



On behalf of the Renfrew County Child Poverty Action Network (CPAN), I want to make you aware of a great advertising and promotional opportunity that will also support local children and youth in need.

CPAN relies totally on grants, donations, and fundraisers. CPAN launched its first annual **Festival of Trees Snowflake Gala** in 2012 in order to obtain much-needed funding for its programs*. Last year, this signature fundraising event raised more than \$31,000! To view video of the event please see:

<https://www.youtube.com/watch?v=02OGEHcBpQs>

Sponsors are identified on gala posters and brochures, and business names prominently displayed during the gala itself. You can participate by:

- Sponsoring the event, or portions thereof – Live Auction, Entertainment, Lighting, etc.;
- Sponsoring a tree, wreath, or large stocking; and/or
- Donating an item to one of our auctions: Live auction; silent auction; or on-line auction.

Beautifully-decorated trees, sponsored by local businesses, are viewed by the public for a full two days prior to the gala.

Our **Fifth Annual Festival of Trees Snowflake Gala**, scheduled for November 19th, 2016 at the Petawawa Civic Centre, will be a unique and magical event that promotes all supporting businesses, is inclusive of the whole county, and puts everyone in the Christmas spirit! All while **helping many local children in need**. Why not consider hosting your Christmas Party at the Snowflake Gala? Staff, clients, family and friends will have a great time, and there is no prep or clean up to worry about.

Please help local children in need when planning this year's donation/advertising budget. We will be contacting you soon regarding this wonderful opportunity.

Thank you for your time and consideration. We hope you will join us.

Warm regards,

A handwritten signature in black ink that reads "Lyn P. Smith".

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* Monies raised support many programs, including: *Tools for School* (previously known as *Backpack Plus*; provides backpacks, school supplies, and shoes); *Operation Snowsuit*; *Harmony for Renfrew County* (music and visual arts); *School Inclusion Program* (hot lunches, school trips, etc.); and the *Good EGG Initiative* (supports edible gardens in schools).

GREAT NEWS!

GallantMEDIA has joined CPAN as our Media Sponsor, and as a way to thank other like-minded sponsors that are helping CPAN are offering the following:

- Bronze Sponsor:** 5 Mini Boards (1/8 page advert) for 3 months + 5% discount on GallantMEDIA services *
Excluding printed materials*
- Silver Sponsor:** 10 Mini Boards (1/8 page advert) for 3 months + 10% discount on GallantMEDIA services *
Excluding printed materials*
- Gold Sponsor:** 15 Mini Boards (1/8 page advert) for 3 months + 15% discount on GallantMEDIA services *
Excluding printed materials*
- Event Sponsor:** 20 Mini Boards (1/8 page advert) for 3 months + 20% discount on GallantMEDIA services *
Excluding printed materials *

GallantMEDIA will design advert (complimentary) and chose locations