SCOTIABANK GILLER LIGHT BASH

In Support of Frontier College / Collège Frontière | Literacy: Learning for Life. L'alphabétisation, Une leçon pour la vie.

WWW.GILLERLIGHTBASH.CA Scotiabank

Scotiabank Giller Light Bash

Originally organized as a house party by a group of friends in 2002, the Scotiabank Giller Light Bash has grown into a full-scale event with 1000 people celebrating **Canadian literature and supporting literacy** from coast-to-coast.

Guests watch the live broadcast of the Gala on the big screen, socialize with fellow guests, and vote on the book they believe will take home the coveted Scotiabank Giller Prize.

Organized by dedicated volunteers each regional event takes on a different design, from a cocktail reception and tasting dinner in Winnipeg to a rollicking debate between five celebrity panelists in Halifax.

Since 2002, the Scotiabank Giller Light Bash has raised over **$600,000** for **Frontier College, Canada's original literacy organization**. These important funds help to train volunteers to deliver vital literacy and learning support to disadvantaged children, youth and adults.

The annual Scotiabank Giller Light Bash will be on Monday, November 7, 2016.

Scotiabank Giller Light events are held in seven cities simultaneously:

Halifax ♦ Toronto ♦ Thunder Bay ♦ Winnipeg ♦ Regina ♦ Calgary ♦ Vancouver

Benefits & Opportunities for Involvement

Sponsorship of the 2016 Scotiabank Giller Light Bash will give you access to an increasingly connected group, who use social media and networking to promote the brands they believe in. Sponsorship of the Scotiabank Giller Light Bash promises a fun, smart evening of celebration and relaxed glamour; as well as a lasting, visible association with an important and meaningful cause for all Canadians. Sponsors will enjoy visibility and direct brand association with this signature event and market to this **influential audience**. Brand visibility within Scotiabank Giller Light Bash is targeted and wide reaching. All benefits are negotiable and customizable to suit your objectives.

Sponsorship Benefits may include:

- ✓ Category exclusivity
- ✓ Opportunity to display your company signs at event
- ✓ Verbal recognition by the host at the event
- ✓ Logo recognition on event signage, marketing materials and on www.gillerlightbash.ca
- ✓ Tickets to the event
- ✓ Opportunity to include product or literature in gift bags
- ✓ Promotion through social media platforms
- ✓ Logo recognition in sponsorship scroll at the event

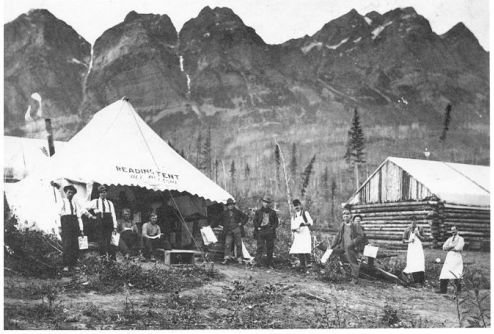
Benefits of Support

The Scotiabank Giller Light Bash is made possible with sponsorship from committed organizations like yours and we welcome you to join us for the annual Scotiabank Giller Light Bash. Sponsoring the Scotiabank Giller Light Bash can help you build your brand amongst a desirable audience while fostering Frontier College's critical community literacy programs in a truly tangible way.

- ✓ Opportunity to align your brand with Frontier College, Canada's literacy leader.
- ✓ Association with a well-known and well-attended cultural and literary event that has become a must-attend event and a highlight of the Canadian literary scene.
- ✓ Will help to break the cycle of intergenerational low literacy by helping to raise funds to support Frontier College literacy programs across Canada.
- ✓ Will promote a unique event that raises funds to help address low literacy, a root cause of Canada's low productivity rates.
- ✓ Opportunity to communicate to your employees and customers that you support Frontier College and literacy.
- ✓ Recognition as a philanthropic leader in Canada.
- ✓ Sponsorship of Giller Light Bash can help you build your brand amongst a desirable audience while fostering Frontier College's critical community literacy programs in a truly tangible way.

About Frontier College

Frontier College is Canada's original literacy organization, founded in 1899 on the belief that **literacy is a fundamental right.** For decades, our work was carried out by university students who signed on to live, work and teach alongside workers in isolated "frontier" settlements: rail gangs, lumber and mining camps and shipyards. Today, our frontier is inner city schools, public housing sites, community centres, women's shelters, the workplace and prisons. Frontier College plays a key role in helping people who are struggling to build their literacy and numeracy skills.



We work with volunteers and community partners to give children, youth and adults across Canada the skills and confidence they need to reach their potential and contribute to society. In 2015, more than **2,500** trained Frontier College volunteers and **474 community partners** worked with over **31,600 participants** to improve their literacy skills.

To become a sponsor or for more information about Scotiabank Giller Light Bash please contact:

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