibility: Your company name and/or logo will be displayed at the end of the video and will be included in VBM publications during 2012 (newsletters, press releases, annual report) and on the VBM website.

Audience: Youth 15 to 30 years old

Objective : Make of this video capsule, via social networking, a tool for promoting volunteerism in order to emphasize its importance and impact.



CALENDAR 2011-2012



Sponsorship value: \$6, 000

Quantity: 1, 700 copies (Bilingual)

Content: The 16-month anniversary calendar will showcase volunteering in Montreal – past, present and future – through photographs and other illustrations, volunteer stories and quotes. It is intended primarily for the approximately 1,000 organizations in our network, but will also be sent to several hundred institutional, governmental and media partners and contacts.

Printed by: September 1, 2011

Sponsor visibility: Your company name and/or logo will appear on a specific month or number of months in the calendar. Your company name and/or logo will be included in VBM publications during 2012 (newsletters, press releases, annual report) and on the VBM website.



COMMEMORATIVE BOOKLET

Sponsorship value: \$6, 000

Quantity : 1, 700 copies (Bilingual)

Content : This special commemorative booklet will be a “bel objet”, printed on quality paper and in an unusual format. It will illustrate the origins and history of the VBM, the evolution and diversity of volunteering as well as offering a glimpse into the future. Intended for the approximately 1,000 organizations in the VBM’s network, it will also be used as a communications tool after the 75th anniversary.

Printed by : December 5, 2011



Sponsor visibility : Your name and/or logo will appear in the booklet on a page acknowledging sponsors. Your company name and/or logo will be included in VBM publications during 2012 (newsletters, press releases, annual report) and on the VBM website.



MONTREAL TIMERAISER

Sponsorship value: \$10, 000



When: April 19, 2012 during National Volunteer Week at Marché Bonsecours in Old Montreal.

What it is: An art auction with a difference... Bidding volunteer hours instead of dollars!

Created in 2002 in response to a group of professionals wondering how finding relevant volunteer opportunities could be made easier, Timeraiser aims to improve the experience of bringing people to causes and causes to people, while supporting the local art community – a vital component of every urban centre. The event itself is a part volunteer fair, part silent art auction and part night on the town. Throughout the evening participants meet with different non-profits in the room and match their skills to the organizations' needs. Once they have made their matches, they are eligible to bid on artwork. The big twist is rather than bid money, they bid volunteer hours on works of art they are interested in. If they have the winning bid they have 12 months to complete their volunteer pledge before bringing the artwork home as a reminder of their goodwill. Once the auction is over, the hours raised are announced and the celebration of contributions to the art and non-profit communities begins.

Currently operating in cities across Canada (Toronto, Hamilton, London, Winnipeg, Calgary, Vancouver, Edmonton and Ottawa), Timeraiser's arrival in Montreal happily coincides with the VBM's 75th anniversary. Your commitment and support to both the artistic and community sectors of this great city can be expressed in partnering with us in presenting this exciting event.

There are many sponsorship options. You may sponsor an original work of art created by a local artist specifically for the Montreal Timeraiser or you may sponsor one or more of the other elements contributing to the evening (musicians, A/V support, catering, printing, MC, etc). You may also support the event by encouraging your employees to register for it as potential volunteers.



Sponsor visibility : Your name and/or logo will be placed on all print and electronic material promoting the event and on each artist bid sheet, as well as in the press release and Montreal Timeraiser summary distributed to the media before and after the event.

Your name and/or logo will be displayed at the Kick-off event in March where the completed works of art will be presented. You will also be invited to the event.

Your name and/or logo will be displayed at the Montreal TImeraiser on a rolling slideshow. In addition, there is the option of a vertical banner displaying your name and/or logo at the event.

Artwork in your workplace : You may select a certain number of works of art from the Montreal Timeraiser to be housed in your offices during the 12 months while the winner completes his/her bid. The artwork will be accompanied by a plaque describing your company's contribution to the arts, to community organizations and to citizen engagement.

You will be provided with VIP passes to attend the Montreal Timeraiser.

As with all other types of sponsorship for our 75th anniversary, your company name and/or logo will be included in VBM publications throughout 2012 (newsletter, press releases, annual report) and on the VBM website.



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SPONSORSHIP CATEGORIES



MAJOR SPONSOR

\$25, 000 and over



GOLD SPONSOR

between \$10, 000 and \$24, 999

SILVER SPONSOR

between \$5, 000 and \$9, 999

BRONZE SPONSOR

between \$1, 000 and \$4, 999

PARTICIPANT SPONSOR

between 0 and \$999

Yes, I would like to support the Volunteer Bureau of Montreal as a sponsor for its 75th Anniversary celebration

Mr. ___ Mrs. ___ Ms. ___ First Name: _____ Last Name: _____

Company name (if applicable): _____

Address: _____ City: _____ Postal Code: _____

Telephone: (home) _____ (work) _____ Email: _____

Enclosed is my cheque of: \$ 1,000 _____ \$ 2,000 _____ \$ 3,000 _____ \$ 4,000 _____ \$ 5,000 _____ Other \$ _____

My gift was solicited by: _____

An income tax receipt will be issued. Charitable registration number: 11928 7076 RR0001

For recognition purposes: I accept that my name (or my company name) appears on your donors' list _____
I wish my gift to remain anonymous _____

The Volunteer Bureau of Montreal respects the confidentiality of all information received and does not exchange or sell donors' lists.

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