



in benefit of the Montreal Children's Hospital Foundation

presents

THE ROARING TWENTIES



Sponsorship
Package 2014



CASCO McGILL



EVENT COST: \$8,000

ATTENDEES: 500+

VENUE: L•ASTRAL

NOVEMBER 22ND
7:00 PM ~ 10:30 PM

Sponsorship Package

CASCO - The Commerce and Administration Student Charity Organization - is a student-driven initiative that raises money to support The Montreal Children's Hospital Foundation. Every year, the McGill Chapter of CASCO presents a dance and fashion show in November that involves student performers from across the McGill campus. It is an organization that is at the forefront of a powerful movement: students (in particular, business students) demonstrating social responsibility. Through the shared vision of Alexandre St-Jean and Tuan Nguyen, the Commerce and Administration Student Charity Organization (CASCO) was founded in September of 1998, in honour of their friend Eric Danis, who passed away from leukemia. In 2000, a group of students started the McGill Chapter of CASCO and it has been a huge success ever since! In recent years, CASCO has been recognized with The Best Philanthropic Event of the Year Award from the Management Undergraduate Society and the Students' Society of McGill University.

CASCO McGILL

THE ROARING TWENTIES

Letter From The Director

Dear Potential Sponsor,

On behalf of the Commerce & Administration Students Charity Organization (CASCO), and in association with the Desautels Faculty of Management at McGill University, we invite you to join us at this year's CASCO's **ROARING TWENTIES: Charity Fashion and Dance Show**. This well-attended event will take place on November 22, 2014 at L'Astral in Montreal, with all the proceeds being donated to the Montreal Children's Hospital Foundation. Over the past fourteen years, the CASCO Fashion and Dance Show, has repeatedly been named the Best Event of the Year by both the Students Society at McGill University (SSMU) and the Management Undergraduate Society (MUS). Annually, CASCO attracts over 500 attendees but our growth depends on the generous support of community members and their philanthropic initiative.

We ask you to help us in achieving our annual goal of raising \$20,000 to support the Montreal Children's Hospital – as it opens its doors soon for the first time at the Glen Campus. These new facilities will provide young patients with greater care in a state of the art environment, with the ability to be adapted to their specific needs. We welcome you to support the new hospital opening May 2015 and its high-level of service as it contributes to the lives and dreams of hundreds of children in the Montreal area. Your generous donation will not only lend support to a great cause, but will also *provide your business with an exceptional opportunity to increase the recognition of your company* amongst students of the top university in Canada.

We appreciate your time in considering this sponsorship package for further details pertaining to the 14th Annual CASCO Fashion and Dance Show. The package outlines the benefits available to you at the various sponsorship levels. With that said, we would be happy to tailor the benefits to fit your needs.

Thank you in advance for your consideration. The Montreal Children's Hospital Foundation is *a cause that genuinely moves our thirty-member strong team* – we hope we can count you as one of our many supporters. Please do not hesitate to contact us if you require any further information.

Kind regards,
Andrew Wong
Director of Corporate Donations, CASCO 2014

The Cause

CASCO

CASCO donates the money raised to the Montreal Children's Hospital Foundation. Over the past couple of years, the funds have gone towards the building of the new Montreal Children's Hospital on the proposed Glen site in Westmount and Notre Dame de Grace.



**The Montreal Children's
Hospital Foundation**

The mission of the foundation is to support excellence in care at the Montreal Children's Hospital focusing its efforts on acquiring cutting-edge medical equipment, supporting research and the advancement of teaching. CASCO is honored to help in this initiative.

CASCO
McGILL



THE
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TWENTIES

About CASCO

The **Commerce & Administration Students Charity Organization** (CASCO) was founded in 1998 by two students from the University of Ottawa with a vision: they wanted to create an annual charity event that would raise money for the local children's hospital. The event was to be run by business students who could apply their knowledge and experience thus creating a successful and award-winning charity organization.

Twelve years ago, the Desautels Faculty of Management at McGill University opened its own CASCO chapter. The fashion show and silent auction has expanded each year and has continually raised money for the Montreal Children's Hospital Foundation.

Thanks to the hard work of volunteer committee members, the CASCO fashion show and silent auction has grown into one of the most popular events of the year at McGill University.

Si vous préférez correspondre en français, il nous fera plaisir d'accéder à votre demande. Notre comité des commandites est prêt à vous servir.



Photos courtesy of the Bull & Bear

The Show

Each year in November, the efforts of all the CASCO committee members culminate in the much-anticipated CASCO Fashion Show & Silent Auction. The show itself consists of an extravagant, student choreographed dance and fashion show with the clothing provided by Canadian businesses.

This exciting event attracts over 500 students, faculty, business leaders, and other members of the Montreal community. The event also features a silent auction with items donated by businesses across the country including: the Montreal Canadiens, Alcan, The Princeton Review, MAC Cosmetics, Roots, Unilever and many more!

Sponsorship Opportunities

Donors and Sponsors of CASCO deliver direct **Corporate Social Responsibility (CSR)** marketing to the wider McGill and Montreal Community who will be looking to join the workforce in the near future and who already consume many products on the market today. According to a study, 55% of consumers are more likely to choose a product that supports a certain cause when choosing between otherwise similar products; and more than 75% of consumers say that corporate social responsibility is important to them.

Core benefits for all donors and sponsors

- Company logo in program booklet with a description of item(s) or amount donated
- Company logo on Facebook page with a description of item(s) or amount donated
- Company logo (for monetary donations) or product donations featured on the CASCO Instagram feed

Previous Partners



Key Contacts

Brian Lau
Executive Director
(514) 465-1007
cascomus@gmail.com

Casey Bryant
Executive Director
(438) 863-8318
cascomus@gmail.com

Andrew Wong
Director of Corporate Donations
(514) 243-6997
cascosponsorshipmus@gmail.com

Ashley Hsu
Director of Designer Relations
(514) 219-7589
cascoclothingmus@gmail.com

Donation Opportunities

Product or Service Donations

If your company cannot make a financial donation at this time, but would still like to be involved with CASCO, a product or service donation is for YOU! This is an ideal way to raise awareness about your company's products by appealing to a large, diverse and influential audience for a minimal monetary cost. Past items included in **our silent and live auctions** include gift certificates, service vouchers, one-of-a-kind memorabilia and gift baskets. All donors are eligible to receive the core benefits outlined prior.

This is an ideal way for local businesses to raise awareness about their company's products by advertising to a large and **influential audience** for minimal monetary cost. If you would like to give in-kind donations, we will honor the price of the donation and give you the equivalent recognition.

Donations & Tax Benefits

Donations of any amount are welcomed and greatly appreciated. Donors will receive an official donation receipt from the Montreal's Children Hospital Foundation for the amount donated. It's worth mentioning that a donation below \$200 earns you a 15% tax credit, but over \$200 you receive a significant 29% tax benefit! This can reduce your upcoming income taxes significantly. If you are an annual CASCO sponsor, you can carry forward any donations you have made and claim them on your return for any of the next five years.

We appreciate any contribution you are able to make in supporting our fundraising goals!

Brian Lau
Executive Director
(514) 465-1007
cascomus@gmail.com

CASCO
McGILL

THE
ROARING
TWENTIES

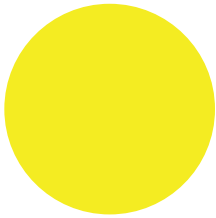
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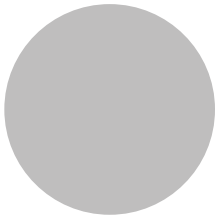
Packages

GOLD \$2000



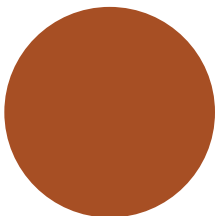
- All core benefits obtained by all donors and sponsors
- **Large** Logo on committee t-shirts
- **Full page** corporate advertisement in the program booklet
- Large banner inside theatre for the show
- Large Logo on all promotional posters
- Logo displayed at every tabling session
- 6 free tickets to our event

SILVER \$1000



- All core benefits obtained by all donors and sponsors
- Medium Logo on committee t-shirts
- Half page corporate advertisement in the program booklet
- Small banner inside theatre for the show
- Medium Logo on all promotional posters
- Logo displayed at every tabling session

BRONZE \$500



- All core benefits obtained by all donors and sponsors
- Half page corporate advertisement in the program booklet
- Small logo on all promotional posters • 2 free tickets to our event

**Donations of any amount are welcomed and greatly appreciated. Donors will receive an official donation receipt from the Montreal's Children Hospital Foundation for any amount donated.



Sign me up for:

- ☐ Gold Sponsorship (\$2000)
☐ Silver Sponsorship (\$1000)
☐ Bronze Sponsorship (\$500)
☐ Other Sponsorship

COMPANY _____

CONTACT PERSON _____

ADDRESS _____

CITY _____ PROV. _____ POSTAL CODE _____

PHONE _____

☐ Our company would like to donate a PRODUCT/SERVICE for the Silent Auction:

Product/Service Donation (please provide description)	Retail Value	Quantity

Note: For donations made by Businesses or Organizations, Canada Revenue Agency specifies that receipts may only be issued in the Company Name.

Payment Receipt to:

☐ Individual or ☐ Business

Payment accepted:

☐ Cash or ☐ Cheque

**PLEASE MAIL
OR EMAIL
FORM TO:**

Attention: CASCO

Bronfman Building
1001 Sherbrooke Street West – Room 039
Montreal, QC H3A 1G5
Email: cascomus@gmail.com

Please make **cheques** out to the “Management Undergraduate Society”

Charity Number: 11892-1543-RR0001

Registered Charity Business Number: 1362 9052



CLOTHING CONTRACT

SPONSOR:

CASCO Rep:

DATE: _____

This contract is entered into by and between _____, and the **Commerce and Administration Students Charity Organization (CASCO)**.

The specific terms of this Contract are as follows:

1. The articles of clothing agreed upon by the Sponsor and the Commerce and Administration Students Charity Organization representative shall be obtained on: _____ and returned on _____

CASCO must receive the clothing no less than two days prior to the show on November 22, 2014

2. The articles will be returned in equal condition as they were obtained.
3. Clothing will be provided for _____ Models.
4. The fitting session for the models will be scheduled for _____ at _____.

SPONSOR

CASCO

PRINTED NAME

PRINTED NAME

TITLE

TITLE

SIGNATURE

SIGNATURE