

SH**AIDS** OF GREY

SHADES OF GREY

An AIDS benefit theatre production by Empowerment Squared

Sponsorship **Prospectus**

Hamilton Place | March 25-26, 2010

*People **need** people.*



Introduction

ShAIDS of Grey is an original and compelling AIDS benefit theatre production that seeks to develop a paradigm shift in the way we think about, react to, and contribute to those affected by HIV/AIDS. Presented by Empowerment Squared, ShAIDS of Grey will take to the Hamilton Place stage for its professional debut from March 25-26, 2010.

THE AUDIENCE

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Approximately 6,300 attendees, including students, parents, faculty, business professionals, and press from across the Greater Toronto and Hamilton Area are expected to attend *ShAIDS of Grey* over the course of three shows.

MORE INFORMATION

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For more information about sponsorship opportunities, please call (905) 515-4560 or email sponsorship@shaidsofgrey.com.

WHY SPONSOR?

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1. Show your support for Empowerment Squared.
2. Facilitate a life-changing event and help battle the HIV/AIDS pandemic.
3. Interact with other likeminded individuals, organizations, and businesses that contribute to both the local and global community.
4. Receive benefits only offered to sponsors, such as complimentary tickets, display tables, advertisements in show programs, and logo recognition on signage and promotional materials.

“I have no doubt that the audience will be overwhelmed by the panorama of situations and emotions that the play evokes...”

- Stephen Lewis, Former UN Special Envoy for HIV/AIDS in Africa



About ShAIDS of Grey

PURPOSE

ShAIDS of Grey seeks to develop a paradigm shift in the way we think about, react to, and contribute to those affected by HIV/AIDS. As a first step, we have chosen to use proceeds from this show to fund the construction of the *ShAIDS of Grey Centre for HIV/AIDS* in Kalamba, Kenya.

Africa is the continent hardest hit by HIV/AIDS, and its prevalence rate is unmatched anywhere else in the world. Not surprisingly, those victimized most by the pandemic are children whose families have been hit by the disease. They are left without support systems, without an income, without a chance to go to school, and without much hope for the future. Most of all, they are left without a voice. We hope this production will bring to life their unspoken realities and convey the true dynamics of living in a place where HIV prevalence rates can be as high as 40 percent.

Through many aspects of traditional African dance and music, as well as contemporary theatrical practices, *ShAIDS of Grey* will bring life to the above issues in a way that is accessible to the Greater Toronto and Hamilton Area. Our goal is to combat apathy and show the local community that they too have a role to play in advancing the HIV/AIDS cause.

SHOW DATES

ShAIDS of Grey will be performed on the following dates at the following times:

March 25, 2010 - 11:00 AM
March 25, 2010 - 8:00 PM
March 26, 2010 - 8:00 PM

VENUE

All performances will be staged in the Great Hall at Hamilton Place.

1 Summers Lane
Hamilton, Ontario
L8P 4Y2

For more information about *ShAIDS of Grey*, please visit shaidsofgrey.com.



About Empowerment Squared

Empowerment Squared is a non-profit organization dedicated to helping people help others by encouraging the development of stable environments rooted in peace, independence and self-sufficiency.

PHILOSOPHY

Empowerment Squared believes that a world of equal opportunities can be achieved by:

- approaching social issues in an interdisciplinary manner
- challenging apathy through the promotion of local engagement and global citizenship
- helping people help others.

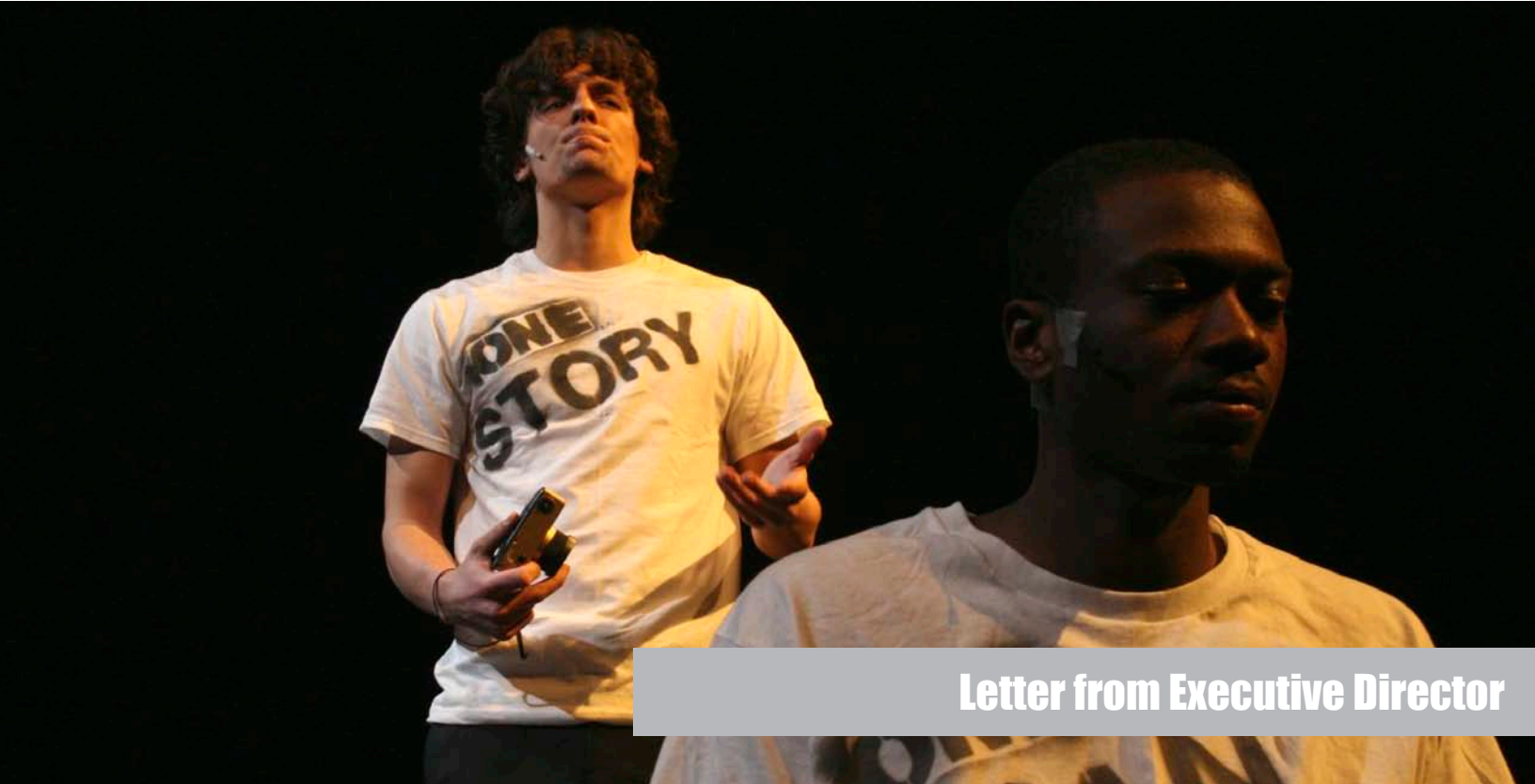
MISSION

Empowerment Squared is all about doing it differently. We strive to remove barriers that restrict the development of potential and self-sufficiency by working with different communities to learn where our support will be most effective. And together, we go beyond limits to create projects that encourage resourcefulness, compassion, diversity – and most of all, empowerment.

For more information about Empowerment Squared, please visit empowermentsquared.org.

“The performance is intriguing, thought-provoking and a modern masterpiece in the realm of benefit causes.”

- Andy Magazine



Letter from Executive Director

Dear Prospective Sponsor:

Thank you for reading through our Sponsorship Prospectus for *ShAIDS of Grey*.

From the beginning, Empowerment Squared has been an organization committed to effecting social change with unique projects. In 2008, we presented *ShAIDS of Grey* for the first time at Theatre Aquarius. With a shoestring budget, a short timeline, and an untested cast and crew, the odds were not with us.

However, thanks to our dedicated team, the show was extremely successful. With nothing but willpower and an earnest desire to explore the realities of the AIDS pandemic, our team pulled together to create a theatrical production that raised over \$18,000 dollars for the cause. Without question, the real reward of the show was the awareness it raised within the local Hamilton community.

With two successful runs already, Empowerment Squared is bringing the show back to Hamilton in March 2010 for its professional debut. The production will tackle some new issues in ways that appeal to many communities, classes, cultures and age groups. Most of all, *ShAIDS of Grey* will artistically mirror the very essence of what our organization is all about and that true conversations bring everyone together.

The central message of the show is that people need people. It is in this spirit that we ask for your support in making *ShAIDS of Grey* a success. The world can't change without you.

Sincerely,



Leo Nupolu Johnson
Executive Director



Sponsorship Options & Benefits

PRESENTING SPONSOR \$15,000 +

- Your organization's name and logo will be printed among sponsor listings on all promotional materials and in the show program.
- Your organization will be recognized as the presenting sponsor throughout the event, and receive top billing on special signage.
- Your organization will be recognized on the official ShAIDS of Grey website.
- Your organization can insert a full-page ad in the show program.
- Six complimentary tickets will be provided for use by organization representatives.
- Your organization will be given the opportunity to have a display table.

PLATINUM SPONSORS \$10,000 +

- Your organization's name and logo will be printed among sponsor listings on all promotional materials and in the show program.
- Your organization will be recognized as a platinum sponsor throughout the event, and on special signage.
- Your organization will be recognized on the official ShAIDS of Grey website.
- Your organization can insert a full-page ad in the show program.
- Four complimentary tickets will be provided for use by organization representatives.
- Your organization will be given the opportunity to have a display table.

GOLD SPONSORS \$5,000 +

- Your organization's name and logo will be printed among sponsor listings on all promotional materials and in the show program.
- Your organization will be recognized as a gold sponsor throughout the event, and on special signage.
- Your organization will be recognized on the official ShAIDS of Grey website.
- Your organization can insert a half-page ad in the show program.
- Two complimentary tickets will be provided for use by organization representatives.



Sponsorship Options & Benefits

SILVER SPONSORS

\$1,000 +

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- Your organization's name and logo will be printed among sponsor listings on all promotional materials and in the show program.
 - Your organization will be recognized as a silver sponsor throughout the event.
 - Your organization will be recognized on the official ShAIDS of Grey website.
 - Your organization can insert a quarter-page ad in the show program.

BRONZE SPONSORS

\$500 +

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- Your organization's name and logo will be printed among sponsor listings on all promotional materials and in the show program.
 - Your organization will be recognized as a bronze sponsor throughout the event.
 - Your organization will be recognized on the official ShAIDS of Grey website.

OFFICIAL SUPPLIERS

\$100 +

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- Your organization's name and logo will be printed among sponsor listings on select promotional materials and in the show program.
 - Your organization will be recognized as an official supplier sponsor throughout the event.

ShAIDS of Grey **SPONSORSHIP COMMITMENT FORM**

Contact Information

NAME OF COMPANY/ORGANIZATION		WEBSITE	
CONTACT NAME		CONTACT TITLE/POSITION	
TELEPHONE NUMBER	EXT.	E-MAIL ADDRESS	
ADDRESS	CITY	PROVINCE	POSTAL CODE

Select Your Sponsorship Category:

- Presenting \$15,000 +
- Platinum \$10,000 +
- Gold \$5,000 +
- Silver \$1,000 +
- Bronze \$500 +
- Official Supplier \$100 +

TOTAL DONATION AMOUNT/IN-KIND VALUE \$

Select Your Payment Option:

- Cheque enclosed, payable to ShAIDS of Grey.
- Please invoice my company at the above address.
- In-kind donation.

Please Note: Sponsorship benefits will commence once payment is received.

NAME OF AUTHORIZED COMPANY REPRESENTATIVE	REPRESENTATIVE TITLE/POSITION
SIGNATURE	DATE

Send your completed sponsorship commitment form with full payment to:

ShAIDS of Grey
360 James Street North
Hamilton, Ontario
L8L 1H5