



SPONSORSHIP PROPOSAL





About Mix It Up

On Tuesday January 29, 2013 One Family Fund Canada will be hosting the Second Annual "Mix It Up" event in support of Victims of Terror in Israel. This year's event will be held at One King West Hotel and will feature a boutique style silent auction, live entertainment, passed hors d'oeuvres and cocktails. The exclusive demographic that we attract to this event is cross generational including young professionals. Last year we had approximately 250 people in attendance and this year we are hoping to have more than 350 attend.

One Family provides direct financial, legal and emotional support to the thousands of victims of terror in Israel on a daily basis. One Family is at the forefront in providing long-term support for physical and emotional health, education, housing, income maintenance and many other crucial needs.

Through One Family's years of experience and strong connections with hospitals, government officials and caring individuals, we are giving strength and hope to a generation affected by terrorism.



We are OneFamily

OneFamily provides direct financial, legal, and emotional assistance to victims of terrorism in Israel

OneFamily is Israel's central address providing personalized care and support to all victims of the recent terrorism in Israel.

OneFamily is the family member every victim wishes they had: listening to their problems with a sensitive ear; giving because we want to, based upon need, not institutionalized criteria; and maintaining ongoing, unconditional one-on-one contact.

OneFamily forges a sense of family among all the survivors: helping each other, learning from each other, and drawing strength from each other.

OneFamily provides the family network for world Jewry to express and actuate their natural sense of brotherhood by facilitating direct contact, relationships, and interaction between survivors and world Jewry as individuals, communities, and organizations.



Many organizations collect money for victims of terror. **OneFamily** is different. We collect not only money, but all human resources - bringing together people who have suffered through terror attacks, along with caring people who thankfully haven't. We connect people in Israel with people in almost every country around the world. Together we volunteer time and money in order to help families of terror victims in every way. **OneFamily** works directly with the families, every day of the year. Our organization responds just as any loving family member should. Please join us.



\$10,000 – Presenting Sponsor

Benefits include:

- Corporate logo prominently displayed on the Mix It Up web page
- Corporate logo on Invitation
- Corporate logo on all event related print material
- Corporate logo on sponsor video loop at event
- Prominent event signage
- Personal thank you by Chairs at event
- 8 complimentary tickets to the event

Sponsorship Impact

Set up and education fund for an orphan

\$7,500 – Silent Auction Sponsor

Benefits include

- Corporate logo prominently displayed on the Mix It Up web page
- Corporate logo on Invitation
- Corporate logo on all event related print material
- Corporate logo on sponsor video loop at event
- Prominent silent auction signage
- Personal thank you by Chairs at event
- 6 complimentary tickets to the event

Sponsorship Impact

Support a bereaved family for one year





\$5,000 – Media Sponsor

Benefits include:

Corporate logo prominently displayed on the Mix It Up web page

Corporate logo on Invitation

Corporate logo on all event related print material

Corporate logo on sponsor video loop at event

Personal thank you by Chairs at event

4 complimentary tickets to the event

Sponsorship Impact

Send six bereaved children to summer camp for eight days





Outreach

Our media targets will include:

Globe and Mail
Toronto Star
National Post
Canadian Jewish News
CityTV
Metro News
24 Hours
CHFI 98.1
CP24 News
The Jewish Tribune
Biz Bash Toronto
Shalom Toronto News
T Dot TV
Heeb.com

Our committee is comprised of young and seasoned professionals who will be focusing a portion of our outreach to the online community. A Facebook page and Twitter account have been established and will target the younger and older demographics aimed to attend this event and create a buzz around the city.





Please contact us for more information:

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