

**Brazilian Carnival Ball 2010**  
*In Support of*  
*Toronto East General Hospital Foundation*

**Platinum Benefactor- \$50,000**

**BENEFITS**

- One table for ten guests at the Ball (located in the front row)
- Invitation for two guests to attend the Benefactor Recognition Dinner that will take place approximately one month prior to the Ball

**PRINT/MEDIA RECOGNITION**

The following communication materials from the Ball will feature your corporate name as a Platinum Benefactor:

- Invitation mailed to 2,000 potential patrons
- Evening program for 1,700 guests
- Brazilian Carnival Ball website
- Full page thank you advertisement in a major newspaper
- Four giant video screens in the grand ballroom prior to and during dinner

**Brazilian Carnival Ball 2010 Magazine**

A high quality publication that is distributed via a major newspaper to 40,000 select homes and businesses after the Ball.

- Name recognition on the benefactor acknowledgement page
- One full page colour advertisement

**RECOGNITION BY TORONTO EAST GENERAL HOSPITAL FOUNDATION**

- Name recognition on the Hospital's Donor Wall