

2013 Salt and Light Catholic Media Foundation Gala

TASTE AND SEE

Fundraiser Auction
and Dinner



Advertising Package

Vancouver, British Columbia



SALT AND LIGHT

Catholic Media Foundation

WHY THE TASTE AND SEE FUNDRAISER AUCTION AND DINNER?

On September 6, 2013 Catholics in British Columbia will benefit this fall from the special friendship between the Archdiocese of Vancouver and Salt and Light Television, at a unique fundraiser to broaden its television satellite service. In an effort to further expand Salt and Light's media ministry, the Catholic community in Vancouver is coming together to host a gala dinner event to raise funds to place Canada's only national Catholic television network on the Shaw Television satellite for years to come.

The Archdiocese and Salt and Light will sponsor the first annual Taste and See Dinner and Auction September 6, at the Italian Cultural Centre in Vancouver. It is an event aimed at placing and securing Salt and Light on Shaw Direct's Anik F2 satellite that also serves the outlying parts of the province. Being on the Shaw Satellite will not only give remote communities in the province the opportunity to watch Salt and Light, but provide coverage to most of the North American continent, from the Canadian arctic to the south of Mexico.

The Archdiocese and Salt and Light have worked together frequently since the network was founded in 2003 following World Youth Day 2002 in Toronto. Father Thomas Rosica, CEO of Salt and Light Television, and Vancouver Archbishop J. Michael Miller are Basilians with a longstanding friendship, and Salt and Light regularly covers events on the West Coast.

Last year the Archdiocese of Vancouver hosted the world premiere of Across the Divide, a Salt and Light Television documentary film about Bethlehem University, the Holy Land's only Catholic university. That successful event led to discussions on marking the network's 10-year anniversary with a fundraiser to assist its satellite initiative.

More details about the event will be announced as the date draws closer, so mark the night of September 6 on your calendars as a chance to come out and support expanding Salt and Light's media ministry across this great land.

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Television

Salt and Light is Canada's national, award-winning Catholic television network that offers a variety of programs, event coverage, series, documentaries and other hope-filled content. The network is available at a low monthly cost on various cable and satellite carriers in Canada and throughout the world via online streaming and on-demand videos. Salt and Light features original content, including groundbreaking series like *The Church Alive* and *Creation*. *Perspectives Daily* allows viewers to get up-to-date information on what is happening in the Church, both in Canada and around the world, while *Perspectives Weekly* examines these issues in greater depth with special guests in studio. *Vatican Connections*, the network's latest weekly series filmed in English, French and Cantonese, reviews recent Vatican events and gives viewers a deeper look at the home of the papacy. Another highlight is *Catholic Focus*, a current affairs program that examines contemporary issues with the lens of faith. The network's flagship program is *Witness*. Hosted by Salt and Light CEO Fr. Thomas Rosica, *Witness* features interviews with some of the most influential figures in the Church and society at large.



Documentaries

Salt and Light is regarded as a unique storyteller. Since their first documentary, *Love is a Choice*, launched in 2004, they have built up an impressive library of award-winning documentary productions. These productions have taken Salt and Light throughout the world. The 2012 documentary film *Across the Divide* explores Bethlehem University, the only Catholic university in the Holy Land. It tells the story of the De La Salle Christian brothers who run it, and Christian students who will sacrifice everything for their education. Salt and Light's most recent film, *In her Footsteps: The Story of Kateri Tekakwitha*, takes viewers on a journey across North America, following St. Kateri's incredible journey of deep faith, heroic sacrifice and love of Christ.

Production Services

Since 2007, Salt and Light has offered its services as a production house to various groups in need of promotional videos. Salt and Light specializes in video production, script writing, shooting, editing and packaging. Clients include the Knights of Columbus, Catholic Cemeteries and the Sisters of Life, to name just a few.



Radio

Salt and Light made a move into radio at the beginning in 2009. Thanks to the invitation of the Catholic Channel of the Archdiocese of New York, available on Sirius XM satellite radio, Salt and Light began producing the S+L Radio Hour, a weekly hour-long radio show, featuring interviews, music, news updates, and event listings. Today, listeners can tune into the newly launched SLRadio, the first ever 24/7 Catholic music station, available online and through various mobile applications.

Salt and Light Magazine

Salt and Light Magazine is a high-quality publication that is published twice a year and is widely distributed throughout Canada and internationally. Written in both English and French, the publication features guest columns, in-depth features, highlights from Salt and Light programs and stories from the Universal Church. It is offered to donors free of charge. Salt and Light Magazine is also made available to parishes and Church groups for a small donation.

Social Media

Salt and Light has embraced the social media channels that have become part of today's public square. Harnessing the power and reach of web-based media allows the message of the New Evangelization to touch the hearts of people around the world. Social media initiatives include:

- S+L Blog - Perspectives and insights that relate to our Catholic experience and faith: saltandlighttv.org/blog
- Facebook - Fans can exchange ideas, get a glimpse of our programs and meet fellow visitors on the world's largest social network: facebook.com/saltandlighttv
- Twitter - Followers can get tidbits of information that stimulate reflection and lead to deeper stories: twitter.com/saltandlighttv
- YouTube - Subscribers can see videos on demand, 24-7: youtube.com/saltandlighttv

Mobile Application

2012 saw the launch of the Salt and Light App for all Apple iOS devices, available on the Apple iTunes Store. It features live-streaming of both Salt and Light Television and SLRadio, current affairs programs, daily readings, reflections, saints of the day, interview series, updates on World Youth Day, prayers, social media sharing and more. Work is already underway to provide the Salt and Light App on other mobile devices, such as those utilizing the Android operating system.

SPONSORSHIP LEVELS AND BENEFITS

Deadline for Sponsorship: July 22, 2013

PLATINUM	GOLD	SILVER	BRONZE
\$7500.00	\$5000.00	\$3000.00	\$1500.00

Marketing and Brand Awareness				
Sponsorship level placement of company logo on Salt and Light microsite with hyperlink to the company website	•	•		
Company logo on projection screen at event	•	•	•	•
Acknowledgement of the sponsorship by MC at event	•	•		
Complimentary Advertisement in program booklet	premium full page	full page	half page	quarter page

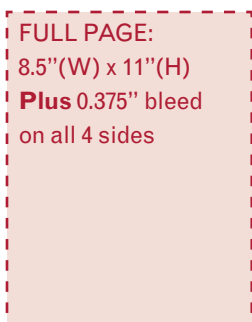
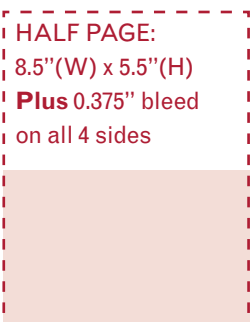
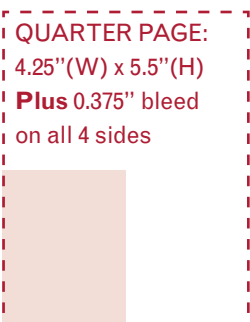
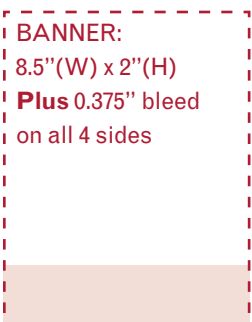
Advertisement Exposure on Salt and Light Media Platforms				
Recognition on Perspectives Daily as an event sponsor (TV and YouTube)	10x	8x	5x	2x
Acknowledgement on SLRadio	8x	4x	2x	1x
Advertisement in Salt and Light Magazine	half page	third page	quarter page	eighth page

Others				
Complimentary event tickets	6	4	2	-
A receipt/invoice for the sponsorship fee to write off marketing expenses	•	•	•	•

PROGRAM BOOK SPECIFICATIONS AND AD GUIDELINES

Program Book Specifications	Advertisement Specifications
<p>Letter size (8.5" x 11")</p> <p>Cover pages in color; premium pages in color; inside pages in either color or grayscale</p> <p>Cover pages with 0.375" bleed</p> <p>Inside pages with 0.375" bleed and 0.375" margins</p>	<p><u>Ad sponsorship levels / rates:</u></p> <ul style="list-style-type: none"> o please refer to the S+L fundraising chart on previous page <p><u>Four kinds of artwork:</u></p> <ul style="list-style-type: none"> o Client's own submission o Regenerated design by S+L Design Team based on client's published ad o Original design by S+L Design Team o Original design by S+L Design Team with compliment wordings

Ad types & dimensions:

<p>FULL PAGE: 8.5"(W) x 11"(H) Plus 0.375" bleed on all 4 sides</p> 	<p>HALF PAGE: 8.5"(W) x 5.5"(H) Plus 0.375" bleed on all 4 sides</p> 	<p>QUARTER PAGE: 4.25"(W) x 5.5"(H) Plus 0.375" bleed on all 4 sides</p> 	<p>BANNER: 8.5"(W) x 2"(H) Plus 0.375" bleed on all 4 sides</p> 	<p>CENTER SPREAD: <i>Simply two full pages facing each other.</i> 17"(W) x 11"(H) Plus 0.375" bleed on all 4 sides</p>
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Advertisement Submission

Provide email contact if approval of ad is mandatory.

All financial transactions should be sent to S+L or Vancouver Event Team directly.

Submission methods:

- o provide FTP download or direct web link download.
- o provide photocopy or digital scan.

Submission requirements & guidelines:

- o Artwork in EPS or TIFF format with press quality.
- o Provide 300ppi resolution at 100% actual size; otherwise, artwork will be re-scaled proportionally.
- o Use process CMYK or Grayscale color modes.
- o Black type set at pure black (100% black) instead of registration black (CMYK mix).
- o Overprint all black type.
- o Provide fonts or create outlines of type; otherwise, missing fonts will be substituted to avoid errors.
- o Attach or embed all necessary logos or graphics with minimum of high quality.
- o Provide color proof and/or mock-up sample if duplication of ad is necessary.
- o Attach compliment wordings (if any).

SPONSORSHIP AGREEMENT

To: Salt and Light Catholic Media Foundation

Attn: _____

From: _____

Date: _____

Events Sponsorship:

- | | | | |
|---|---------|---|---------|
| <input type="checkbox"/> Platinum Sponsor | \$7,500 | <input type="checkbox"/> Gold Sponsor | \$5,000 |
| <input type="checkbox"/> Silver Sponsor | \$3,000 | <input type="checkbox"/> Bronze Sponsor | \$1,500 |

Refer to Program Book Specifications and Guidelines for dimensions and submission requirements.

All artworks must be submitted and approved by July 31, 2013

Program Book Ad:

<input type="checkbox"/> Back Cover \$1,000	<input type="checkbox"/> Inside Front \$850	<input type="checkbox"/> Inside Back \$850
<input type="checkbox"/> Premium Full Page \$750	<input type="checkbox"/> Premium Half Page \$600	<input type="checkbox"/> Premium Banner \$500
<input type="checkbox"/> Centre Spread \$1,500	<input type="checkbox"/> Premium Full Page <i>before</i> Centre Spread \$900	<input type="checkbox"/> Premium Full Page <i>after</i> Centre Spread \$900
<input type="checkbox"/> Full Page (black & white) \$400	<input type="checkbox"/> Half Page (b&w) \$250	<input type="checkbox"/> Quarter Page (b&w) \$150
<input type="checkbox"/> Banner (b/w) \$200		

Company: _____ Contact: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone: () _____ Fax: () _____

Mobile: () _____ E-mail: _____

Signature: _____ Date: _____

- Payment: ☐ Attached is a cheque payable to:
Salt and Light Catholic Media Foundation
Please indicate "*Vancouver Event*" in the Cheque Memo.
- ☐ Please invoice the Contact Person listed above.



AUCTION REGISTRATION FORM

I would like to support Salt and Light by donating an item for:

1. ☐ Live Auction (estimate market value: \$2,000 or above)
2. ☐ Silent Auction (minimum \$ _____)
3. ☐ Table Prize (minimum quantity: 50)

I understand and authorize that this item may be combined and auctioned with another item as a package.

** If, for any reason, the auction item is not used at the Fundraising Event 2013, I authorize S+L to reuse the item for another purpose.*

Donated by: (please print) _____ Individual / Company

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone: () _____ E-mail: _____

Contact Person: _____ Title (if applicable): _____

Phone: () _____ E-mail: _____

Please include a DETAILED paragraph description of the item(s).

Please be as descriptive as possible outlining any restrictions and expiry dates if applicable.

Estimate Market Value: _____ No. of Item(s): _____

Donated items that are confirmed and received by the S+L Fundraising Event 2013 Committee before July 31, 2013 will be listed in our gala program book and silent auction catalogue. Listing will not be guaranteed for items confirmed or received after July 31, 2013. For inquiries, please contact Richard/Michelle Podgurski at 604-961-5665.

(For Admin Use Only) Item(s) received by: _____ Date: _____ Item #: _____