



ÉTERNITÉ

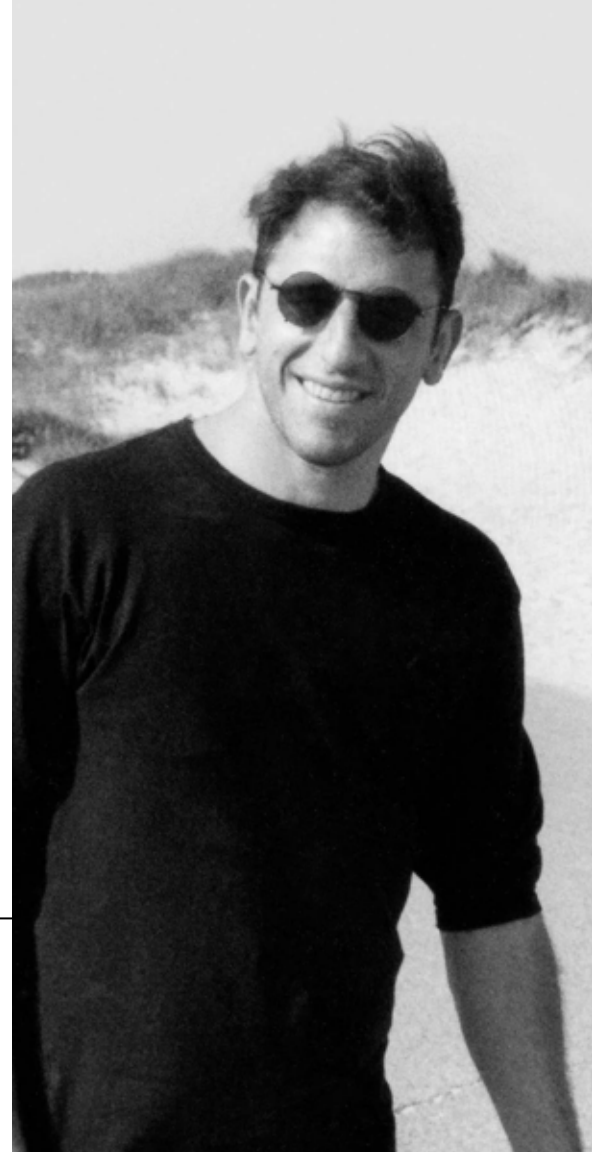
(MASKARADE 2012)

Celebrating Inspiring & Everlasting Spirits



AIDS will disappear one day...
In the meantime, we have the
opportunity to learn and grow...
And we must do just that.

(In honour of Ron Farba, Farba Foundation Founder; 1956-1995)



(90%)

of consumers want companies to tell them the ways they are supporting causes.

2010 Cone Cause Evolution Study

(86%)

of global consumers believe that business needs to place at least equal weight on society's interests as on business' interests.

Edelman 2010 goodpurpose® Study



*Is your company
socially responsible?*

Become a partner of MASKARADE
and the Farha Foundation today.

On Thursday, February 16, two thousand and twelve,

450 VIP guests will come together for an evening of entertainment and generosity in support of the Farha Foundation. Our goal with this event is to raise \$300,000 to help those all over Quebec living with HIV/AIDS.

This year's MASKARADE, themed "ÉTERNITÉ" will once again be the most glamorous fundraising event in Montreal. Celebrities, artists, fashionistas and CEOs will come together to dine and celebrate.

(Event Details)

6:30_{pm}

Cocktails, music,
silent auction

7:45_{pm}

Opening show

8:00_{pm}

Dinner & live
performances

10:00_{pm}

DJ performance

450

ATTENDEES

60%

MEN

40%

WOMEN

65%

EXECUTIVES · VPs · CEOs

\$150,000+
*average household income
of highly educated successful
entrepreneurs*

(*Our Guests*)

MASKARADE is an annual gala themed as a masked event. It aims to enlighten the community about the stigma attached to HIV/AIDS and those touched by the disease, including their families, friends and caregivers.

This event is inspired by those who have made a difference for individuals living with HIV/AIDS, and those we have lost to the disease. “ÉTERNITÉ” represents their contribution to the cause and their everlasting spirits. Although they might be gone, our memories of them and their hard work will remain eternal.

Amanda Blake

Ron Farba

Rock Hudson

*Celebrating Inspiring &
Everlasting Spirits*

Freddie Mercury

Rudolf Nureyev

Elizabeth Taylor

(*Unique Sponsorship Opportunity*)

EVENT PRESENTER LEVEL \$75,000

- Presenter of the event
- On stage speech opportunity at event
- Inside front cover of the program book
- 20 tickets to the event
- Logo placement:
 - 30 sec. YouTube video
 - 1,000 invitations
 - Red carpet wall
 - All printed promotional material
 - Any magazine advertisements
 - 500 program books
 - Website
 - All email blasts
 - Screens during the evening
 - Facebook page and Twitter
- Speech opportunity at media launch
- In-house educational conference for employees

COCKTAIL PRESENTER LEVEL \$30,000

- Presenter of the cocktail event
- On stage speech opportunity at event
- Back cover of the program book
- 10 tickets to the event
- Logo placement:
 - 30 sec. YouTube video
 - 1,000 invitations
 - Red carpet wall
 - All printed promotional material
 - Any magazine advertisements
 - 500 program books
 - Website
 - All email blasts
 - Screens during the evening
 - Facebook page and Twitter
- Invitation to media launch
- In-house educational conference for employees

(*Corporate Sponsorship Opportunity*)

DIAMOND LEVEL \$25,000

- Double page ad in program book
- 10 tickets to the event
- Logo placement:
 - 30 sec. YouTube video
 - 1,000 invitations
 - Red carpet wall
 - All printed promotional material
 - Any magazine advertisements
 - 500 program books
 - Website
 - All email blasts
 - Screens during the evening
 - Facebook page and Twitter
- Invitation to media launch
- In-house educational conference for employees

RUBY LEVEL \$15,000

- Double page ad in program book
- 10 tickets to the event
- Logo placement:
 - 30 sec. YouTube video
 - 1,000 invitations
 - Red carpet wall
 - All printed promotional material
 - Any magazine advertisements
 - 500 program books
 - Website
 - All email blasts
 - Screens during the evening
 - Facebook page and Twitter
- Invitation to media launch

(*Corporate Sponsorship Opportunity*)

PEARL LEVEL \$10,000

- Full page ad in program book
- 10 tickets to the event
- Logo placement:
 - All printed promotional material
 - Any magazine advertisements
 - 500 program books
 - Website
 - All email blasts
 - Screens during the evening
 - Facebook page and Twitter
- Invitation to media launch

CRYSTAL LEVEL \$5,000

- Full page ad in program book
- 10 tickets to the event
- Logo placement:
 - 500 program books
 - Website
 - All email blasts
 - Screens during the evening
 - Facebook page and Twitter
- Invitation to media launch

(*Unique Sponsorship Packages*)

PRINTER PARTNER, \$15,000 IN KIND

- Full page ad in program book
- 2 tickets to the event
- Logo placement:
 - 1,000 invitations
 - 500 program books
 - Website
 - All email blasts
 - Screens during the evening
 - Facebook page and Twitter
- Invitation to media launch

GIFT BAG PARTNER, \$15,000 IN KIND

- Full page ad in program book
- Logo placement:
 - 500 program books
 - Website
 - All email blasts
 - Screens during the evening
 - Facebook page and Twitter
- Invitation to media launch

(*Unique Sponsorship Packages*)

MAKE-UP PARTNER, \$5,000 IN KIND

- Full page ad in program book
- Ownership of the make-up lounge area to display products and services
- Logo placement:
 - 500 program books
 - Website
 - All email blasts
 - Screens during the evening
 - Facebook page and Twitter
- Invitation to media launch

HAIRDRESSER PARTNER, \$5,000 IN KIND

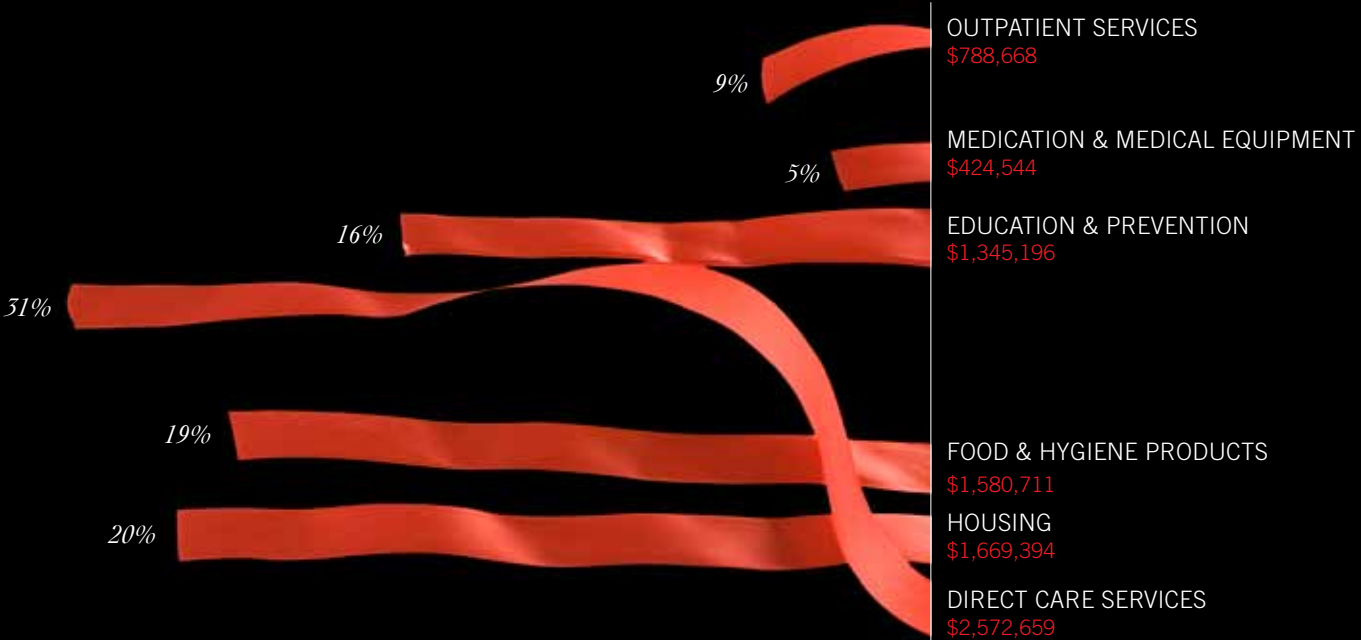
- Full page ad in program book
- Ownership of the hairdresser lounge area to display products and services
- Logo placement:
 - 500 program books
 - Website
 - All email blasts
 - Screens during the evening
 - Facebook page and Twitter
- Invitation to media launch

ÉTERNITÉ PARTNER, \$5,000 IN KIND

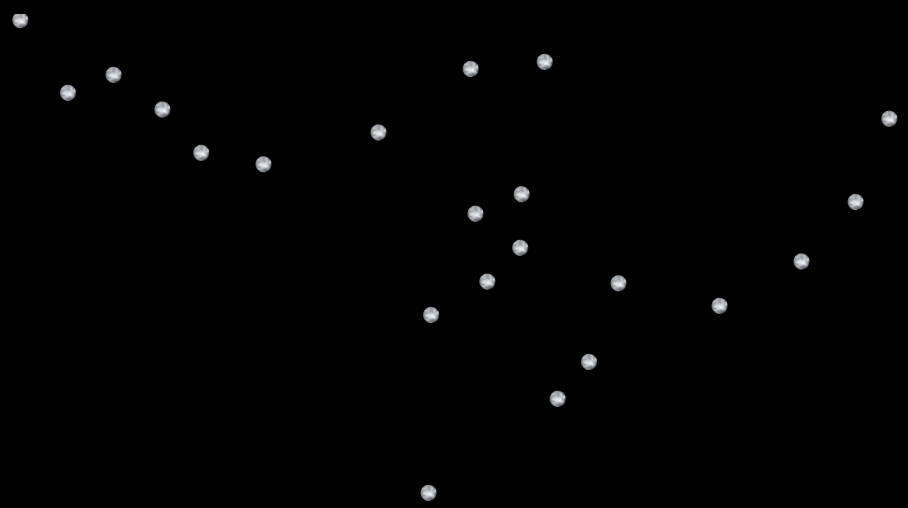
- Full page ad in program book
- Ownership of the éternité lounge area to display products and services
- Logo placement:
 - 500 program books
 - Website
 - All email blasts
 - Screens during the evening
 - Facebook page and Twitter
- Invitation to media launch

THE FARHA FOUNDATION IS COMMITTED TO IMPROVING THE QUALITY OF LIFE OF PEOPLE LIVING WITH HIV/AIDS IN QUEBEC.

(Distribution of funds since 1992)



Total (as of March 31, 2011): \$8,381,172



MASKARADE2012.COM

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