

TUNE IN TO **YES**⁸

A BENEFIT CONCERT & SILENT AUCTION

Sponsorship Opportunities



Last year, TUNE IN TO YES⁷ welcomed over 300 guests and raised over \$84,000 thanks to the generosity of organizations and people like you. The event also generated considerable media coverage and was praised by attendees for its high energy entertainment, great value-for-money, and networking opportunities.

For companies and organizations seeking awareness with an influential and affluent audience, and recognition in the community as a supporter of employment, entrepreneurship and the arts, this event is a must for your marketing mix.

SUPPORT THE COMMUNITY

Get your name known around the city

TUNE IN TO YES is the annual fundraiser held by Youth Employment Services (YES), a non-profit organization which provides English-language support services to help Quebecers find employment and start businesses. We are inviting you to be a proud sponsor of this year's TUNE IN TO YES in a win-win situation where you will receive maximum exposure through a variety of YES networks and promotional campaigns and, at the same time, you will be giving back to the community. **Youth unemployment has never been higher and you have the power to help make a difference.**

October 30, 2014

L'Olympia Theatre


1004 Ste-Catherine Street East

Event Planning Committee Members

Andrew Abdalla, Co-Chair
Cherine Zananiri, Co-Chair
Marina Cutler
Paul Dery-Goldberg
Elisha Dillon

Harvey Elman
Peter Freud
Lorraine Klaasen
Chris Ramoutar

www.yesmontreal.ca

Successful futures start with 

TUNE IN TO YES AUDIENCE DEMOGRAPHICS



The typical **TUNE IN TO YES** attendees are:

- Average age: 44
- English speaking
- Professionals and established business leaders from all sectors.
- Affluent – attendees pay \$125 per ticket and bid on multiple auction prizes. Last year, the average attendee spent \$400.

YES CENTRE CLIENT DEMOGRAPHICS



The typical **YES** clients are:

- Between the ages of 18-34
- 75% have a Post-Secondary education
- 27% of clients find us through our website
- 43% hear about us through word of mouth

**Leverage your support to reach all
YES clients, partners & volunteers**

- 15,000 unique views of our Online YES Program Book
- 14,000 client visits to the YES Centre every year
- 12,000 YES Program Books printed and distributed to clients
- 11,000 e-newsletters sent out to clients every month
- 7,000 unique visitors per month to www.yesmontreal.ca
- 5,000 TUNE IN TO YES e-invitations circulated
- 2,100 TUNE IN TO YES invitations mailed to recipients
- 1,100 unique visitors to www.tuneintoyes.com
- 400 event program books distributed to attendees

Please **take a moment** to find out how
supporting YES can benefit you!

JOIN THE GROWING LIST OF YES PARTNERS WHO HAVE HELPED MAKE A DIFFERENCE

YES Sponsors:



Media Partners:



THE JOHN DOBSON FOUNDATION • THE HAY FOUNDATION • THE PEACOCK FAMILY FOUNDATION
THE TAUBEN FOUNDATION • THE ZELLER FAMILY FOUNDATION

TUNE IN TO YES⁸

Community Leader

Sponsorship Investment: \$10,000

Promotional Opportunities



Your company logo will be included on printed and online promotional material:

- Paid advertisements for TUNE IN TO YES⁸ in major newspapers including the Montreal Gazette
- Monthly e-newsletters (circ. 11,000 per month)
- YES Program Book (two editions annually-12,000 copies)
- YES Website (average of 7,000 unique visitors per month)
- All TUNE IN TO YES⁸-related online promotions, ie: website and e-mails (5,000+ recipients)
- TUNE IN TO YES Program Book (circ. 300)
- Postcard invitations, posters and all event collateral
- All event signage (prominent placement)
- Projected on a slide show throughout the event
- Annual Report

PLUS:

- A full-page color advertisement on the BACK COVER of the TUNE IN TO YES⁸ Program Book
- One VIP table of ten (10) at the event (\$1,500 value)
- Two (2) bottles of wine at your table
- On stage verbal recognition from YES President as a Community Leader during the event
- Exclusive opportunity to speak at the event
- A framed commemorative event poster, autographed by the performers
- Recognition on the YES Partners Plaque for one year
- Option to display Company supplied banner at TUNE IN TO YES⁸
- Option to put promotional item/flyer in the attendees' gift bags
- First right of renewal on sponsorship

WHO ATTENDS THE BENEFIT CONCERT AND SILENT AUCTION?

TUNE IN TO YES brings together over **300** business leaders & professionals with a personal commitment to our mission.

Community Builder

Sponsorship Investment: **\$5,000**

Promotional Opportunities



Your company logo will be included on printed and online promotional material:

- Paid advertisements for TUNE IN TO YES⁸ in major newspapers including the Montreal Gazette
- Monthly e-newsletters (circ. 11,000 per month)
- YES Program Book (two editions annually-12,000 copies)
- YES Website (average of 7,000 unique visitors per month)
- All TUNE IN TO YES⁸-related online promotions ie: website and e-mails (5,000+ recipients)
- TUNE IN TO YES Program Book (circ. 300)
- Postcard invitations, posters and all event collateral
- All event signage (prominent placement)
- Projected on a slide show throughout the event
- Annual Report

PLUS:

- A full-page black and white advertisement in the TUNE IN TO YES⁸ Program Book
- Four (4) complimentary tickets with reserved seating at the event (\$500 value)
- A bottle of wine at your table
- On stage verbal recognition from YES President as a Community Builder during the event
- Recognition on the YES Partners Plaque for one year
- Option to display Company supplied banner at TUNE IN TO YES⁸
- Option to put promotional item/flyer in the attendees' gift bags

TUNE IN TO YES⁸

Community Partner

Sponsorship Investment: \$2,500

Promotional Opportunities



Your company logo will be included on printed and online promotional material:

- Paid advertisements for TUNE IN TO YES⁸ in major newspapers including the Montreal Gazette
- Monthly e-newsletters (circ. 11,000 per month)
- YES Program Book (two editions annually-12,000 copies)
- YES Website (average of 7,000 unique visitors per month)
- All TUNE IN TO YES⁸-related online promotions ie: website and e-mails (5,000+ recipients)
- TUNE IN TO YES Program Book (circ. 300)
- Postcard invitations, posters and all event collateral
- All event signage (prominent placement)
- Projected on a slide show throughout the event
- Annual Report

PLUS:

- A half-page black and white advertisement in the TUNE IN TO YES⁸ Program Book
- Two (2) complimentary tickets with reserved seating at the event (\$250 value)
- On stage verbal recognition from YES President as a Community Partner during the event
- Recognition on the YES Partners Plaque for one year
- Option to put promotional item/flyer in the attendees' gift bags



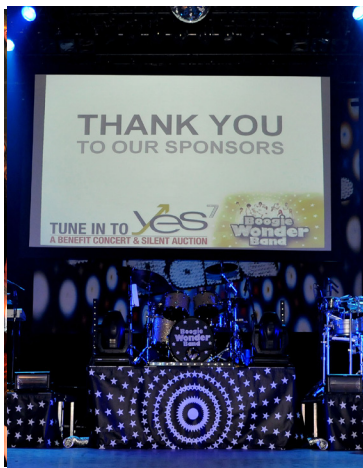
WHO ATTENDS THE BENEFIT CONCERT AND SILENT AUCTION?

TUNE IN TO YES brings together over **300** business leaders & professionals with a personal commitment to our mission.

Community **Supporter**

Sponsorship Investment: \$1,000

Promotional Opportunities



Your company logo will be included on printed and online promotional material:

- Paid advertisements for TUNE IN TO YES⁸ in local newspapers
- Monthly e-newsletters (circ. 11,000 per month)
- All TUNE IN TO YES⁸-related online promotions, ie: website and e-mails (5,000+ recipients)
- TUNE IN TO YES Program Book (circ. 300)
- Postcard invitations, posters and all event collateral
- All event signage
- Projected on a slide show throughout the event

PLUS:

- A quarter-page black and white advertisement in the TUNE IN TO YES⁸ Program Book
- On stage verbal recognition from YES President during the event

YES Board of Directors

Past President, YES

Harold Simpkins

John Molson School of Business
Concordia University

President, YES

John Aylen

John Aylen Communications

Vice President, YES

Jordan LeBel, Ph.D.

John Molson School of Business
Concordia University

Vice President, YES

Roslyn Slawner

Hart Resource Development

Treasurer, YES

Gavin Correa, CPA, CA, CFP

Litwin Correa, LLP
Chartered Accountants

Secretary, YES

Doris Juergens

NATIONAL Public Relations

Andrew Abdalla, CPA, CA

MNP, LLP

John Scott Bailey

JSB & Associates Consulting

Paul Dery-Goldberg

Spiegel Sohmer Avocats/Lawyers

Pino Di Ioia

BeaverTails Pastry/
Moozoo Juices Gelateria

Harvey Elman

Landmark Properties Inc.

Chris Emergui

BAM Strategy

Christopher Minkoff

Consilium Assurance

Advisory Council

Lionel Blanshay

Rob Braide

Anthony Broccolini

Scott Conrod

Charles B. Crawford

John W. Dobson*

Peter R. Johnson

Guy Laframboise

Timothy Leyne

Peter McAuslan

Andy Nulman

Philip O'Brien

Hilary Radley

Herschel Segal

Robert Walsh

*Deceased

YOUR GENEROSITY GOES A LONG WAY

For more information and questions about custom sponsorship packages, please contact:

Catherine Brisindi

514-878-9788 ext. 322 | cbrisindi@yesmontreal.ca

666 Sherbrooke St. West, Suite 700, Montreal, QC H3A 1E7



YES is a not-for-profit organization

Successful futures start with



As a not-for-profit organization, YES Montreal (Youth Employment Services) enriches the community by providing English language support services to help Quebecers find employment and start businesses.