

TUNE IN TO **yes**¹¹
A BENEFIT CONCERT & SILENT AUCTION

SPONSORSHIP
OPPORTUNITY
OCTOBER 18, 2017 ST-JAMES THEATRE



www.yesmontreal.ca | 514-878-9788
666 Sherbrooke St. West, Suite 700

ABOUT YES

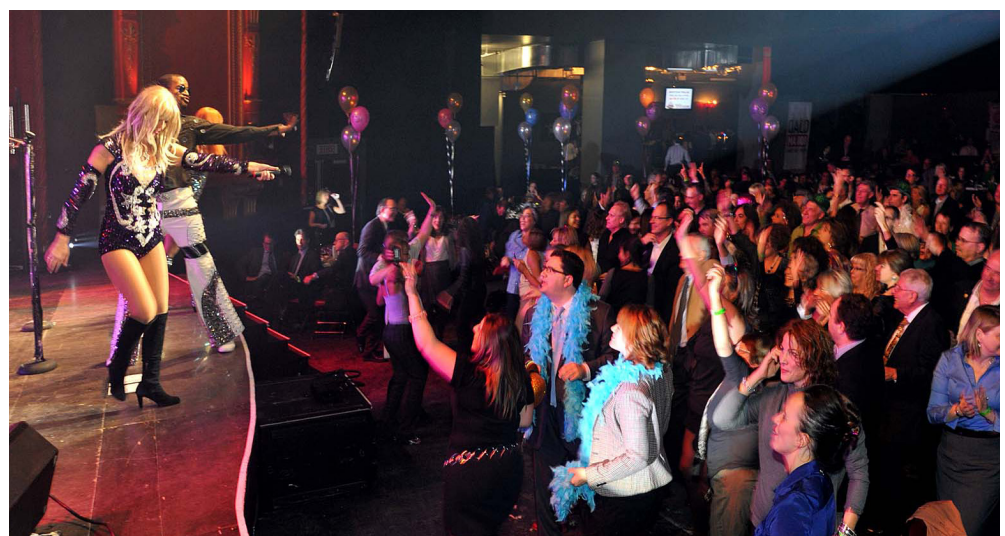
As a not-for-profit organization, YES (Youth Employment Services) enriches the community by providing English-language support services to help Quebecers find employment and start and grow businesses.

MAKE A DIFFERENCE...AND HAVE FUN DOING IT

IT'S A WIN-WIN!

Sponsoring TUNE IN TO YES provides you with the unique opportunity to connect with professionals and established business leaders from all sectors, to build your brand awareness and show your company's support of an important cause: employment!

Feel good about supporting your community and a local charity that helps more than 4,100 job-seekers, entrepreneurs and artists annually. Expand your visibility through our various TUNE IN TO YES sponsorship opportunities.



EVENT AT A GLANCE

- WHEN:** Wednesday, October 18, 2017
- TIME:** 6:00 PM to 10:00 PM
- TICKETS:** \$125 (Partial tax receipts will be issued)
- WHERE:** Your brand will be featured at the St-James Theatre, 265 St. Jacques.
- HIGHLIGHTS:** TUNE IN TO YES will be a fabulous treat for guests from entertainment to food and drinks.
- SILENT AUCTION:** Includes exclusive experiences, travel opportunities, health and wellness items, treats and toys, luxury and fashion items all in support of YES.

COMMITTEE MEMBERS

Evan Bush (Honorary Chair)
Goalkeeper, Montreal Impact

Elisabeth Laett (Chair)
Founding Partner,
Xaphan Group

Samantha Bateman
Owner & Director,
Integria Consulting

Julia Carlton
Human Resources Director,
Northex Environnement inc.

Dave Haber
Digital Marketing Consultant,
davehaber.ca

Augusto Sotelo
Founder & President, Goowi

Suzanne Vachon
Suzanne Vachon Intérieurs

Cherine Zananiri
Strategic Consultant



TUNE IN TO YES AUDIENCE DEMOGRAPHICS

300+

AFFLUENT PROFESSIONALS
AND ESTABLISHED LEADERS
FROM ALL SECTORS

\$400

AVERAGE AMOUNT
SPENT BY EACH
ATTENDEE

44

AVERAGE AGE
OF AUDIENCE
MEMBERS

YES CENTRE CLIENT DEMOGRAPHICS

4,100

CLIENTS SERVED ANNUALLY

538

BUSINESSES YES
HELPED LAUNCH OR
GROW IN QUEBEC

77%

OF JOB SEARCH CLIENTS
FOUND EMPLOYMENT OR
RETURNED TO SCHOOL

YOUR BUSINESS IN THE SPOTLIGHT



..... 100,730 VISITS TO WWW.YESMONTREAL.CA IN 2016



..... 16,000 CLIENTS VISIT THE YES CENTRE EVERY YEAR



..... 14,400 FACEBOOK FOLLOWERS WITH A REACH OF 818,000



..... 11,500 TUNE IN TO YES E-INVITATIONS CIRCULATED



..... 11,000 PROGRAM BOOKS PRINTED AND DISTRIBUTED TO CLIENTS



..... 2,620 LINKEDIN CONNECTIONS AND 2,600 TWITTER FOLLOWERS



..... 1,100 UNIQUE VISITORS TO WWW.TUNEINTOYES.COM



..... 400 EVENT PROGRAM BOOKS DISTRIBUTED TO ATTENDEES

SPONSORSHIP LEVELS

Inclusions	COMMUNITY SUPPORTER \$1,000	COMMUNITY PARTNER \$2,500	COMMUNITY BUILDER \$5,000	COMMUNITY LEADER \$10,000
Brand Recognition				
Ad in the event program book	1/8 Page B&W	1/4 Page B&W	1/2 Page B&W	Full Page Back Cover/Colour
Ad for event in major newspaper	X	X	X	X
YES bi-annual & event program books	X	X	X	X
All event signage and collateral (postcards, invitations, posters etc.)	X	X	X	X
Slide show throughout event	X	X	X	X
Company supplied banner at event			X	X
Promo item/flyer in gift bags			X	X
Media				
Pre-event social media mentions (Facebook, Twitter, Instagram)		X	X	X
Monthly e-newsletters	X	X	X	X
All event related online promotions (website and emails)	X	X	X	X
On YES website with link to your site			X	X
Hospitality				
Tickets to the event	One Ticket	Two Tickets with Reserved Seating	Four Tickets with Reserved Seating	VIP Table of Ten
Complimentary refreshments at table			One Bottle of Wine	Two Bottles of Wine
Framed commemorative event poster signed by performers				X
Meet and greet with performers				X
Extras				
Recognition on YES partners plaque in Centre for one year	X	X	X	X
First right renewal on sponsorship				X
Option: inclusion as future sponsor representative as event co-chair				X
Opportunity to speak at the event				X
On stage acknowledge as a:	Community Supporter	Community Partner	Community Builder	Community Leader

OTHER WAYS TO SUPPORT TUNE IN TO YES



ATTEND THE EVENT

Join us for a night of excitement with a fun and professional crowd, featuring live entertainment, live and silent auctions, and raffle prizes. Indulge in delicious complimentary food, wine and beer with amazing company all in support of a worthy cause! The event tickets are \$125 per person.



PURCHASE A TABLE OF TEN

Share the night with friends, family, or colleagues by purchasing a table. Each table is \$1500 and holds a maximum of ten people.



CASH OR GIFT-IN-KIND DONATIONS

Donate to the event and we'll do the rest. A simple way to give back to the community. Alternative to monetary sponsorship, if your company has a product or service to offer that would assist YES in the production of TUNE IN TO YES. We would appreciate your support.

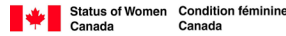


RAFFLE, LIVE AND SILENT AUCTION DONATIONS

Donate exclusive trips, experiences and activities, art pieces, luxury and fashion items in an exciting live and silent auction, as well as raffle.

JOIN THE GROWING LIST OF SUPPORTERS

YEARLY SUPPORTERS



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

PAST EVENT & IN-KIND SUPPORTERS



The Barwick Family Foundation • Dorfin Inc. • The Rossy Family Foundation

MEDIA PARTNERS



YES BOARD OF DIRECTORS AND ADVISORS

BOARD OF DIRECTORS

Past President, YES

John Aylen

John Aylen Communications

President, YES

Doris Juergens

NATIONAL Public Relations

Vice President, YES

Roslyn Slawner

Hart Resource Development

Vice-President, YES

Cherine Zananiri

Strategic Consultant

Treasurer, YES

Gavin Correa, CPA, CA, CFP

LCA CPA Inc. Chartered
Professional Accountant

Secretary, YES

Elisabeth Laett

Xaphan Group

Andrew Abdalla

MNP LLP

Anthony Broccolini

Broccolini

Paul Dery-Goldberg

Spiegel Sohmer
Avocats/Lawyers

Pino Di Iorio

BeaverTails Pastry/
Moozoo Juices
Gelateria

Harvey Elman

Landmark Properties Inc.

Geoff Wagner

Norseland Inc.

ADVISORY COUNCIL

Lionel Blanshay

Rob Braide

Bill Brownstein

Scott Conrod

Charles B. Crawford

Peter R. Johnson

Guy Laframboise

Timothy Leyne

Peter McAuslan

Andy Nulman

Philip O'Brien

Hilary Radley

Herschel Segal

Robert Walsh

YOUR GENEROSITY GOES A LONG WAY

For more information and questions about TUNE IN TO YES or custom sponsorship packages, please contact:

IRIS UNGER

Executive Director, YES

514-878-9788 ext. 301

iu@yesmontreal.ca

SARAH LUKASSEN

Fundraising Coordinator, YES

514-878-9788 ext. 319

slukassen@yesmontreal.ca

www.yesmontreal.ca | 514-878-9788
666 Sherbrooke St. West, Suite 700
Montreal, Quebec H3A 1E7



YES is a not-for-profit organization