



RADIANT NIGHT 2017

SPONSORSHIP PACKAGE

Saturday, March 11, 2017

SCARBOROUGH CONVENTION CENTRE
20 Torham Pl, Toronto, ON

WHO WE ARE

The South Asian Autism Awareness Centre (SAAAC) is a registered charity that began in response to the culture of shame, stigma and silence associated with special needs, especially Autism Spectrum Disorder (ASD), in the South Asian community.

Over the years, SAAAC has expanded its scope and services to support low-income and new Canadian families living with ASD because these families often lacked access to vital autism services and information because of language barriers, low incomes, and lack of support networks.

Currently, SAAAC serves over 200 families and has an active volunteer base of 150. The Centre provides free and subsidized programming including Speech-Language Therapy, Applied Behavioural Analysis (ABA) Therapy, March break & summer camp, arts programming, and much more.



OUR MISSION

SAAAC wants to provide access to quality ASD services and information for families that are in severe need. We hope to empower parents and caregivers, encourage our students, and create an inclusive community. Here are our guiding principles:

- Encouraging lifelong development of the children, youth, and adults we serve through diverse, high-quality programs
- Empowering parents and caregivers through education, training, and peer support networks
- Engaging communities through meaningful volunteer experiences and fostering greater understanding and acceptance of ASD



FACTS ABOUT AUTISM



Autism Spectrum Disorder (ASD) is a neurodevelopmental disorder that affects how the brain develops and functions. It is a pervasive disorder, meaning it persists throughout the individual's lifetime. There is no cure, but there is hope: with proper services and supports, children with ASD can live long, healthy and productive lives. Here are some facts about ASD that you should know:

- Individuals with ASD commonly have difficulties in social interactions, verbal and nonverbal communication and display repetitive behaviors
- ASD can also be associated with intellectual disability, difficulties in motor coordination and attention and physical health issues (poor sleep and gastrointestinal disturbances).
- ASD is now the fastest growing and most commonly diagnosed neurological disorder in Canada
- 1 in 68 Canadian children are diagnosed with ASD every year
- Autism is a spectrum disorder, which means that the learning, thinking and problem-solving abilities of people with ASD can range from gifted to severely challenged. Some people with ASD need a lot of help in their daily lives while others need less

DIFFERENT NOT LESS

200 FAMILIES SERVED



SAAAC provides support to 200 families living with ASD across the GTA annually. We empower families by offering high quality programming and an inclusive space to learn, grow, and connect.

15 PROGRAMS & SERVICES



SAAAC provides high quality programs and services across the lifespan of individuals with ASD. Our services cater to children, youth and adults, helping them lead more independent and fulfilling lives.

OUR COMMUNITY IMPACT



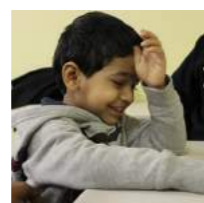
150 VOLUNTEERS TRAINED

Our centre trains, supports and develops 150 volunteers annually. We want to engage communities through meaningful volunteer experiences and foster greater understanding and acceptance of ASD, so our communities can better support individuals with ASD.



CULTURALLY RESPONSIVE

To be effective in serving diverse communities, SAAAC works hard to engage, educate and empower families while respecting their cultural integrity.



EARLY SUPPORT

Our new walk-in clinic will help increase access for families that are not on a path to an ASD diagnosis and early support. Our clinic provides free developmental assessments and connects families with developmental pediatricians and other important services and resources needed to address developmental concerns.

CAPACITY BUILDING



SAAAC wants to create a community that has the tools and knowledge to support individuals with ASD. From caregivers to community members, SAAAC provides the training, programming, and resources to help those who want to help others.

RADIANT NIGHT 2017

The Radiant Night Gala is SAAAC's largest fundraising event of the year. It is responsible for supporting 200 families impacted by ASD who participate in a number of SAAAC programs. Radiant Night attracts 1200 guests annually and is a major social event that brings together some of Toronto's best and brightest - from entertainers to political leaders to industry heads in health and finance.

Including great music and incredible cuisine, Radiant Night offers an unforgettable evening of entertainment, networking, and charity. Above all else, Radiant Night is a celebration of a collective commitment to transform the lives touched by ASD.

We invite you this year to be part of the celebration. Help individuals and families with ASD reach new heights and extend the reach of your brand into the South Asian community by becoming a Radiant Night Sponsor.

#RADIANTNIGHT2017



EVENT SPONSOR - \$12,000

PRE-GALA

5 spotlight social media posts
Facebook (3,800 likes)
Instagram (1108 followers)
Twitter (744 followers)

Company logo to appear on e-newsletter
Mailing list of 1000 members

Company logo appears on all gala marketing collateral
Radiant Night Flyer, Radiant Night Tickets (1200 printed tickets), Radiant Night Programme

Company Logo on Radiant Night Commercial to show on popular South Asian channels:

•Apaka Colors – (Hindi Language Entertainment Channel)
90,000 subscribers across Canada (54,000 in Ontario)

•Movies OK (Hindi Language Movie Channel)
40,000 subscribers across Canada (28,000 in Ontario)

•Jaya TV (Tamil Language Entertainment Channel)
20,000 subscribers across Canada (15,000 in Ontario)

•Star Jalsha (Bengali Entertainment Channel)
1000 subscribers in Ontario

AT GALA

Corporate naming of the event
Award Presented to Sponsor
Presenter of Volunteer award

Company Commercial (x5) to be played during live stream

*Company will be provided with unique link to broadcast
the live event through their social media platforms and website*

Verbal Recognition at the event

Standing banner at the event

Logo on slideshow (played throughout the evening)

Commercial played during the event

One-page inclusion in annual report

10 tickets

POST GALA

Logo on recap video

Year-round logo and link on SAAAC website
1200 unique visitors a month to the website

Year-round logo on e-newsletter
Mailing list of 1000 members



PLATINUM SPONSOR - \$7,000

PRE-GALA

2 spotlight social media posts
Facebook (3,800 likes)
Instagram (1108 followers)
Twitter (744 followers)

Company logo to appear on e-newsletter
Mailing list of 1000 members

Company logo appears on all gala marketing collateral
Radiant Night Flyer, Radiant Night Tickets (1200 printed tickets), Radiant Night Programme

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1000 subscribers in Ontario

AT GALA

Award Presented to Sponsor

Company Commercial to be played (x2) during live stream
*Company will be provided with unique link to broadcast
the live event through their social media platforms and website*

Verbal Recognition at the event

Standing banner at the event

Logo on slideshow (played throughout the evening)

Commercial played during the event

10 tickets

POST GALA

Logo on recap video

Year-round logo and link on SAAAC website
1200 unique visitors a month to the website

Year-round logo on e-newsletter
Mailing list of 1000 members



GOLD SPONSOR - \$3,000

PRE-GALA

- 1 spotlight social media posts
 - Facebook (3,800 likes)
 - Instagram (1108 followers)
 - Twitter (744 followers)

- Company logo to appear on e-newsletter
- Mailing list of 1000 members

AT GALA

- Verbal Recognition at the event
- Logo on slideshow (played throughout the evening)
- 10 tickets

POST GALA

- Logo on recap video
- Year- round logo and link on SAAAC website
- 1200 unique visitors a month to the website
- Year-round logo on e-newsletter
- Mailing list of 1000 members



SILVER SPONSOR - \$2,000

PRE-GALA

- 1 spotlight social media posts
 - Facebook (3,800 likes)
 - Instagram (1108 followers)
 - Twitter (744 followers)

AT GALA

- Verbal Recognition at the event
- Logo on slideshow (played throughout the evening)
- 5 tickets

POST GALA

- Name of business on recap video
- Year- round name on SAAAC website
- 1200 unique visitors a month to the website





CONTACT

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