



Golf Classic

September 20, 2010



Healthy Women...Healthy World



ABOUT THE EVENT

The event: The DIVA Foundation Golf Classic is a unique day of golf instruction and play. Following a light breakfast, golfers will either play 9 holes in a scramble format or participate in various golf clinics (short game, long game, and mental game). In the afternoon, golfers will switch activities. Over lunch, Olympic gold-medalist in synchronized swimming, Sylvie Fréchette, will deliver an inspirational keynote. The day will be topped off with a cocktail reception and the closing of the silent auction.

When: Monday 20 September, 2010

Start time: 8:00 AM for breakfast

Where: The exclusive and private Camelot Golf and Country Club, 906 Quigley Hill Rd., Cumberland, Ontario (<http://www.camelotgolf.ca>)

Price: \$200 per golfer

The purpose: To raise money for The DIVA Foundation's 2011 Speakers' Series. The DIVA Foundation established the Speakers' Series in 2000 with the goal of providing affordable education for women about important women's health issues. For seven years, The DIVA Foundation delivered a series of presentations that focused on the prevention of illness and disease, healthy lifestyle choices, and alternative approaches to traditional treatments for diseases affecting women. The DIVA Foundation was able to secure renowned and dynamic experts to present on issues related to women's health and well-being. These speakers included Dr. Elaine Jolly, Medical Director and Founder of the Shirley E. Greenberg Women's Health Centre at the Ottawa Hospital; Dr. Marla Shapiro, physician, health journalist, and talk show host; Dr. Linda Duxbury, Professor at the Sprott School of Business at Carleton University; and Leslie Beck, Registered Dietitian, amongst many other notables (for a complete list please visit www.divafoundation.org).

Now, due to popular demand, The DIVA Foundation is bringing the Speakers' Series back. The 2011 series will address four pillars of women's health: physical, mental, social, and financial. As in the past, the Speakers' Series will showcase some of the most notable experts in fields related to women's health. The series will include 5 presentations in Ottawa or Gatineau and will be delivered in either English or French. The funds raised from the golf classic will also allow The DIVA Foundation to move closer to its goal of providing convenient and accessible education to women through eLearning.

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LUNCH KEYNOTE: SYLVIE FRÉCHETTE *Dare to Excel*



Biography

This athlete and accomplished businesswoman realized great personal and professional achievements thanks to clear objectives and extraordinary tenacity in spite of some difficult tests in life that she had to surmount: the death of her grandfather and the suicide of her fiancé just before competing in the Olympic Games in Barcelona. In 1986, Sylvie Fréchette won the gold medal at the Commonwealth Games and achieved seven perfect marks of 10 in the aquatic World championship in Australia. From 1988 to 1992, she classified first, always in solo, in all the international competitions in which she participated. Five years later, she achieved a new world record, which crowned her world champion. Sylvie has received numerous prizes and honours. She obtained a University diploma in physical education from the University of Montreal and, in 1993, she published her autobiography entitled Sylvie Fréchette: “sans fausse note”, translated into English under the title, “Gold at Last”. Among numerous projects, Sylvie was spokeswoman for the National Bank and worked in Las Vegas with “Cirque du Soleil” as a participant, choreographer, and trainer for “O”. Today, strong from her personal and professional experiences, she motivates people to face challenges in life by encouraging them to never give up in order to reach their objectives. Athlete and businesswoman Sylvie Fréchette is a speaker who leaves no one indifferent!

MENTAL TRAINING CONSULTANT: DR. EMMA STODEL



Dr. Emma Stodel is an educator who uses her background in educational and sport psychology to inspire and help business professionals, customer service employees, athletes, coaches, and other individuals achieve performance excellence. For over a decade, she has been working with National teams and individual athletes, as well as recreational and developing athletes, from diverse sports.

While having served as a consultant to the Canadian Table Tennis Association, Athletics Canada, and the Shooting Federation of Canada working with elite athletes, her passion lies in her work with “every day” athletes and “weekend warriors”. Her award winning Ph.D. research focused on the experiences, processes, and outcomes of mental training with recreational golfers.

Her formal education includes a BA (Hons) in Psychology (Reading University, England), an M.Sc. in Sport Psychology (Springfield College, USA), and a Ph.D. in Educational Psychology (University of Ottawa, Canada). Emma has won several prestigious awards for her work in the field of sport psychology, including the Governor General’s Gold Medal, the Association for the Advancement of Applied Sport Psychology Dissertation Award, and the Springfield College Academic Honours Award for Sport Psychology.

Emma is the Founder and Principal of *Learning 4 Excellence* where much of her work focuses on the development of eLearning solutions to improve healthcare delivery, the health of physicians and other healthcare providers, and healthcare education. She also works with the Coaching Association of Canada and Special Olympics Canada to help improve coach education through eLearning initiatives.

At The DIVA Foundation Golf Classic, Emma will help you unleash your most powerful asset on the golf course—your mind!

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SPONSORSHIP OPPORTUNITIES

All funds raised through The DIVA Foundation Golf Classic will be used to deliver The DIVA Foundation's 2011 Speakers' Series. As a Platinum, Gold, Silver, or Bronze sponsor you will receive recognition at both the 2010 DIVA Foundation Golf Classic and the 2011 Speakers' Series.

Platinum Sponsor (2 available)	\$ 15,000
Gold Sponsor	\$ 10,000
Silver Sponsor	\$ 7,000
Bronze Sponsor	\$ 5,000

Event Sponsors	
Lunch Sponsor*	\$ 4,500
Lunch Keynote Sponsor*	\$ 3,700
Clinic Sponsor*	\$ 2,700
Cocktail Reception Sponsor*	\$ 2,000
Breakfast Sponsor*	\$ 1,500
Refreshment Cart Sponsor*	\$ 1,000
Water Sponsor	\$ 500
Golf Ball Sponsor	\$ 500
Golf Cart Sponsor	\$ 500
Program Sponsor	\$ 500
Contribution to Swag Bag	\$ 500
Hole Sponsor	\$ 500

*Signage specific to sponsoring company



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SPONSORSHIP BENEFITS

Benefit	PLATINUM	GOLD	SILVER	BRONZE	Event Sponsor
Exclusivity to industry	✓	✓			
Recognition in all Golf Classic promotional and marketing material	✓	✓	✓	✓	✓
Recognition in all 2011 Speakers' Series promotional and marketing material	✓	✓	✓	✓	
Recognition on all Golf Classic signage and media coverage	✓	✓	✓	✓	✓
Recognition on all 2011 Speakers' Series signage and media coverage	✓	✓	✓	✓	
Opportunity for company representative to speak at the Golf Classic	✓				
Opportunity for company representative to speak at the 2011 Speakers' Series events	✓				
Complimentary tickets for the Golf Classic	8	4	4	4	
Complimentary tickets to the 2011 Speakers' Series	10	8	6	4	
Company logo on the Golf Classic program	Front page	✓	✓	✓	✓
Company logo on the 2011 Speakers' Series programs	Front page	✓	✓	✓	
Advertising space in the 2010 DIVA Foundation Golf Classic and the 2011 Speakers' Series programs	Full page	Half page	Quarter page	Eighth page	
Company logo on homepage of The DIVA Foundation website	One year	One year	One year	One year	Six months
The DIVA Foundation Certificate of Appreciation delivered to your workplace following the 2010 DIVA Foundation Golf Classic	✓	✓	✓	✓	✓
Post-event recognition in print media	✓	✓	✓	✓	✓
Right of first refusal for future events	✓	✓	✓	✓	
Company logo on golf cart					✓



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THE DIVA FOUNDATION

What is The DIVA Foundation?

The DIVA Foundation, founded in 1997, is a national not-for-profit charitable organization dedicated to advancing, rewarding, and celebrating breakthrough achievements that improve the health and well-being of women.

The DIVA Name

The term “diva” was originally used to describe a woman of rare and outstanding talent. We chose the name The DIVA Foundation because we believe that a diva lies within every woman.

VISION

The DIVA Foundation’s vision is as an organization known as a strong educator in credible, leading edge information and one that supports, advances, and rewards excellence in women’s health and well-being.

MISSION

The DIVA Foundation is a national organization that is dedicated to improving the health and well-being of women through the promotion of educational programs, as well as rewarding exceptional individuals and organizations that have shown excellence in the advancement of the quality of life of Canadian Women. The DIVA Foundation Award Program and our national education programs are supported by donors and corporate sponsors who believe in Healthy Women... Healthy World.

DIVA IN ACTION

The Speakers’ Series

The DIVA Foundation has delivered seven annual, educational Speakers’ Series focusing on the prevention of illness and disease, healthy lifestyle choices, and evidence-based alternatives to conventional treatment for diseases affecting women. Over the course of these seven years, 50 educational sessions were held in Ottawa and Montreal. The presentations, in lecture format, were delivered at a cost that assured availability to both women and men of all socio-economic backgrounds.

The DIVA Foundation Awards Program

The Awards Program is designed to:

- **Stimulate** the community, as well as the public and corporate Canada, to view women’s health as an important issue;
- **Enhance** public awareness of the importance of women’s health to society;
- **Showcase** exemplary individuals, programs, and organizations to a wide Canadian and International audience of women and men, health professionals, and communities;
- **Promote** best practices in women’s health issues at the local, national, and international level.

The four categories of award are:

- The DIVA Award for Outstanding Contributions to Women’s Health and Well-Being
- The DIVA Citation
- The DIVA Scholarship/Research Grant
- The DIVA Letter of Recognition



The DIVA Award for Outstanding Contributions to Women's Health and Well-Being

The *DIVA Award for Outstanding Contributions to Women's Health and Well-Being* recognizes individuals and organizations that have made significant contributions to furthering women's health and well-being. This award is the highest expression of recognition and celebration for exceptional achievement in furthering women's health and well-being.

The award consists of a certificate signed by the President of The DIVA Foundation, a unique DIVA commemorative, and a donation to a charitable organization related to women's health and well-being of the recipient's choice.

As the objective of this award is to honour excellence, candidates must have devoted themselves to the health and well-being of women to the extent that they have made a significant contribution to the good health life expectancy of women.

Recent Highlights

- On May 14, 2009, **Dr. Louise Coulombe**, an Ottawa-based palliative care physician, was recognized at the *Celebrating Excellence in Hospice Palliative Care and Recognizing the Challenges of Caregivers* luncheon hosted by The DIVA Foundation and the Canadian Hospice Palliative Care Association (CHPCA). Dr. Coulombe received the **DIVA Citation** for her extraordinary humanitarian help, care, and services to individuals, families, groups, and communities. The DIVA Foundation gave a donation to four charities of Dr. Coulombe's choice, specifically the Friends of Hospice Ottawa, Roger's House, The Hospice at May Court, and The Palliative Care Outreach Program (<http://www.divafoundation.org/luncheon-e.html>).

- In August 2009, The DIVA Foundation introduced the **DIVA of Distinction**, which recognizes women who are excellent role models for girls and women. **Major Meagan McGrath**, a member of the Canadian Forces who reached the summit of Mount Everest, was the first recipient of this recognition (<http://www.divafoundation.org/mcgrath-e.html>).
- In October 2009, The DIVA Foundation partnered with the Ottawa Hospital, the University of Ottawa, and the Canadian Institutes of Health Research to deliver "**Café Scientifique: A Fine Balance: Staying Healthy in a Culture of Plenty**" (<http://www.divafoundation.org/WSH.pdf>).
- In October 2009, The DIVA Foundation provided support to **Project Upstream's Mothers Understanding Mothers (M.U.M)** program. M.U.M. is a cultural and recreational program developed to counteract isolation and create opportunities for women whose lives have been disrupted by mental illness. The program focuses on nutrition and healthy lifestyles (<http://www.projectupstream.com>).
- On May 29, 2008, The DIVA Foundation recognized **Maureen McTeer**, Chair of the Shirley E. Greenberg Women's Health Centre at the Riverside Hospital in Ottawa, at the inaugural **DIVA Award Gala** where she received the **DIVA Award for Outstanding Contributions to Women's Health and Well-Being** for her ongoing commitment to promoting women's health and well-being. In Ms. McTeer's honour, The DIVA Foundation gave a donation to the Shirley E. Greenberg Women's Health Centre. The money will be used to help create a new Clinical Chair in Women's Health Research at the Centre (<http://www.divafoundation.org/awardsgala.html>).
- In June 2007, the **Ambassador of The State of Kuwait**, His Excellency Dr. Musaed Al-Haroun, graciously hosted a luncheon featuring traditional cuisine of Kuwait in support of The DIVA Foundation. The guest speaker was **Dr. Gail Beck**, President, Federation of Medical Women of Canada. Proceeds from the luncheon were used to promote and reward excellence in the advancement of the health and well-being of women and girls (<http://www.divafoundation.org/fundraiser-04.html>).



Platinum Sponsor (Only 2)

Platinum sponsorship requires a contribution of \$15,000.

- Exclusivity to industry.
- Platinum recognition in all promotional and marketing material for the 2010 DIVA Foundation Golf Classic and the 2011 Speakers' Series.
- Platinum recognition on all the 2010 DIVA Foundation Golf Classic and the 2011 Speakers' Series signage and media coverage.
- Opportunity for company representative to speak at the 2010 DIVA Foundation Golf Classic and the 2011 Speakers' Series events.
- Eight complimentary tickets for the 2010 DIVA Foundation Golf Classic.
- 10 complimentary tickets to the 2011 Speakers' Series.
- Placement of your company name and logo on the front page of the 2010 DIVA Foundation Golf Classic and the 2011 Speakers' Series programs.
- One full page ad in the 2010 DIVA Foundation Golf Classic and the 2011 Speakers' Series programs.
- Placement of your company name and logo on 4 hole sponsor signs.
- Placement of your company name and logo on the homepage of The DIVA Foundation website for one year.
- Opportunity to contribute to swag bag at the 2010 DIVA Foundation Golf Classic.
- The DIVA Foundation Certificate of Appreciation delivered to your workplace following the 2010 DIVA Foundation Golf Classic.
- Platinum recognition in post-event print media appreciation.
- Right of first refusal for Platinum level sponsorship at future The DIVA Foundation events.

Gold Sponsor

Gold sponsorship requires a contribution of \$10,000.

- Exclusivity to industry.
- Gold recognition in all promotional and marketing material for the 2010 DIVA Foundation Golf Classic and the 2011 Speakers' Series.
- Gold recognition on all the 2010 DIVA Foundation Golf Classic and the 2011 Speakers' Series signage and media coverage.
- Four complimentary tickets for the 2010 DIVA Foundation Golf Classic.
- 8 complimentary tickets to the 2011 Speakers Series.
- Placement of your company name and logo in the 2010 DIVA Foundation Golf Classic and the 2011 Speakers' Series programs.
- One half page ad in the 2010 DIVA Foundation Golf Classic and the 2011 Speakers' Series programs.
- Placement of your company name and logo on 3 hole sponsor signs.
- Placement of your company name and logo on the homepage of The DIVA Foundation website for one year.
- Opportunity to contribute to swag bag at the 2010 DIVA Foundation Golf Classic.
- The DIVA Foundation Certificate of Appreciation to be delivered to your workplace following the 2010 DIVA Foundation Golf Classic.
- Gold recognition in post-event print media appreciation.
- Right of first refusal for Gold Level sponsorship at future The DIVA Foundation events.



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Silver Sponsor

Silver sponsorship requires a contribution of \$7,000.

- Silver recognition in all promotional and marketing material for the 2010 DIVA Foundation Golf Classic and the 2011 Speakers' Series.
- Silver recognition on all the 2010 DIVA Foundation Golf Classic and the 2011 Speakers' Series signage and media coverage.
- Four complimentary tickets for the 2010 DIVA Foundation Golf Classic.
- 6 complimentary tickets to the 2011 Speakers' Series.
- Placement of your company name and logo in the 2010 DIVA Foundation Golf Classic and the 2011 Speakers' Series programs.
- One quarter page ad in the 2010 DIVA Foundation Golf Classic and the 2011 Speakers' Series programs.
- Placement of your company name and logo on 2 hole sponsor signs.
- Placement of your company name and logo on the homepage of The DIVA Foundation website for one year.
- Opportunity to contribute to swag bag at the 2010 DIVA Foundation Golf Classic.
- The DIVA Foundation Certificate of Appreciation delivered to your workplace following the 2010 DIVA Foundation Golf Classic.
- Silver level recognition in post-event print media appreciation.
- Right of first refusal for Silver level sponsorship at future The DIVA Foundation events.

Bronze Sponsor

Bronze sponsorship requires a contribution of \$5,000.

- Bronze recognition in all promotional and marketing material for the 2010 DIVA Foundation Golf Classic and the 2011 Speakers' Series.
- Bronze recognition on all the 2010 DIVA Foundation Golf Classic and the 2011 Speakers' Series signage and media coverage.
- Four complimentary tickets for the 2010 DIVA Foundation Golf Classic.
- 5 complimentary tickets to the 2011 Speakers' Series.
- Placement of your company name and logo in the 2010 DIVA Foundation Golf Classic and the 2011 Speakers' Series programs.

- One eighth page ad in the 2010 DIVA Foundation Golf Classic and the 2011 Speakers' Series programs.
- Placement of your company name and logo on 1 hole sponsor signs.
- Placement of your company name and logo on the homepage of The DIVA Foundation website for one year.
- Opportunity to contribute to swag bag at the 2010 DIVA Foundation Golf Classic.
- The DIVA Foundation Certificate of Appreciation delivered to your workplace following the 2010 DIVA Foundation Golf Classic.
- Bronze recognition in post-event print media appreciation.
- Right of first refusal for Bronze level sponsorship at future The DIVA Foundation events.

Event Sponsorship

- Prominent placement of your company name and logo on marketing material for the 2010 DIVA Foundation Golf Classic.
- Placement of your company logo on all 2010 DIVA Foundation Golf Classic signage.
- Placement of your company logo in the 2010 DIVA Foundation Golf Classic official program.
- Placement of your company logo on two golf cart signs.
- Placement of your company name and logo on the homepage of The DIVA Foundation website for six months.

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