

Northern Medical Programs Trust

A PARTNERSHIP OF NORTHERN BRITISH COLUMBIA COMMUNITIES AND UNBC

The Northern Medical Programs Trust is supporting students today who will improve the quality of health care in our communities tomorrow.

To date, funds have been allocated to place medical and nurse practitioner students in communities around Northern BC. These experiences are inspiring them to pursue careers in the North.

There is an ongoing need to grow the Trust, to support the training of physicians, nurse practitioners, and other health care professionals.



For more information or to confirm your sponsorship contact:



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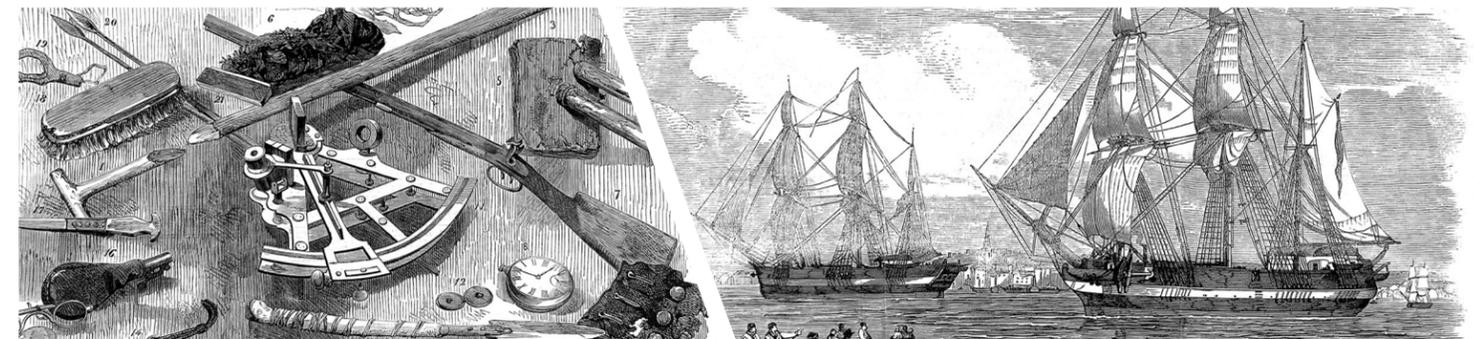
**Celebrate our northern history
during Canada's 150th!**

13th Annual Dr. Bob Ewert Memorial Lecture and Dinner

Saturday April 8, 2017 | 5:30 p.m. | Prince George Civic Centre

Sponsorship Package

Keynote Dr. Martin Magne – The Search for the Franklin Expedition



Presenting Partners



Become a Sponsor, in support of the Northern Medical Programs Trust

Event Overview

This premier lecture and dinner is held annually to honour Dr. Bob Ewert—the first medical specialist in Prince George. The event features a celebrated lecturer and inductions into the Northern Medical Hall of Fame. In addition the Rising Star Award recognizes a current student planning to pursue a professional career in northern health care. A fundraiser and fundraiser, the Ewert lecture supports students in health studies programs at UNBC, training and retaining future health care professionals.

This year's keynote address will be by Dr. Martin Magne on *The Search for the Franklin Expedition*.

Celebrate our northern history during Canada's 150th anniversary as Dr. Magne speaks about investigations by Parks Canada into one of the greatest puzzles in the history of Canadian exploration.

In 1845, Sir John Franklin set sail from England with two ships, HMS Erebus and HMS Terror, in search of a Northwest Passage across what is now Canada's Arctic. The ships and crew vanished, which prompted a massive search which continued until just recently.

After more than 160 years of searching, in 2014, the Parks Canada underwater team finally discovered one of the ships, the HMS Erebus. In September 2016, researchers found the HMS Terror.

The locations of the ships tell a different story than accepted theories and may change a chapter in Canadian history.

Dr. Marty Magne is recently retired from the position of Director of the Archaeology and History Branch for Parks Canada, where he oversaw 50 staff of terrestrial and underwater archaeologists as well as historians in offices across the country, including the team exploring the mystery of the ill-fated Franklin Expedition.

Marty has academic, government, and private consulting experience in Ontario, Manitoba, Saskatchewan, Alberta, and British Columbia. He is an adjunct professor in the Department of Anthropology at the University of Toronto and has worked closely with many Indigenous communities, mostly in western Canada.

Marty is a recipient of the Parks Canada Lifetime Achievement Award in Cultural Resource Management and Commemorative Integrity. In 2014, he also received the Public Service Award of Excellence in recognition of his leadership role in inter- and intra-governmental relations, including high-level interactions with Inuit organizations.

Sponsor Opportunities

A limited number of corporate sponsorships provide the opportunity for you to:

Support the training and retention of future health care professionals in Northern BC—Sponsors are the major contributor to the fundraising potential of this event. Proceeds will go to the Northern Medical Programs Trust endowment.

Promote your company through the event's extensive marketing program. Gold and Silver sponsors receive corporate recognition through the media and web campaign prior to the event. Full promotional benefits are described on the next page.

This year's media sponsors, the Prince George Citizen and Jim Pattison Broadcast Group, will provide over \$20,000 in promotional exposure pre-event to Gold and Silver sponsors.



Sponsorships are made through UNBC, and as such your company will also receive recognition as a UNBC donor.

Gold \$10,000

Limited to 1 (corporate) sponsorship

Event Benefits

- Exclusive sponsorship of a pre-event presentation to students or other audience by Martin Magne
- 2 copies of "Franklin's Lost Ship: The Historic Discovery of HMS Erebus" by John Geiger and Alanna Mitchell, autographed by our speaker
- Verbal podium recognition
- Inclusion in PowerPoint presentations
- 10 tickets to the event (1 table)
- Company name on table, priority table placement

Advertising

- Logo/name in print advertising and poster
- Logo/name on event publications
- Logo/name on UNBC web promotion
- Thank you post-event

UNBC Donor Recognition Benefits

- Recognized as a Williston Circle donor for annual giving
- As appropriate for lifetime giving
- Invitation to UNBC's annual Donor Appreciation Evening

Silver \$5,000

Limited to 5 sponsorships

Event Benefits

- 1 copy of "Franklin's Lost Ship: The Historic Discovery of HMS Erebus" by John Geiger and Alanna Mitchell, autographed by our speaker
- Verbal podium recognition
- Inclusion in PowerPoint presentation
- 10 tickets to the event (1 table)
- Company name on table

Advertising

- Logo/name in print advertising and poster
- Logo/name on event publications
- Logo/name on UNBC web promotion
- Thank you post-event

UNBC Donor Recognition Benefits

- Recognition as a Williston Circle donor for annual giving
- As appropriate for lifetime giving
- Invitation to UNBC's annual Donor Appreciation Evening

Bronze \$2,500

Limited to 6 sponsorships

Event Benefits

- 1 copy of "Franklin's Lost Ship: The Historic Discovery of HMS Erebus" by John Geiger and Alanna Mitchell, autographed by our speaker
- 4 tickets to the event
- Company name on table

Advertising

- Logo/name on event publications
- Logo/name on UNBC web promotions
- Thank you post-event

UNBC Donor Recognition Benefits

- Recognition as a Williston Circle donor for annual giving
- Invitation to UNBC's annual Donor Appreciation Evening