



## JUST ONE PERSON AWARDS DINNER SPONSORSHIP PACKAGE

### ABOUT THE EVENT

**Date:** November 26<sup>th</sup>, 2009  
**Time:** 5:30 p.m. to 10:00 p.m.  
**Location:** Scotiabank Place  
**Game:** Ottawa Senators vs. Columbus Blue Jackets

In 2006, the Sens Foundation in partnership with the Max Keeping Foundation and the Ottawa Citizen established the Just One Person community award and scholarship program. The Just One Person award acknowledges the contributions of an individual who's helped ensure the health and well-being of children and families in Ottawa. Each November an award recipient is recognized at a fundraising dinner where upwards of 400 guests gather to cheer on the not only the award winner but also the Ottawa Senators. Funds raised at the event are used to create an endowment fund dedicated to providing academic bursaries to "youth-in-care" students.

Jim Orban, Publisher of the Ottawa Citizen and Sal Iacono, Senior Vice-President, Bell Enterprise Group were the first Just One Person community award recipients in 2006 and 2007 respectively. As a result, more than \$200,000 was raised for the Just One Person endowment fund at the University of Ottawa. The first bursary was granted in the 2008-09 academic year.

In 2008 a new endowment fund was established at Carleton University. Cyril Leeder, Chief Operating Officer of the Ottawa Senators Hockey Club and Scotiabank Place was selected by the nominating committee as the Just One Person award recipient. The 2009 event will also support Carleton University with the goal of raising enough funds to see the Just One Person endowment grow to \$200,000 during the 2009-10 academic year.



Left to Right:  
2007 winner: Sal Iacono, Bell Retiree



2008 winner: Cyril Leeder, President Senators Sports & Entertainment  
2006 winner: Jim Orban, Publisher of the Ottawa Citizen

## **ABOUT THE 2009 AWARD RECIPIENT**



The 2009 Just One Person award recipient is Julie Tubman. As President and owner of Tubman Funeral Homes and Maisons Funeraires Cadieux, Julie Tubman has helped thousands of families cope with the pain of loss.

As a professional and community leader Julie is committed to the health of our community and has given countless hours contributing her leadership skill to the community. In addition to her professional and business commitments Julie is the founding Chair of Roger's House and sat on the board of the Children's Hospital of Eastern Ontario for 15 years, including a term as chair. Julie was the founding president of the Widowed Support Group of Ottawa-Carleton and a founding member of the Canadian Association of Family Enterprise, Ottawa Chapter. She has also served either as a director or on the executive of the Women's Business Network, Joan of Arc Academy, West Carleton Business Association, and the Kidney Foundation of Canada.

In 2007 she was recognized by her professional colleagues and awarded the Humanitarian Award by the Ontario Funeral Service Association. She was awarded the Ottawa Chamber of Commerce Business Person of the Year for 2006. She was also awarded by the Women's Business Network, Business Woman of the Year for 2006 as well she won in 2002 the Nepean-Kanata Chamber of Commerce Business Woman of the year.

Julie also played a pivotal role in the launch of The Unforgettables Fund – National Capital Region chapter. The mission of the Fund is to provide financial peace of mind to families in need following the death of a child. This fund allows families to spend their last moments with their dying child free of financial worry. The Unforgettables Fund has now supported three families and without Julie and her continuing support through staff hours and financial gifts, the Unforgettables Fund would not exist in this region.

Licensed as a funeral director in 1979, Julie succeeded her father Joe Tubman as President of Tubman Funeral Homes. After purchasing the family business she continued to build it by developing, along with her husband Ron Bidgood, a crematory and two additional funeral homes in Quebec. In October 2006 she expanded business operations by one third with the purchase of funeral homes in Almonte and Carleton Place, making Tubman's the largest private funeral service provider in Eastern Ontario and Western Quebec. Julie is responsible for the strategic planning and operations of the eight funeral home chapels and crematory.

Julie is a devoted wife to Ron and the loving mom of their two daughters. Compassion, dedication and the drive to make a positive difference to the families of our community are the tenets of Julie's life.

## **ABOUT THE CHARITIES**

### **Sens Foundation**

The mission of the Sens Foundation is to leverage and provide both financial and in-kind support to registered charitable organizations whose programs focus on improving the quality of life for children and youth. We address needs in the areas of education, health, and recreation. Our vision at the Foundation is "for greater goals" in meeting these needs. Since inception, the Sens Foundation, together with the Ottawa Senators Hockey Club, alumni, corporate partners, and fans have raised and dedicated more than \$55 million in support to a variety of community initiatives.

### **Max Keeping Foundation**

Established in 1995, the Max Keeping Foundation helps meet the needs of many children and families that are often over-looked and/or who don't meet the conventional requirements set out by the numerous other charities in the greater Ottawa area. With the help of a caring community, the Max Keeping Foundation ensures that these individuals don't "fall through the cracks." Celebrating its 14th year, the need for assistance persists and the Max Keeping Foundation continues to make a difference in our community where ever possible.

### **Carleton University**

Carleton University is one of the most comprehensive and diverse educational institutions in Canada. Recognized as a national leader in the study of public affairs, journalism and high technology, the university offers outstanding programs at both the undergraduate and graduate levels in the major disciplines of the arts and social sciences, science, business, and engineering and design. With approximately 24,000 full- and part-time students and 2,000 faculty and staff, Carleton offers a dynamic research and learning environment with close ties to the region's business, cultural, government and high technology communities.



## **SPONSORSHIP**

Supporting the right charitable partners can help a corporation stand out in a highly competitive economic environment. Making the right type of commitment with the right charity can differentiate you, not only with your consumers, but also with your suppliers and your employees - creating brand loyalty on numerous levels. The Sens Foundation strives to create a relationship that is beneficial for both its corporate partners and the charities we support. For our **Just One Person Award & Scholarship** we're pleased to offer the following sponsorship opportunities:

### **Title Sponsor: \$10,000**

#### **Sold to Scotiabank**

- Company logo or name on all on-site event signage which may include:
  - welcome signs, event program, event tickets, multimedia presentation, etc.
- Company logo included in all advertising opportunities:
  - Print\*\* – Ottawa Citizen / EMC Your Community Paper
  - In-arena – Scotiabank Place night of the event
  - Website - Sens Foundation / OttawaKiosk
- Company name mentioned in all media relation's activities.
- Company name mentioned in all electronic event promotion.
- One dinner table (8 tickets) to the event with priority seating.
- Eight Ottawa Senators hockey tickets (in suite).
- Four parking passes.
- Company representative to have a role in charitable cheque presentations and photo-op.
- Opportunity to activate brand at the event and/or provide gifting to participants.
- Post-event fulfillment report provided within 60 days of the event.

### **Event Sponsors x 5: \$5,000**

#### **2 of 5 sold to Microsoft, Francis Fuels**

- Company logo or name on all on-site event signage which may include:
  - event program, multimedia presentation, etc.
- Company logo included in all advertising opportunities:
  - Print\*\* – Ottawa Citizen / EMC Your Community Paper
  - In arena – 200 level Power Ring
  - Website - Sens Foundation
- One dinner table (8 tickets) to the event with priority seating.
- Eight Ottawa Senators hockey tickets (in suite).
- Four parking passes.
- Post-event fulfillment report provided within 60 days of the event.

### **(40) Corporate Table Sponsorships: \$2,000**

- One dinner table (8 tickets) to the event.
- Eight Ottawa Senators hockey tickets.
- Four parking passes.
- Company name visible on table.

For further information and to discuss your interest in these opportunities, please contact:

Danielle Robinson, President  
Sens Foundation  
613.599.0174 / [robinsond@sensfoundation.com](mailto:robinsond@sensfoundation.com)



## **\*\*Just One Person Advertising**

### **Ottawa Citizen Advertising**

Citizen print read by over 240,000 every day, 400,000 every week.

- (2) full colour ¼ page pre-event advertisements
- (2) full color banner pre-event advertisements
- (1) full colour ½ page thank-you advertisements

### **EMC Your Community Newspaper Advertising**

Weekly circulation of 474,000 to 27 communities

Three week campaign, ¼ page colour pre-event advertisements in the following weeklies:

- Orleans EMC
- Ottawa East EMC
- Ottawa South EMC
- Ottawa West EMC
- Nepean/Barrhaven EMC
- Manotick EMC
- Kanata EMC
- Stittsville/Richmond EMC
- West Carleton EMC
- Arnprior EMC

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**Microsoft**  
presents in  
partnership with

**The Max Keeping Foundation**  
PROVIDING EDUCATIONAL OPPORTUNITIES FOR CHILDREN IN CARE

**Carleton UNIVERSITY**  
Canada's Capital University

just  
**ONE**  
person

*"It takes just one person to make a difference in the life of a child".*  
— Max Keeping

**Honouring  
Cyril Leeder**

Cyril Leeder is being honoured for his countless hours of community involvement. He's ONE person who's helped to make Ottawa a better place for families.

Money raised this evening will be matched by Carleton University for a scholarship that will afford children-in-care the opportunity to attend university so they too CAN make a difference.

*We invite you to bring your child, grandchild, little brother, sister, niece or nephew to celebrate Cyril's contribution to our community at a pre-game reception. Following the reception we'll enjoy an evening of hockey.*

**November 13, 2008 - Scotiabank Place**  
**For more information please call 613-599-0323**

**Bell** **OTTAWA CITIZEN** **Scotiabank™** **mbna**  
Bank of America





Event Ticket



Event Program

