



**“Building Communities, Bridging Continents”**

**Fundraising Gala**

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**Westin Prince Hotel  
Saturday, November 13, 2010**

**SPONSORSHIP PACKAGE**

Rotary Club of  
**YORK**  
約克扶輪社



**“Building Communities, Bridging Continents”  
Fundraising Dinner**

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**Fundraising Gala**

**Westin Prince Hotel**

**Saturday, November 13, 2010**

### **Rotary International President-Nominee Banerjee Targets Polio Eradication As His Top Priority**

President-Nominee Banerjee, a member of Rotary since 1972, and the international organization's third president from India said, "I am honored to lead Rotary as its 101<sup>st</sup> president 2011-2012." President-Nominee Banerjee added that Rotary's strengths include its ability to attract leaders from different vocations around the world, as well as its role in promoting peace. "My goal is for Rotary to become the preferred organization for today's generation to join and participate in, to make the world better, safer and happier," he said.

As president-Nominee, Banerjee oversees Rotary's top priority of eradicating polio, a crippling and potentially fatal disease that still threatens children in Africa and Asia – including India. Since 1985, Rotary club members worldwide have contributed more than US\$800 million and countless volunteer hours to the effort, and Rotary is now working to raise an additional \$200 million to meet a \$355 million challenge grant from the Bill & Melinda Gates Foundation. Great progress has been made, and the incidence of paralytic polio infection has plunged worldwide from 350,000 cases in 1988 to fewer than 2,000 in 2008.

As one of the four remaining polio endemic countries, which also include Afghanistan, Nigeria, and Pakistan, India's fight against polio remains strong with the volunteer and financial support of more than \$106 million from Rotary. In addition, Rotary's sustained political, bureaucratic and religious advocacy efforts at national, state and district levels have made a discernible impact on the program in India. As the past chair of the Southeast Asia Regional PolioPlus Committee and member of Rotary's International PolioPlus Committee, President-Nominee Banerjee spearheaded many of Rotary's novel initiatives, which have given a new push to the polio eradication program in India. To learn more about polio eradication, visit [www.rotary.org/endpolio](http://www.rotary.org/endpolio) or [www.polioeradication.org](http://www.polioeradication.org).

Rotary also sponsors the largest privately funded international scholarship program in the world. Since 1947, Rotary has contributed roughly \$500 million to fund a year of study abroad for 38,000 students from 100 countries. These cultural ambassadors use the skills and knowledge they acquire through their time abroad to advance the cause of international understanding, goodwill, and peace. Rotary also sponsors seven Rotary Centers for International Studies in peace and conflict resolution at eight leading universities in six different countries.

On Saturday, November 13, 2010, Rotary Club of York (RCOY) will hold a fundraising dinner gala at the Westin Prince Hotel, Don Mills in response to the call to duty to support Rotary \$200 Million Challenge.

In addition to PolioPlus project RCOY also commits to other international projects and local community projects. A brief list of projects is found in the appendix section for your perusal.

We would like very much to invite you to support this event with your generous sponsorship.

We promise our gala will be an enjoyable and meaningful evening with entertainments among a unique cross-section of successful people, Rotarians, friends, and relatives.

On behalf of the Rotary Club of York and the beneficiaries of the Rotary programs, we would like to thank you for your generosity in advance.

*Joseph Luk*

Chair, Gala Organizing Committee



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## **Sponsorship Opportunities**

### ***TITLE SPONSOR—ONE ONLY, \$6,000***

- ◆ VIP designated seating for ten
  - Corporate signage at your VIP table
- ◆ On stage greeting – 2 minutes
- ◆ Banner/Display Table
  - Banner will be displayed at the Gala venue
  - Display table will be provided for distribution of promotional materials at the Gala
- ◆ Programme book advertisement
  - Full page, four colour, on outside back cover in the programme book
- ◆ Acknowledgement
  - Company name and logo will be displayed on all printed materials for the Gala
  - Poster: Company name and logo will be displayed in prominent position on posters to be distributed in the community
  - Media advertising
- ◆ Media interview opportunities and 2-minute speech at press conference
- ◆ Presentation acknowledgement
  - Plaque will be presented for acknowledgement



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## Sponsorship Opportunities

### *PLATINUM SPONSOR —ONE ONLY, \$4,500*

- ◆ VIP designated seating for ten
  - Corporate signage at your VIP table
  
- ◆ Banner/Display Table
  - Banner will be displayed at the Gala venue
  - Display table will be provided for distribution of promotional materials at the Gala
  
- ◆ Programme book advertisement
  - Full page, four colour, on inside front cover in the programme book
  
- ◆ Acknowledgement
  - Company name and logo will be displayed in all printed materials for the Gala
  - Poster: Company name and logo will be displayed in prominent position on posters to be distributed in the community
  - Media advertising
  
- ◆ Media interview opportunities at press conference
  
- ◆ Presentation acknowledgement
  - Plaque will be presented for acknowledgement



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## Sponsorship Opportunities

### *ENTERTAINMENT SPONSOR—ONE ONLY, \$3,800*

- ◆ VIP designated seating for ten
  - Corporate signage at your VIP table
  
- ◆ Banner/Display Table
  - Banner will be displayed at the Gala venue
  - Display table will be provided for distribution of promotional materials at the Gala
  
- ◆ Programme book advertisement
  - Full page, four colour, on inside back cover in the programme book
  
- ◆ Acknowledgement
  - Company name and logo will be displayed in all printed materials for the Gala
  - Poster: Company name and logo will be displayed in prominent position on posters to be distributed in the community
  - Media advertising
  
- ◆ Invitation to press conference
  
- ◆ Presentation acknowledgement
  - Plaque will be presented for acknowledgement



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## Sponsorship Opportunities

### *DIAMOND SPONSOR — TWO ONLY, \$2,380*

- ◆ VIP designated seating for ten
  - Corporate signage at your VIP table
  
- ◆ Banner/Display Table
  - Banner will be displayed at the Gala venue
  - Display table will be provided for distribution of promotional materials at the Gala
  
- ◆ Programme book advertisement
  - Full page, four colour, inside the programme book
  
- ◆ Acknowledgement
  - Company name and logo will be displayed in all printed materials for the Gala
  - Poster: Company name and logo will be displayed in prominent position on posters to be distributed in the community
  - Media advertising
  
- ◆ Invitation to press conference
  
- ◆ Presentation acknowledgement
  - Plaque will be presented for acknowledgement



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## **Sponsorship Opportunities**

### ***GOLD SPONSOR —\$1,880***

- ◆ Preferred seating for ten
  - Corporate signage at your VIP table
  
- ◆ Programme book advertisement
  - Full page, black and white, inside the programme book
  
- ◆ Acknowledgement
  - Company name and logo will be displayed in all printed materials for the Gala
  - Poster: Company name and logo will be displayed in prominent position on posters to be distributed in the community
  - Media advertising
  
- ◆ Invitation to press conference
  
- ◆ Presentation acknowledgement
  - Plaque will be presented for acknowledgement



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**To: Rotary Club of York,**

*I / We would like to support your worthy projects.*

**Here is my / our choice:** (Please mark your choice below.)

<b>Sponsorship Opportunities</b>		
	<b>Title Sponsor</b>	<b>\$6,000</b>
	<b>Platinum Sponsor</b>	<b>\$4,500</b>
	<b>Entertainment Sponsor</b>	<b>\$3,800</b>
	<b>Diamond Sponsor</b>	<b>\$2,380</b>
	<b>Gold Sponsor</b>	<b>\$1,880</b>

<b>Advertising Opportunities</b> <i>Program Book AD</i>		
	<b>B/W Full Page</b> 7.5” x 10”	<b>\$350</b>
	<b>B/W Half Page</b> 7.5” x 4.75”	<b>\$200</b>
<b>Gala Night Tickets Order</b>		
	<b>X \$150 each*</b>	<b>Total:</b>

\*Hotel parking included

**A cheque in the amount of \$ \_\_\_\_\_ is attached.**

Please make cheque payable to:  
“Rotary Club of York”

Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Date: \_\_\_\_\_ Art Work Attached: Yes / No

Note: \_\_\_\_\_

Received by: \_\_\_\_\_

Date: \_\_\_\_\_



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## **APPENDIX**

### **Rotary Club of York (RCOY)**

Rotary Club of York was chartered on June 28, 2001. It is the first ethnic club, with mostly Asian members, in Rotary District 7070. Since its inception, this Club listens to the community's needs and has served and supported both local and global communities in the following projects among many other programs:

- Volunteered at the Chinese Arts and Literacy Contest for Youth.
- Volunteered in the “Rotary Drive” project – Built houses for low-income family.
- Volunteered and fundraised in local communities, e.g. local church's capital campaign.
- Raised funds for York Central Hospital, Scarborough Hospital Urban Outreach Program.
- Sponsored the Community Safety Village of York Region.
- Sponsored Carefirst's transportation van for the senior citizens.
- Hosted “Bowl For Seniors” fundraising event for Carefirst's capital campaign.
- Sponsored Mon Sheong Foundation hospital services
- Initiated *RCOY 4 Way Test Award*, to be presented to a person or organization in the local communities for conducting/operating their business according to the highest ethical standards.
- Sponsored RCOY ECE (Early Childhood Education) Literacy Award for Ryerson University student(s).
- Sponsored the Clean Drinking Water projects in rural villages in Yunnan and Szechuan, China.
- Volunteered in the natural disaster relief fundraising campaigns, e.g. China Earthquake, Haiti, etc.
- Sponsored ANCOP program in building houses for the needy in Philippines.  
(<http://www.ancopcanada.org/>)
- Raised funds and supported the Canadian Landmines Foundation to clear the land in some of the most heavily mine affected countries in the world. ([www.clearlandmines.com/RotaryClubsupportN1KD.cfm](http://www.clearlandmines.com/RotaryClubsupportN1KD.cfm))
- Sponsored the international project, the Gift of Life program, for needy children to go through the life-saving open heart surgery ([www.giftoflifeinternational.org](http://www.giftoflifeinternational.org)).
- Raised funds and supported the PolioPlus program to eradicate polio in the world.  
([www.rotary.org/foundation/polioplus/](http://www.rotary.org/foundation/polioplus/))



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### **What is Rotary?**

Rotary is a worldwide organization of business and professional leaders that provides humanitarian service, encourages high ethical standards in all vocations, and helps build goodwill and peace in the world. Approximately 1.2 million Rotarians belong to more than 32,000 Rotary clubs located in 200+ countries.

### **Object of Rotary**

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

FIRST. The development of acquaintance as an opportunity for service;

SECOND. High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian's occupation as an opportunity to serve society;

THIRD. The application of the ideal of service in each Rotarian's personal, business, and community life;

FOURTH. The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

In 1985, Rotary launched the PolioPlus program to protect children worldwide from the cruel and fatal consequences of polio. In 1988, the World Health Assembly challenged the world to eradicate polio. Since that time, Rotary's efforts and those of partner agencies, including the World Health Organization, the United Nations Children's Fund, the United States Centers for Disease Control and Prevention, and governments around the world, have achieved a 99 percent reduction in the number of polio cases worldwide.

Throughout the late 20th century, Rotary International's service program has adapted to the times. Rotary began to address the pressing global issues of environmental degradation with the formation of the Preserve Planet Earth program in 1990. Other programs were formed to address illiteracy, drug abuse, AIDS, and the needs of both an aging population and the increasing number of children at risk.

All information about Rotary can be found at: [www.rotary.org](http://www.rotary.org)



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## **Banerjee Is 2011-2012 Rotary International President-Nominee**

Kalyan Banerjee, a member of the Rotary Club of Vapi, Gujarat, India, since 1972, is the 2011-12 president-nominee.

The Nominating Committee for President of Rotary International in 2011-12 selected Banerjee in August. There were no challenging candidates prior to the 1 October deadline.

Banerjee is a director of United Phosphorus Limited, the largest agrochemical manufacturer in India, and the chair of United Phosphorus (Bangladesh) Limited. He is a member of the Indian Institute of Chemical Engineers and the American Chemical Society, a past president of Vapi Industries Association, and former chair of the Gujarat chapter of the Confederation of Indian Industry. He earned a degree in chemical engineering from the Indian Institute of Technology, Kharagpur, in 1964.

Banerjee has served Rotary as a director, Rotary Foundation trustee, committee and task force chair, International Assembly group discussion leader, president's representative, and district governor.

The chair of the Southeast Asia Regional PolioPlus Committee, Banerjee has served as a member of the International PolioPlus Committee for many years and has attended international meetings with the World Health Organization and UNICEF in that capacity.

Banerjee is a Major Donor, Benefactor, and Bequest Society member, and has been awarded the Foundation's Citation for Meritorious Service and its Distinguished Service Award.

Banerjee also serves as a trustee of Rotary club-sponsored trusts that support many educational and community development programs in India, including a 250-bed hospital.

He noted that Rotary's strengths include its ability to attract leaders from different vocations around the world, as well as its role in promoting peace. "Rotary needs to become the preferred organization for today's generation to join and participate in, to make the world better and safer and happier," he said.