

# **AMAZING PEOPLE**

Amazing People is a fundraising movement dedicated to celebrating Ottawa's amazing people in well-organized events while raising money to support our three main charities, the Michaëlle Jean Foundation, Hera Mission and SchoolBOX, while sometimes supporting guest charities like the Ottawa Aboriginal Coalition, Ryan's Well and Project North.

We raise money to make education and inspired change possible in Canada, Nicaragua and Kenya by giving disadvantaged young people the tools to be educated and build collaborative networks. To promote leadership in Canada, we offer scholarships to older students to travel to our communities to help with school and community centre enhancement.

#### How We Do What We Do

Amazing People hosts a number of charitable events every year, including our signature event, the Amazing People Gala (October 21st, 2017) but also including the Amazing Night with Chantal Kreviazuk, in partnership with Ottawa Race Weekend (May 26, 2017) and the Amazing Holiday Concert in December with Tara Shannon. To date we have raised more than \$200,000 to help youths. Yes. "Amazing People" has evolved into an amazing movement. We celebrate what is good and honourable. We are fun. We inspire and lead. And we have some of the best volunteers Ottawa has ever seen.



www.amazingpeople.ca

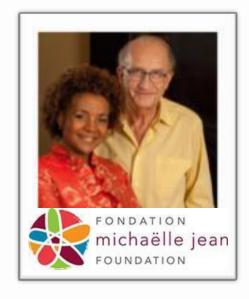
# **OUR CHARITIES**

Amazing People is pleased to announce that it has partnered with former Governor General Michaëlle Jean and her foundation, co-founded with her husband Jean-Daniel Lafond, to raise money to help Canadian youth. The couple will attend this year's Amazing People Gala in October in Ottawa.

"The charitable partnership between the Michaëlle Jean Foundation and Amazing People brings together two very like-minded organizations that want to see Canadian youth thrive, even when faced with tremendous challenges," says Madame Jean. "I believe that together we can be more impactful".

Chair Kimothy Walker says, "When we met, Michaëlle Jean and Jean-Daniel Lafond immediately understood our desire to grow our fundraising to a national level after 5 years of local success, and with their support I am confident that we can do that."

- Michaëlle Jean Foundation: It is a national charitable organization that uses its
  unique arts for collective impact model to enable underserved youth to use
  creativity to change their lives and their communities. <a href="www.fmjf.ca">www.fmjf.ca</a>
- The Hera Mission, A charity that supports orphans and widows in Kenya. This
  has been one of the most challenging years for HERA as a drought has plagued
  the region. As a result, HERA has embarked on a 20,000.00 campaign to helpthe
  women leaders in Asembo Bay respond. Details on how you can help:
  www.hermission.org
- **SchoolBOX**, is a charitable organization that builds schools in Nicaragua with Canadian volunteers and provides the necessary school supplies, as well as donating library materials to Canadian Indigenous communities. SchoolBOX also runs a program to engage Indigenous youth by hosting them in Central America to build schools while learning the power of leadership and the importance of culture. For more information, <a href="https://www.schoolbox.ca">www.schoolbox.ca</a>"







#### **AMAZING PEOPLE GALA 2017: DISCO INFERNO**

We're looking for disco balls...52 of them....anybody got some for centerpieces?

You know, at Amazing People we have come up with some pretty fun ideas...red carpet movie stars...Neil Diamond "Sweet Caroline" (that was quite the flash mob of 500...bah...bah...bah) ....Fire and Ice....but this year, we think we've reached a new height. "Disco Inferno" will be presented by main sponsor Accora Village with Dan Greenberg and Barbara Crook.

Get out your suits with big wide baby blue collars. Get out your flared pants with go-go boots. Or maybe you want to practice the sound track to Mama Mia? We're not presenting a boring chicken dinner. We just can't figure out what to wear for the dance party after dinner with Quality Entertainment.

But let's get back to the people who make it possible, the people who inspire us to do better.

On the night of the gala, all 40 celebrated and recognized people in Ottawa Life Magazine, will be featured on stage and at the end of that, the "Accora Village Amazing Person of the Year" will be announced.

For the Amazing People Gala on October 21, 2017 we have the Westin Hotel reserved.

The gala will have all of the qualities our partners and sponsors have come to know well.... surprises, emotion and celebration.

Amazing Disco Inferno will be an explosion of neon, sexy 70s outfits and some very big hair. As always, participants will be encouraged to wear appropriate attire to. Do with that information what you will. A five-star meal, very good entertainment and retro 70's attire....

www.amazingpeople.ca



# **Amazing People Holiday Concert**

Tara Shannon, songwriter/recording artist and the Amazing People Creative Director, will dedicate her concert on the first Saturday of December, known as the "Amazing People Holiday Concert" to helping children in Canada, Nicaragua and Kenya. Tara's latest album, Unfinished, helped raise money for the Ottawa Aboriginal Coaltion, and provided a platform for Tara to speak out about mental health issues.

The dedicated philanthropist will donate concert proceeds to the Michaelle Jean Foundation in addition to the other Amazing People charities, SchoolBOX and Hera Mission.

Concert guests will be treated to a celebration of her album, Unfinished, a nod to the record label offer made to her 20 years ago. Now, seven children later, Tara recorded Unfinished with producer Hayley McLean.

Tara's "Amazing People Holiday Concert" will feature local artists all of whom she has worked with through her record label Willow Sound Records. Tara, a songwriter on the rise in Nashville, is the first Ottawa woman to own a record label <a href="www.willow-sound.com">www.willow-sound.com</a> with offices in Ottawa & Nashville.

Amazing People Holiday Concert

December 1<sup>st</sup>,2017

St. Brigid's Centre for the Arts, 310 St Patrick St.





# PRESENTING PARTNER: \$50,000

- Exclusive recognition as presenting partner at all 2017 Amazing people events, as well as stage presence at all events
- Exclusivity on your category of business
- On stage speaking opportunity at all Amazing People Gala
- Half Page advertisement in prime spot of program at all events
- Presence at all our Amazing People events: "The Amazing Evening with Chantal Kreviazuk",
   "The Amazing People Gala" & "The Amazing People Holiday Concert"
- Quarter Page of advertisement in prime spot of program at all events.
- Advertisement in prime spot of programs at all events
- MC Mention during the speaking portion of all events
- · Logo on all print materials
- Company logo or name mentioned in all media relations activities (FB, Twitter, LinkedIn)
- Company Logo and website hyperlink on Amazing People website
- VIP Tickets to the Amazing People Gala & Amazing People Holiday Concert (20)

# PLATINUM PARTNER: \$35,000

- Half Page of advertisement in prime spot of program at all events
- · Advertisement in prime spot of programs at all events
- MC Mention during the speaking portion of all events.
- Logo on all print materials
- Company logo or name mentioned in all media relations activities (FB, Twitter, LinkedIn)
- Company Logo and website hyperlink on Amazing People website
- VIP Tickets to the Amazing People Gala & Amazing People Holiday Concert. (15)

# GOLD PARTNER: \$25,000

- Quarter Page of advertisement in prime spot of program at all events
- Advertisement in prime spot of programs at all events
- MC Mention during the speaking portion of all events
- Logo on all print materials
- Company logo or name mentioned in all media relations activities (FB, Twitter, LinkedIn)
- Company Logo and website hyperlink on Amazing People website
- VIP Tickets to the Amazing People Gala & Amazing People Holiday Concert. (10)

# **SILVER PARTNER: \$10,000**

- Advertisement in prime spot of programs at all events
- MC Mention during the speaking portion of all events
- · Logo on all print materials
- Company logo or name mentioned in all media relations activities (FB, Twitter, LinkedIn)
- Company Logo and website hyperlink on Amazing People website
- VIP Tickets to the Amazing People Gala & Amazing People Holiday Concert. (8)

#### **BRONZE PARTNER: \$5,000**

- Advertisement in prime spot of programs at all events
- MC Mention during the speaking portion of all events
- Logo on all print materials
- Company logo or name mentioned in all media relations activities (FB, Twitter, LinkedIn)
- Company Logo and website hyperlink on Amazing People website
- VIP Tickets to the Amazing People Gala & Amazing People Holiday Concert (4)

# **IN KIND PARTNER: \$5,000**

- Advertisement in prime spot of programs at all events
- MC Mention during the speaking portion of all events
- Logo on all print materials
- Company logo or name mentioned in all media relations activities (FB, Twitter, LinkedIn)
- Company Logo and website hyperlink on Amazing People website
- VIP Tickets to the Amazing People Gala & Amazing People Holiday Concert (2)



#### **CORPORATE TABLE SPONSOR: \$5,000**

- Advertisement in prime spot of the program
- MC Mention during the speaking portion at the event
- Logo on all print materials
- Company logo or name displayed on screen
- Company logo or name mentioned in all media relations activities (FB, Twitter, LinkedIn)
- Company Logo and website hyperlink on Amazing People website
- VIP Tickets to the Amazing People Gala & Amazing People Holiday Concert (10)

# **TABLE SPONSOR: \$2,500 (an Amazing Person table)**

- MC Mention of support during the speaking portion of the program
- Logo on all print materials
- · Company Logo and website hyperlink on Amazing People website
- · Company logo displayed on table
- VIP Tickets to the Amazing People Gala & Amazing People Holiday Concert (2)
- Seated at a table with an Amazing Person nominee

### TABLE PURCHASE: \$1,850

- 10 VIP tickets to the Amazing People Gala
- Name placed on your table
- Savings of \$150
- VIP Tickets to the Amazing People Holiday Concert. (10)

www.amazingpeople.ca



# Who we are:

Who We Are Amazing People is a committee of Ottawa leaders with a vast network in business and philanthropy. Our group works tirelessly to host fun and unique events to inspire and raise much needed money for youths in need. Our goal is to create the next generation of leaders through education, mentorship, and by leading through example. Our team, all amazing people in their own right, work together to shine a light on extraordinary work being done in the community we all love. Our committee dedicates hundreds of hours each year to fulfill our mandate.

#### **List of Executive Committee:**

**Kimothy Walker**, Amazing People Chair and longtime CTV Anchor who sits on the Amazing People board five years after she founded it. She's been known to surprise AP guests with dancing and singing to provide laughter at our events (she's terrible at both!). She does Marketing and Communications, which is her day job, at her company Ottawa Media Group.

**Tara Shannon**, singer songwriter who recently released her album "Unfinished" under her own label, Willow Sound Records, the first Capital-area woman to do so. She is our event Creative Director and performs at our events and donates her time, even though Nashville calls on her regularly.

**Peggy Taillon**, Executive Director of the Bruyere Foundation and proud mother to Devlin, who she adopted after she took on the Kenyan Supreme Court and won -- for which she was featured on CTV's W5 that received more than one million views. To this day she raises money to help her son's village in Asembo Bay, Kenya, with Hera Mission...one of AP's charities.

**Debbie Trenholm**, our Event Manager Extraordinaire who is the founder of Savvy Company and hosts one event a week in the National Capital Region with her staff of expert hosts and Sommeliers. Debbie's eye for detail ensures our events are top notch.



**Christopher Page,** of the Ottawa Hospital Foundation, is well known for his ability to manage events, contracts and logistics. Together with Debbie Trenholm, Chris protects our reputation, ensuring that all Amazing People events go off like clockwork and that the ticket holder has a once in a life-time experience. Chris has an eye for detail and keeps us on track.

**Derek Donaldson,** is a serial entrepreneur who knows how to make ventures successful. He guards our AP financial books while doing business development for Ten Thousand Feet, an Ottawa merchandising company, after leaving very successful companies that he built from the ground up before executing his exit strategy. We'd like to tell you Derek is excited about baby bell bell-bottoms for the gala...but that's not actually true.

**Christine Hamilton,** Christine is a busy management consultant with a local growing start up by day who applies her Project Management and Governance skills to help the Amazing People Executive and sub-committees stay on track and time. Her penchant for planning and execution structure might be borne out of the fact that she has three teenagers less than 24 months apart (including twins) in her house - where there is absolutely NO order.

**Heather Gilmour**, Amazing People is thrilled to have Heather returning to us in 2017. Heather was a founding member of AP and we've missed her incredible attention to detail and ability to deal with any challenges with grace. Heather simply gets things done and this year she will bring her incredible organizational skills to our volunteer and decor teams. By day Heather runs a military office, and certainly helps us conduct events with military precision!