



**THE i  
FACTOR**

**SPONSORSHIP OPPORTUNITIES**  
**AUGUST 20, 2011**  
**CNIB LAKE JOSEPH CENTRE**

**cnibi**  
vision health. vision hope.

CANADA'S PREMIER MUSICAL COMPETITION  
FOR PEOPLE WITH VISION LOSS



## CNIB's iFactor

The iFactor isn't just a talent competition. This Canadian Idol-style music contest (with a unique twist) for individuals living with vision loss offers a once-in-a-lifetime experience for the contestants. For CNIB, it is a chance to celebrate the talents and triumphs of people who are blind or partially sighted.

Launched at the CNIB Lake Joseph Centre (Lake Joe) in 2009, the iFactor is a nationwide musical competition for people living with vision loss, and an opportunity for them to further their musical talents.

In our third annual iFactor event, we would like to invite your organization to join us in celebrating this incredible opportunity for our contestants, and in helping to build programs and services that will benefit CNIB clients for years to come.

Your support will provide a life-changing experience for the participants as they take to the stage and battle it out for your votes and your hearts. You will help ensure that aspiring artists with vision loss have the same opportunities to develop their skills and build confidence as others who have succeeded in the music industry.

## Event Objectives

- An opportunity to change the lives of blind or partially sighted people by becoming involved with The iFactor – each contestant is on a fantastic journey that only starts here.
- Bring awareness to the blind and partially sighted community across the country.
- Bring the visually impaired community together by providing an opportunity for them to recognize each other's talents and accomplishments.
- Foster the growth of community resources and support for visually impaired persons.
- Raise funds for CNIB Lake Joseph Centre and subsequently provide more access to its unique programs and services for our visually impaired clients.
- To create an annual signature event that continues as potential to grow and gain momentum each year.



## Star Quality

The iFactor is a unique opportunity for aspiring musicians with vision loss to develop their talent and have the chance to perform in front of a live audience.

### iFactor Winners

Lucas Haneman 2010



Becka deHaan 2009



### Notable Contributors:

2010 Celebrity Judges: Shirley Eikhard, Farley Flex and Terry Kelly and Emcee Mike Bullard



## The Contest

**The Selection Process** - Beginning January 11, 2011 Canadians aged 16 and above register and upload a video up to three minutes in length of themselves singing or playing a musical instrument for a chance to become a competition finalist. Registrants must have vision loss that is uncorrectable by standard glasses or contact lenses.

**Online Voting** - From February 14, 2011 through June 15, 2011, the public logs on to [www.theifactor.ca](http://www.theifactor.ca) to cast their votes. The winning 10 selections, validated by our panel of expert judges, will be chosen as the official semi-finalists.

**The Competition Process** - Our top 10 semi-finalists will be announced on June 22, 2011 and will be posted at [www.theifactor.ca](http://www.theifactor.ca). They will travel from across the country to CNIB's Lake Joseph Centre in the scenic Muskoka region of Ontario for "Training Week". Lake Joe is exciting, dynamic, relevant, world class, and provides life-changing experiences for people with vision loss; the perfect venue for this unique event.



**The iFactor Training Week** - The top 10 contestants who are selected from online voting and a panel of judges travel from across the country to participate in Training Week, a critical component of The iFactor event. CNIB's Lake Joseph Centre is completely accessible, offering a comfortable and supportive environment for the contestants and their companions during their stay. Lake Joe has been a camp facility for 50 years, offering orientation and mobility and recreation and rehabilitation programs for CNIB clients in a safe and secure environment. Life-long friendships are made, obstacles are overcome and dreams are realized each and every year. The 2011 iFactor is part of Lake Joe's 50<sup>th</sup> Birthday Celebration, an event to honor this milestone year for CNIB and Lake Joe.

## During five days of extensive training, our contestants receive:

- Professional music coaching with industry experts
- Orientation and mobility training
- Voice coaching and stage presence training
- Media training and industry tips
- Sound checks, rehearsals and live performance with a house band on a professional style performance stage
- CNIB's specialized programs designed to assist those with vision loss live independently
- Round trip transportation, food and accommodation with a companion to CNIB Lake Joseph Centre in Muskoka, Ontario [www.lakejo.ca](http://www.lakejo.ca)
- Participation in the live finale on August 20, 2011 and a chance to be crowned The iFactor Winner

### The iFactor Finale

To cap off Training Week, our finalists will battle it out for audience votes at an event for the public and media at Lake Joe on Saturday, August 20, 2011. Celebrity judges will take the finalists through two nail-biting rounds of competition and crown The iFactor Winner 2011.

The rounds for The iFactor Finale are as follows:

**Round 1** – top 10 contestants, performance of a song with a maximum length of three minutes, comments by judges and elimination of five contestants via audience votes.

**Round 2** – top five contestants, performance of a new song with a maximum length of three minutes, comments by judges and audience votes for their favourite contestant(s) to determine the iFactor Winner.

The final contestant is crowned The iFactor Winner 2011 and performs their winning song for the audience.

### The Grand Prize Winner will:

- √ Perform as the opening act for Terry Kelly, award-winning Juno nominee and singer-songwriter at a concert of Terry's selection
- √ Receive round trip transportation, food and accommodation for two to a city in Canada
- √ Be presented with the Joe Finley Award of Excellence
- √ CNIB will endeavor to secure studio time to record a demo
- √ CNIB performance opportunities across the country will be provided throughout the year, schedule to be determined



## A Philanthropic & Dedicated Audience

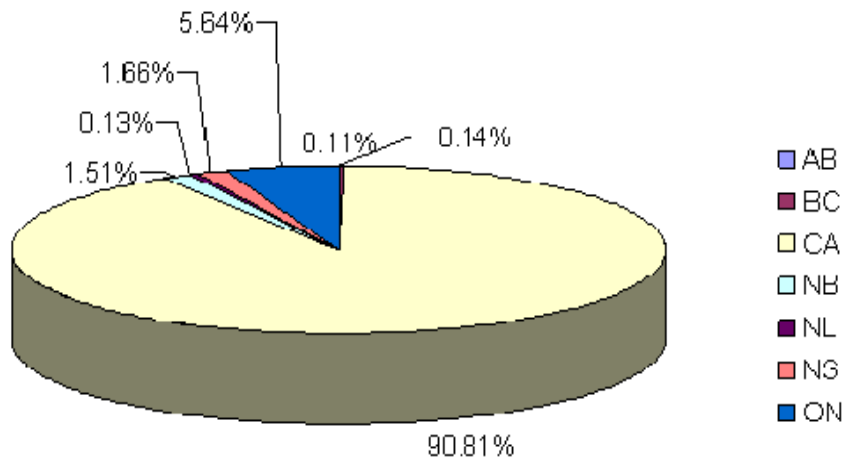
### Demographics

- Male and female
- Earn over \$250K a year
- Own cottages in the Muskokas & homes in the Greater Toronto Area
- Active in the community, many dedicated supporters of CNIB
- Want to make a difference
- Interested in supporting a good cause

### Event Reach

- 1,100 CNIB clients between the ages of 19 and 45 received a personal invitation to enter The iFactor 2010
- All donors in the month of February - June 2011 will received a buckslip with their tax receipt mailing encouraging them to partake
- 11,124 iFactor website hits for the five month duration of the campaign in 2010, The iFactor campaign for 2011 will be increased by three additional months for a total of eight months
- 18,142 Canadians voted for iFactor contestants online in 2010 over a four week voting period, the voting period will be increased by 12 additional weeks for a total of 16 weeks for the 2011 iFactor
- Entire event covered by The Accessibility Channel (TAC TV), who circulated PSAs prior to the 2010 event and will be airing footage
- Projected number of guests at 2011 event: 250+ people
- New camp registrants
- New donors to CNIB
- Media Impressions – over 20,000,000 in 2009 and 2010.

### Media Impressions by Province:



## Sponsorship Opportunities

CNIB approaches sponsorships as true partnerships, designed to meet the needs of the client, the event and its audience. The following sponsorship opportunities are designed to connect your brand with a target market that is both affluent and loyal.

### Sponsorship Levels and Benefits

<b>Platinum Star</b> <b>\$20,000</b>	<ul style="list-style-type: none"> <li>▪ <b>Title Sponsor</b></li> <li>▪ <b>8 tickets to the live finale (valued at \$800)</b></li> <li>▪ <b>2 page spread in the iFactor programme (8.5" x 11")</b></li> <li>▪ <b>Walkway to independence engraved 8" x 16" brick ( logo &amp; 205 characters valued at \$1,000)</b></li> <li>▪ <b>Company logo on all invitations</b></li> <li>▪ <b>Generate 546,750 impressions</b></li> </ul>
<b>Gold Star</b> <b>\$10,000</b>	<ul style="list-style-type: none"> <li>▪ <b>Exclusivity within your business category</b></li> <li>▪ <b>4 tickets to the live finale (valued at \$400)</b></li> <li>▪ <b>Full page advertisement in the iFactor programme (8.5" x 5.5")</b></li> <li>▪ <b>Walkway to independence engraved brick 8" x16" (logo &amp; 205 characters, valued at \$1,000)</b></li> <li>▪ <b>Generate 507,750 impressions</b></li> </ul>
<b>Silver Star</b> <b>\$5,000</b>	<ul style="list-style-type: none"> <li>▪ <b>2 tickets to the live finale (valued at \$200)</b></li> <li>▪ <b>½ page advertisement in the iFactor programme (4.25" x 5.5")</b></li> <li>▪ <b>Walkway to independence engraved brick 8" x16" (logo &amp; 205 characters, valued at \$1,000)</b></li> <li>▪ <b>Generate 382,250 impressions</b></li> </ul>
<b>Bronze Star</b> <b>\$2,500</b>	<ul style="list-style-type: none"> <li>▪ <b>2 tickets to the live finale (valued at \$200)</b></li> <li>▪ <b>¼ page advertisement in the iFactor programme (4.25" x 2.25")</b></li> <li>▪ <b>Walkway to independence engraved brick 8" x 4" (valued at \$250)</b></li> <li>▪ <b>Generate 252,000 impressions</b></li> </ul>
<b>Twinkle Star</b>	<ul style="list-style-type: none"> <li>▪ <b>2 tickets to the live finale (valued at \$200)</b></li> <li>▪ <b>Sponsorship of a 50th birthday activity</b></li> <li>▪ <b>Walkway to independence engraved brick 8" x4" (valued at</b></li> </ul>



**\$1,500**

**\$250)**

- **Company name listed in program**
- **Generate 126,000 impressions**

**\*\* Full sponsorship benefits are detailed in the iFactor Sponsorship Grid**

We welcome the opportunity to collaboratively design a unique recognition program customized to help you achieve your strategic objectives.

**For more information about these exciting sponsorship opportunities, and to discuss your unique customized marketing program, please contact:**

Virginia Rolph, Community Development Manager, CNIB

416-486-2500 x 8639

[virginia.rolph@cnib.ca](mailto:virginia.rolph@cnib.ca)

iFactor 2011 Sponsorship Opportunities	Platinum Star		Gold Star \$10,000		Silver Star \$5,000		Bronze Star \$2,500	
	Exclusive Title Sponsor		Within your business category		Within your business category			
Exclusivity	Exclusive Title Sponsor		Within your business category		Within your business category			
Complimentary Tickets	8	= \$800	4	= \$400	2	= \$200	2	\$200
Lake Joe Accommodation Aug. 19 & 20 (2 person capacity/room)	4	= \$1,200	2	= \$600	1	= \$300		
Product or signage showcasing	√	750	√	750	√	750	√	750
Podium recognition	√	CNIB & iFactor Emcee	√	iFactor Emcee	√	iFactor Emcee	√	iFactor Emcee
Speaking opportunity	√							
Certificate	√		√		√		√	
Cheque presentation	√		√		√		√	
Volunteer opportunities	√		√		√		√	
<b>Recognition &amp; Impressions</b>								
Advertisement in iFactor programme	2 page spread 8.5" x 11"	750	Full page 8.5" x 5.5"	750	1/2 page 4.25" x 5.5"	750	1/4 page 4.25" x 2.25"	750
Annual Review (National Distribution)	√	5,000	√	5,000	√	5,000		
Walkway to Independence Engraved brick	16" x 8"	= \$1,000	16" x 8"	= \$1,000	16" x 8"	= \$1,000	16" x 8"	= \$1,000
E-donor wall listing	One year	500,000	One year	500,000	9 months	375,000	6 months	250,000
Insight Newsletter (National Distribution)	√	39,000						
<b>Logo Placement Impressions</b>								
iFactor Website (11,124 hits in 2010)	√	12,000	√	12,000				
On-screen presentation	5 times	1,250	4 times	1,000	3 times	750	2 times	500
<b>Total Impressions per Sponsorship</b>	<b>546,750</b>		<b>507,500</b>		<b>382,250</b>		<b>252,000</b>	



## CNIB Lake Joseph Centre is Turning 50!

We are having a **50<sup>th</sup> Birthday Party** to commemorate the beloved and life-changing CNIB Lake Joseph Centre in beautiful Muskoka!

Lake Joe's 50<sup>th</sup> Birthday Celebration will be held on Saturday, August 20, 2011, preceding The iFactor. This is a great opportunity to expand your brand awareness and access a larger audience with two fabulous events in one day. The 50<sup>th</sup> birthday open house celebration will feature fun, sun, food, beverages and activities for the whole family.

**We are expecting 500 enthusiastic supporters to attend this fabulous event** which commences with a pancake breakfast at 10am. This is an opportunity for past campers to reunite with friends, staff and volunteers. For your organization, it is an opportunity to demonstrate your support of this milestone birthday and this life enriching facility for Canadians living with vision loss.

We invite you to join the celebration:

- Attend the open house on Saturday, August 20, 2011 from 10 am – 2pm and bring your friends and family
- Spread the word about these two exciting events
- Make a financial contribution by supporting the iFactor
- Share your product or service

As part of this celebration we are building a Walkway to Independence with customized engraved bricks to commemorate this occasion. Sponsors of the iFactor 2011 will receive commemorative bricks as part of their sponsorship benefits (please see the Sponsorship Grid for details).

This is an opportunity for you to demonstrate your support of this milestone birthday and CNIB's life-enriching facility for Canadians living with vision loss.

Please visit us online at [www.lakejo.ca](http://www.lakejo.ca)

## Who We Are

Founded in 1918, CNIB is Canada's principal vision health service organization. With 1,000 staff and 10,000 volunteers CNIB provides programs and services to people with varying degrees of vision loss. Each year, 37,000 people receive vision support services from CNIB in their homes and in CNIB offices across Canada.

## What We Do

### **Confidence. Skills. Opportunities.**

Your support of The iFactor enables us at CNIB to do what we do best – passionately provide Canadians who are blind or partially sighted with the confidence, skills and opportunities to fully participate in life. From impacting a child's ability to learn to spell, read and play to empowering an adult to work and manage a household, you are truly transforming lives.

Funding generated from The iFactor goes directly to support the programs and services at the Lake Joseph Centre. It costs roughly 1 million dollars to operate Lake Joe every year. Your support will help with funding this life-changing facility and ensure its longevity for campers, staff, volunteers and clients for years to come.

## Why Vision Loss Matters

- Over **4.25 million** Canadians (almost one out of every eight Canadians) are living with some form of age-related macular degeneration (AMD), diabetic retinopathy, glaucoma or cataracts. If left untreated, most of these people are at risk of blindness or partial sight.
- Blindness and partial sight have the highest health care costs (direct costs) of any disease category in Canada – costing Canadians much more than diabetes, all cancers or cardiovascular disease.
- Only 35 per cent of working-age adults with blindness or partial sight are employed.
- Every **12 minutes**, someone in Canada develops blindness or partial sight.
- **75 per cent of blindness and partial sight in Canada is avoidable** (50 per cent can be treated and 25 per cent can be prevented)



# REPLY FORM

Please complete and fax to 416.480.7700 or email [thefactor@cnib.ca](mailto:thefactor@cnib.ca)

**We would like to support iFactor with the purchase of a:**

- Platinum Star Sponsorship
- \$10,000 Gold Star Sponsorship
- \$ 5,000 Silver Star Sponsorship
- \$2,500 Bronze Star Sponsorship
- \$1,500 Twinkle Star Sponsorship

**We will be purchasing additional tickets:** \_\_\_\_\_ \$ 100 Ticket(s)

**We are unable to attend, but would like to make a donation of \$** \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

**Payment:**

- Cheque (made payable to CNIB)
- Visa                       Master Card                       American Express

Card Number: \_\_\_\_\_ v \_\_\_\_\_ Expiry: \_\_\_\_/\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

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