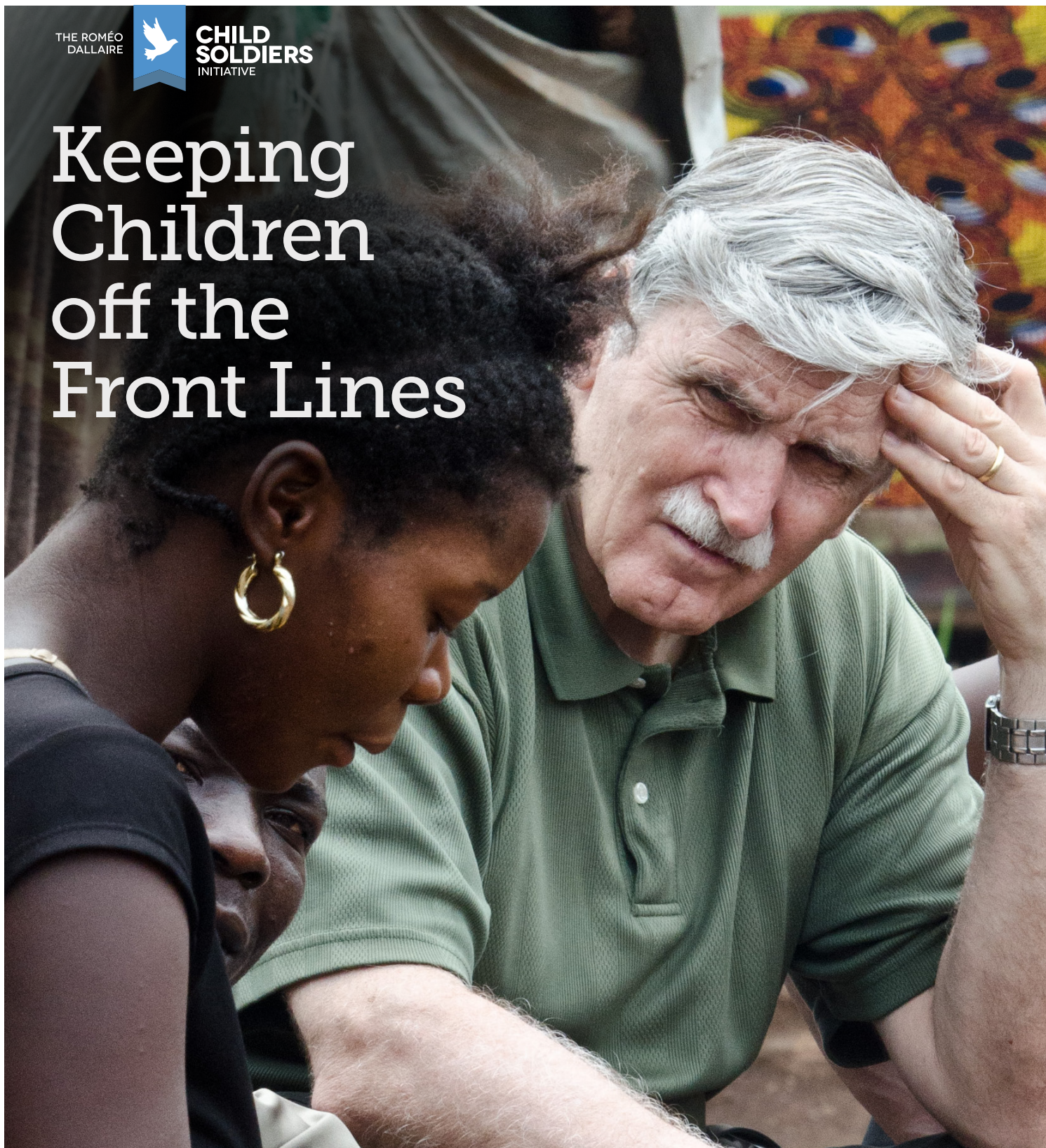


THE ROMÉO
DALLAIRE



CHILD
SOLDIERS
INITIATIVE

Keeping Children off the Front Lines



JOIN US SATURDAY, APRIL 27, 2013
FOR A GALA EVENING AND FILM PREMIERE IN SUPPORT OF
THE ROMÉO DALLAIRE CHILD SOLDIERS INITIATIVE

THE GLOBE AND MAIL

[intact]



Keeping Children off the Front Lines

GALA EVENING and FILM PREMIERE in support of
THE ROMÉO DALLAIRE CHILD SOLDIERS INITIATIVE

WITH:

LGen. The Honourable
Roméo A. Dallaire

HONOURARY CHAIR:
(Presenting Sponsor CEO)

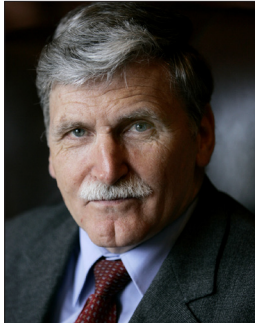
CO-HOSTS:

Arlene Dickinson

CBC Dragon's Den,
CEO, Venture Communications

Betty DeVita

President, MasterCard Canada



LGEN. ROMÉO DALLAIRE



ARLENE DICKINSON



BETTY DEVITA

"The ultimate focus of the rest of my life is to eradicate the use of child soldiers & eliminate even the thought of using children as instruments of war."

– LGen. Roméo Dallaire

A quarter of a million child soldiers participate in armed conflict around the world today. These boys and girls are routinely abducted from their families, brutally abused, and forced to commit unspeakable acts upon their friends, families and neighbours. To date, the international community's response has largely been reactive, focusing on post-conflict rehabilitation. Yet, the recruitment of children has not slowed.

LGen. Roméo Dallaire was first exposed to the use of child soldiers during the 1994 Rwandan genocide (where he served as Force Commander of the UN mission). He has subsequently committed the rest of his life to ending the use of children in armed conflict. He has founded The Roméo Dallaire Child Soldiers Initiative to break new ground in halting this atrocity. The Initiative partners with military, police and peacekeeping forces, to equip them with the tools for preventing the recruitment of child soldiers.

On **Saturday, April 27, 2013**, The Roméo Dallaire Child Soldiers Initiative is hosting a gala evening in conjunction with the Canadian premiere of the documentary film *Fight Like Soldiers, Die Like Children* (based on LGen. Dallaire's recently published best-selling book). This compelling new film, produced by the award-winning White Pine Pictures (producers of *Shake Hands with the Devil*), premiered to critical acclaim at the International Documentary Film Festival in Amsterdam in November 2012.

The **Toronto** evening begins with red-carpet arrivals at the theatre and includes prime seating for the screening, followed by a VIP reception and gala dinner.

All funds raised will go directly to scale up the effort to "KEEP CHILDREN OFF THE FRONT LINES".

Join us for this very special evening and be inspired by LGen. Roméo Dallaire, a true Canadian hero and a leader for the 21st century.



PRESENTING SPONSOR - \$75,000

As Presenting Sponsor, your company will be the lead partner and your logo will be integrated into the event identity.

BENEFITS

- Category exclusivity and recognition as Presenting Sponsor
- Recognition of CEO as Honorary Chair of the event
- Two premium tables (10 per table) plus LGen. Roméo Dallaire as a guest at one of your tables
- Premium table placement
- Reserved premium seating for you and your guests at the Canadian film premiere of *Fight Like Soldiers, Die Like Children*
- Valet parking at the theatre, and VIP transportation
- Admittance to the VIP reception for you and your guests
- Company name acknowledgement by the Evening Host at the gala dinner

MARKETING/PROMOTION/MEDIA

- Logo incorporated into the event signature as Presenting Sponsor
- Logo recognition on event invitation (200 printed) -
- Logo recognition on event ticket and gala program (500 printed)
- Logo recognition on event e-card promotion (1,000 planned)
- Logo recognition on The Roméo Dallaire Child Soldiers Initiative website (www.childsoldiers.org)
- Two-page advertisement in the gala program (double-page spread or back cover and inside front cover).
- Promotion through our social media vehicles: The Roméo Dallaire Child Soldiers Initiative website, Facebook and Twitter
- Recognition in media kits, and during media interviews
- Company name recognition in The Roméo Dallaire Child Soldiers Initiative annual report (online and print version)
- Priority placement for logo/corporate name recognition on all event signage at the VIP reception and gala dinner including multi-media displayed throughout the evening
- Logo recognition on table tent cards
- A signed copy of LGen. Dallaire's best-selling book, *They Fight Like Soldiers, They Die Like Children*, as a memento for each of your guests



PHOTO: PETER BREGG

**"Children are both
our reason to eliminate
the worst aspects of armed
conflict and our best hope of
succeeding in that charge."**

– Graça Machel



DINNER SPONSOR

[intact]



PHOTO : PETER BRÉGG

“If we don’t harness their potential for good, their societies will continue to reap their capacity for evil.”

– LGen. Roméo Dallaire



MEDIA SPONSOR

THE GLOBE AND MAIL 



PHOTO: PETER BREGG

“Where you are born should not dictate your potential as a human being.”

– IGen. Roméo Dallaire



ENTERTAINMENT SPONSOR - \$40,000

BENEFITS

- Category exclusivity
- One table (10 per table)
- Premium table placement
- Reserved premium seating for you and your guests at the Canadian film premiere of *Fight Like Soldiers, Die Like Children*
- Valet parking at the theatre, and VIP transportation
- Admittance to the VIP reception for you and your guests

MARKETING/PROMOTION/MEDIA

- Logo on event signage as the Entertainment Sponsor
- Logo recognition on event invitation (200 printed)
- Logo recognition on event ticket and gala program (500 printed)
- Logo recognition on event e-card promotion (1,000 planned)
- Logo recognition on The Roméo Dallaire Child Soldiers Initiative website (www.childsoldiers.org)
- One-page advertisement in the gala program
- Promotion through our social media vehicles: The Roméo Dallaire Child Soldiers Initiative website, Facebook and Twitter
- Recognition in media kits
- Company name recognition in The Roméo Dallaire Child Soldiers Initiative annual report (online and print version)
- Priority logo/corporate name recognition where possible during the film screening, and on event signage at the gala dinner including multi-media displayed throughout the evening
- Logo recognition on the dinner menu
- Logo recognition on table tent cards
- A signed copy of LGen Dallaire's best-selling book, *They Fight Like Soldiers, They Die Like Children*, as a memento for each of your guests

"Through all Dallaire's trials and sorrows, he has come to exemplify the greatest ideals to which we can aspire. He moves us to come together and express our common humanity. He has made us all more human, more feeling, more emotionally attached to people and situations half a world away. We know one thing—he will not quit—and this in itself is a reason for all of us to remain hopeful, to keep looking for reasons for optimism."

—Former Governor General
Adrienne Clarkson



RECEPTION SPONSOR - \$35,000

BENEFITS

- Category exclusivity
- One table (10 per table)
- Premium table placement
- Reserved premium seating for you and your guests at the Canadian film premiere of *Fight Like Soldiers, Die Like Children*
- Valet parking at the theatre, and VIP transportation
- Admittance to the VIP reception for you and your guests

MARKETING/PROMOTION/MEDIA

- Logo on event signage as Reception Sponsor
- Logo recognition on event invitation (200 printed)
- Logo recognition on event ticket and gala program (500 printed)
- Logo recognition on event e-card promotion (1,000 planned)
- Logo recognition on The Roméo Dallaire Child Soldiers Initiative website (www.childsoldiers.org)
- One-page advertisement in the gala program
- Promotion through our social media vehicles: The Roméo Dallaire Child Soldiers Initiative website, Facebook and Twitter
- Recognition in media kits
- Company name recognition in The Roméo Dallaire Child Soldiers Initiative annual report (online and print version)
- Priority logo/corporate name recognition at the VIP reception and logo/corporate name recognition on all event signage at the gala dinner including multi-media displayed throughout the evening
- Logo recognition on table tent cards
- A signed copy of LGen. Dallaire's best-selling book, *They Fight Like Soldiers, They Die Like Children*, as a memento for each of your guests



PHOTO: PETER BREGG

“Children are our future and if we use them in battle, we are destroying the future. We must reclaim them, every one of them, one at a time.”

**– Kofi Annan,
Former UN Secretary General**



SUPPORTING SPONSOR - \$25,000

BENEFITS

- One table (10 per table)
- Premium table placement
- Reserved premium seating for you and your guests at the Canadian film premiere of *Fight Like Soldiers, Die Like Children*
- Valet parking at the theatre, and VIP transportation
- Admittance to the VIP reception for you and your guests

MARKETING/PROMOTION/MEDIA

- Logo on event signage as a Supporting Sponsor
- Logo recognition on event invitation (200 printed)
- Logo recognition on event ticket and gala program (500 printed)
- Logo recognition on event e-card promotion (1,000 planned)
- Logo recognition on The Roméo Dallaire Child Soldiers Initiative website (www.childsoldiers.org)
- One-page advertisement in the gala program
- Promotion through our social media vehicles: The Roméo Dallaire Child Soldiers Initiative website, Facebook and Twitter
- Recognition in media kits
- Company name recognition in The Roméo Dallaire Child Soldiers Initiative annual report (online and print version)
- Logo/corporate name recognition on all event signage at the VIP reception and gala dinner including multi-media displayed throughout the evening
- Logo recognition on table tent cards
- A signed copy of LGen. Dallaire's best-selling book, *They Fight Like Soldiers, They Die Like Children*, as a memento for each of your guests

"Shock hits you as you realize this soldier is not a man or a professional – not your equal in age, strength, training, understanding. This soldier is a child, in the tattered remnants of a military uniform, with dozens more children behind him."

– LGen. Roméo Dallaire



BENEFACTOR TABLE - \$10,000

BENEFITS

- One premium table of ten
- Premium table placement
- Seating for you and your guests at the Canadian film premiere of *Fight Like Soldiers, Die Like Children*
- Transportation from the screening
- Logo recognition in the print gala program
- Corporate name on table card
- Tax receipt for the maximum amount allowed by the Canada Revenue Agency

PATRON TABLE - \$7,500

BENEFITS

- Table of ten
- Seating for you and your guests at the Canadian film premiere of *Fight Like Soldiers, Die Like Children*
- Transportation from the screening
- Company recognition in the gala program
- Tax receipt for the maximum amount allowed by the Canada Revenue Agency

SINGLE TICKET PURCHASE - \$750

- Tax receipt for the maximum amount allowed by the Canada Revenue Agency



PHOTO: PETER BREGG

**“Are all humans human?
Or are some more human
than others?”**

– LGen. Roméo Dallaire



CONTACT INFORMATION

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The Roméo Dallaire Child Soldiers Initiative,
please contact:

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Email: mhevent@ca.inter.net

For media inquiries, please contact:

Matt Campbell, Communications Director

Mobile: +1 (902) 266-6282

Email: matt@childsoldiers.org



"I will not rest until we end the use
of child soldiers once and for all.

Join us.

The challenge is before you,
screaming for you to take it on.

The time is now and the moment
is yours to grasp."

– LGen. Roméo Dallaire

