

10th Annual Dr. Bob Ewert Memorial Lecture and Dinner

SATURDAY APRIL 5, 2014 | PRINCE GEORGE CIVIC CENTRE

Sponsorship Package

Keynote Speaker

Chris Hadfield

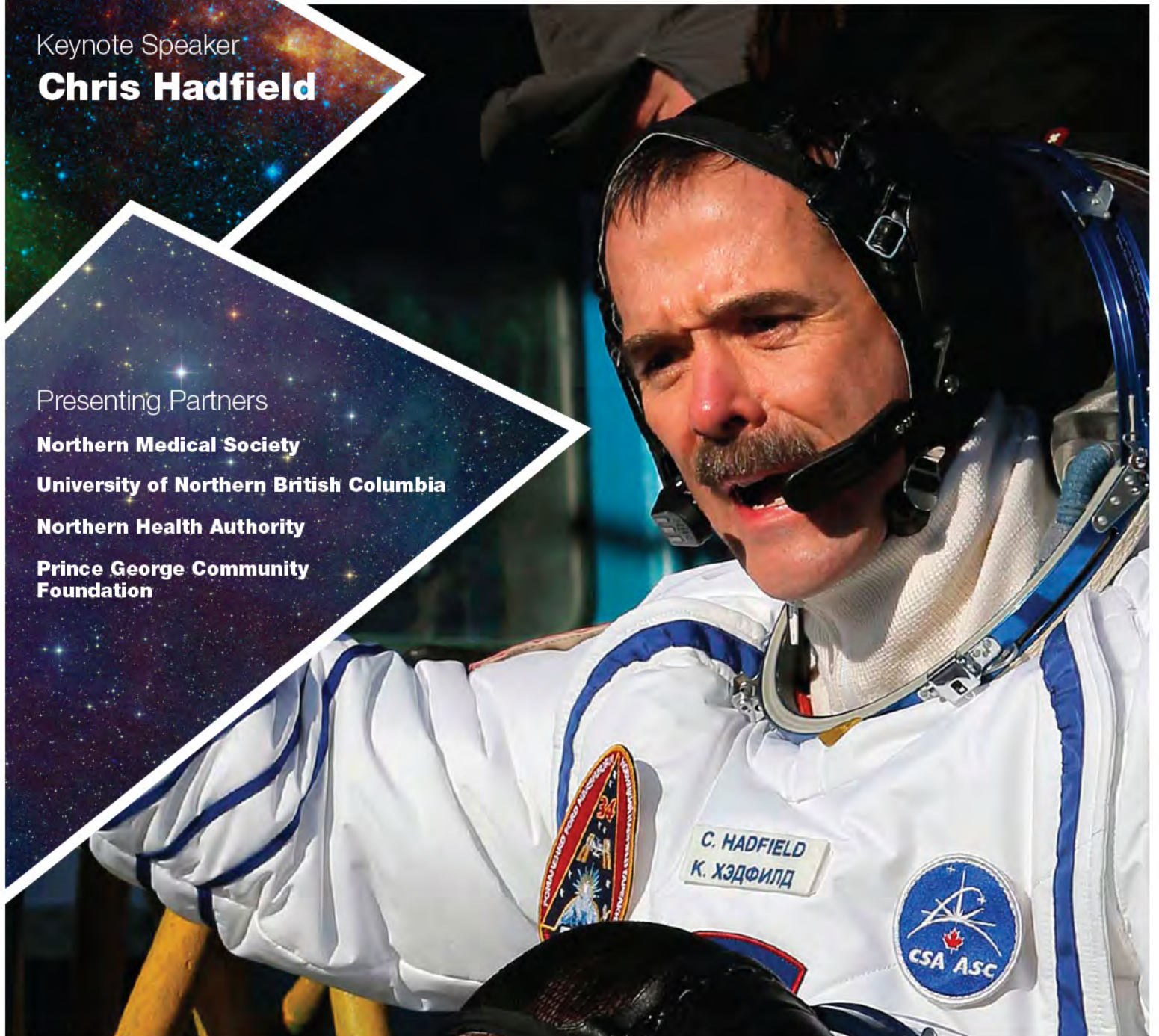
Presenting Partners

Northern Medical Society

University of Northern British Columbia

Northern Health Authority

**Prince George Community
Foundation**



Supporting the **Northern Medical Programs Trust**

A PARTNERSHIP OF NORTHERN BRITISH COLUMBIA COMMUNITIES AND UNBC

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 friendraiser and fundraiser, the Ewert lecture supports students in northern medical programs at UNBC, training and retaining future health care professionals. This year the event is expected to draw its largest audience yet which will include physicians, health care students, business leaders, community members and elected officials.

2014 is the 10th Anniversary of the lecture, and a celebration of the Northern Medical Program's first 10 years.

The keynote address will be provided by Chris Hadfield – Astronaut, Former Commander of the International Space Station – and the first Canadian to walk in space. While living aboard the International Space Station for over five months, Colonel Chris Hadfield woke up the world every day, writing on Twitter. Since blasting off from Kazakhstan in December 2012, Hadfield has become a worldwide sensation, harnessing the power of social media to make outer space accessible to millions and infusing a sense of wonder into the collective consciousness not felt since man first walked on the moon. Called “the most famous astronaut since Neil Armstrong” by the BBC, Hadfield – now safely back on Earth – continues to bring the glory of science and space travel to everyone he encounters. On his last day on the ISS, he posted his farewell music video online – a reworking of David Bowie's Space Oddity- which garnered millions of views in its first hours.

Colonel Hadfield returned to earth in May 2013, and less than one year later will provide the keynote address at this year's highly anticipated lecture. Celebrate with us – and make this the best event yet!

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 sponsors are recognized on invitations directly mailed to over 2000 potential guests. 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.

Pursue business development and client networking goals—Gold sponsors receive invitations to an exclusive, pre-event reception with Chris. Attendance will be limited to 20 people, providing an opportunity to reward and network with key clients and prospects. All sponsor packages include tickets to the event, which include a mix and mingle reception before and after the event.

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

THE PRINCE GEORGE CITIZEN

HD CKPG

the River 1013

99.9 Drive CLASSIC HITS

Gold

\$10,000 Limited to 3 (corporate) sponsorships

Event benefits

- Six invitations to a private exclusive reception with Chris prior to Dinner
- 2 autographed copies of *An Astronaut's Guide to Life on Earth*
- Verbal podium recognition
- Inclusion in PowerPoint presentations
- Company name on table, priority table placement
- 10 tickets to the event (1 table)

Advertising

- Logo/name in event invitations (2000)
- 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
- President's Circle 'Bronze' for lifetime giving
- Invitation to UNBC annual Donor Recognition Event

Silver

\$5,000 limited to 5 sponsorships

Event Benefits

- 1 autographed copy of *An Astronaut's Guide to Life on Earth*
- Verbal podium recognition
- Inclusion in PowerPoint presentation
- Company name of table
- 10 tickets to the event (1 table)

Advertising

- Logo/names 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
- President's Circle 'Bronze' for lifetime giving
- Invitation to UNBC annual Donor Recognition Event

Bronze

\$2,500 limited to 6 sponsorships

Event benefits

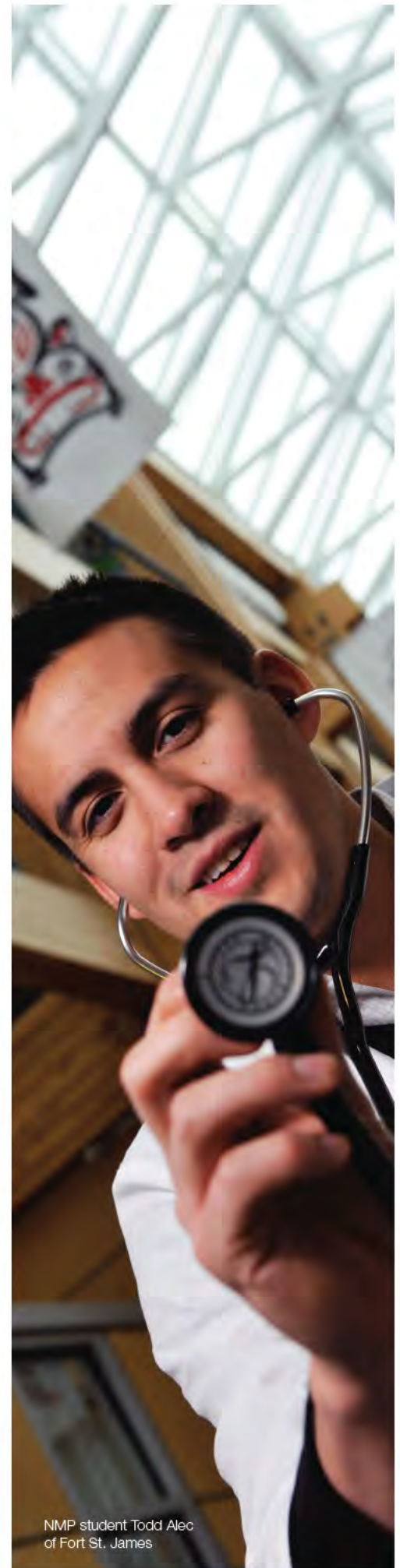
- 1 autographed copy of *An Astronaut's Guide to Life on Earth*
- Company name on table
- 4 tickets to the event

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 annual Donor recognition Event



NMP student Todd Alec
of Fort St. James

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.

"For as long as I can remember, Northern BC has had to cope with not being able to attract a sufficient number of doctors to adequately look after the people scattered through the small communities and rural areas in the north. Because of the Northern Medical Program, and the Northern Medical Programs Trust this difficulty is on its way to solution."

-Dr. John MacDonald
Chancellor, University of Northern British Columbia

Dr. MacDonald was born and raised in Prince Rupert, BC. He is the co-founder of MacDonald, Dettwiler and Associates, MDA designed, developed, and built Canadarm under contract to the National Research Council of Canada. The first arm was Canada's contribution to NASA's Space Shuttle Program.



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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