



SourceGroup

Strategy + Development + Training = Results

Events Canada

○ Mission

To help our Client create a unique fundraising event that brings together corporate sponsors and the public in support of a specific charitable cause.

○ The fundraising event

Events Canada has managed every type of event from corporate functions for ten people to up to 1,500 people at a NHL Awards Gala. Events Canada networks with celebrities who would like to contribute to the success of your charitable event.

○ Designing the event

Events Canada works with you to design your event from concept to successful implementation.

Concept:

- joint development of the concept with input from the potential sponsors
- analysis of all the direct and indirect benefits accruing to each of the parties to support marketing of the sponsorship plan

Plan adoption:

- Events Canada prepares and presents the plan to the Charity
- Charity approves the plan and designates a Team of volunteers and staff to work with Events Canada
- Events Canada manages the event coordination with the Team and marketing in partnership with appointed representatives of the charity and the sponsors.

○ Making the event a success

Events Canada combines the talents of all the parties to ensure the success of the event to meet the needs of the Charity, the sponsors and the community partners and most importantly, the participants. Events Canada prepares the appropriate scripts and presentations and ensures the back room is in order, including:

- The volunteer Team and sponsor participation
- catering arrangements
- music & entertainment facilities selection, negotiation & management
- photography & videography
- display design, preparation & installation
- souvenir packages & table favours
- limousine & transportation
- flowers, decoration, A/V, lighting & stage management
- media relationships, protocol & political liaison
- speaker coaching, scripting & rehearsal
- print design & production, from tickets to programs to posters
- auctions & silent auctions