



**Sponsor the 6th Annual Lumière Gala at Brookstreet  
in support of this year's Charity of Choice**



The Mike Weir Foundation

Hosted by Brookstreet on **Wednesday, July 2, 2008**, the **Lumière Gala** kicks off the Canadian PGA Seniors' Championship, a three-day, 54-hole individual stroke play competition open to Canadian PGA Professionals age fifty and over, preceded by the Canadian PGA Seniors' Pro-Am Invitational.

The **Lumière Gala** began as the Grand Opening event for Brookstreet in June of 2003. Based on the success of this unique and unforgettable event, Brookstreet's Chairman, Terry Matthews, decided that **Lumière** should take place every year. In addition, the focus of this event would be to raise funds for worthwhile charitable organizations; to date we have distributed over \$120,000 to local charities. Meanwhile, local media have called **Lumière** "Ottawa's Best Summer Party."

In addition to **silent and live auctions** featuring Mike Weir wines and memorabilia (included will be his signed golf bag from the 2007 President's Cup where he beat Tiger Woods), award-winning Executive Chef Michael Blackie will prepare a **sumptuous "Savour Ottawa" menu** highlighting top-quality ingredients from the National Capital Region. The evening will end with a **spectacular fireworks show**.

**I would like to invite your organization to become a sponsor of the 6th Annual Lumière Gala.** This is a wonderful opportunity to promote your business at a well-attended, high-profile event, while supporting a worthwhile cause. Guests will include prominent members of the National Capital Region including corporate and community leaders as well the CPGA tournament players. As a sponsor, you will receive the following impressive benefits:

| BENEFITS  | Platinum<br>\$10,000 | Gold<br>\$5,000 | Silver<br>\$2,500 |
|---|----------------------|-----------------|-------------------|
| <b>Prior to the Gala</b>  |                      |                 |                   |
| Recognition and hyperlink on Brookstreet's website                      | Logo                 | Logo            | Name              |
| Recognition in pre-event e-mail blasts                                  | Logo                 | Logo            |                   |
| Recognition in pre-event ads  | Name                 |                 |                   |
| <b>Day of the Gala</b>  |                      |                 |                   |
| Use of a Deluxe Room with a Balcony, overlooking the fireworks          | ✓                    |                 |                   |
| Complimentary spectator tickets to the CPGA Seniors' Championship       | 50                   | 26              | 10                |
| Complimentary passes to the gala (value of \$150 each)                  | 6                    | 4               | 2                 |
| Corporate logo on sponsor recognition boards                            | ✓                    | ✓               | ✓                 |
| Formal recognition and thank you at the gala                            | ✓                    | ✓               |                   |
| Recognition in the event program  | Full-page            | Half-page       | Logo              |
| <b>After the Gala</b>   |                      |                 |                   |
| Recognition in the post-event thank you ad and Brookstreet's newsletter | Logo                 | Logo            | Name              |



**About The Mike Weir Foundation:**

The Mike Weir Foundation is dedicated to advancing the physical, emotional and educational welfare of children. In spring 2005, the Mike Weir Foundation took the first step by establishing the Mike Weir Miracle Golf Drive for Kids. This national program has a very simple mission: to be golf's premier fundraising initiative to support children's health. Through a series of partnerships, events and activities the Mike Weir Miracle Golf Drive for Kids rallies golfers and supporters to generate \$10 million dollars for children's health care. Care that is not just needed immediately but also care, research and education that will build upon today's priorities to find solutions for tomorrow's challenges. The Mike Weir Foundation will donate the funds raised at the **6<sup>th</sup> Annual Lumière Gala** to the **Children's Hospital of Eastern Ontario** in Ottawa.



Thank you for your serious consideration of the request – I know this evening will be a memorable one. If you have any questions about the event or this sponsorship opportunity, please contact Robin Carriere at 613.271.3398 or by e-mail at [info@brookstreet.ca](mailto:info@brookstreet.ca).

Yours very truly,  
BROOKSTREET HOTEL CORPORATION

Patrice S. Basille  
Executive Vice-President and General Manager

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