



Osteoporosis Canada

Ostéoporose Canada



**Bone China Tea
National Sponsorship Package**



Enjoy an Elegant Tradition . . .



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A Few Words About Tea

- Tea is all natural, with no additives, no artificial flavours or colours, and no calories
- 87% of men and 92% of women in Canada drink tea
- A cup of tea raises the spirits and is beneficial to health and well being
- A study conducted in Taiwan showed that habitual tea consumption for more than a decade increased total bone mineral density in both men and women. Additionally, a study among older women has linked tea to greater bone density and a lower risk of hip fractures.

The History of the Bone China Tea

The Bone China Tea (BCT) program was introduced in 1996 as an awareness event that took place in four locations across Canada. These events were launched with a national spokesperson Maureen McTeer for Osteoporosis Canada.

In November 1997, the Bone China Teas expanded to 10 cities, including Calgary, Fredericton, Halifax, Ottawa, Toronto, and Vancouver, with Ms. McTeer as the guest speaker for each event.

In November 2001, The Bone China Tea program was designated the Signature Event of Osteoporosis Canada and has continued to grow across the country, expanding from four to more than 40 events nationwide.

In many communities across Canada the Bone China Tea is an annual event with new events being added all of the time.



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Bone China Tea Profile

Bone China Teas are divided into two categories, based on the type of tea being organized and the number of attendees. The largest and most formal are the Bone China Teas and the Intimate Teas are smaller, usually less formal affairs. The following are characteristics and expectations of each tea category:

Bone China Tea

- Keynote events hosted by Chapters of Osteoporosis Canada
- Held during Osteoporosis Month (November) and throughout the year
- 50-500 Guests
- Held in urban and suburban areas
- Community events
- Key locations such as hotels, community centres and local halls
- Keynote Host (TV/Radio personality, local politician, key community member)
- Keynote Speaker (local health care professional)
- Generates national and/or local media attention and awareness
- Primary audience is women
- Secondary audience is key community members and local dignitaries
- 9 Bone China Teas held in 2005-2006

Intimate Teas:

- Held in private homes
- Held throughout the year
- 5-20 guests
- 38 Intimate teas held in 2005-2006



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Bone China Tea Objectives

1. Increase awareness of osteoporosis
2. Increase the profile of Osteoporosis Canada
3. Raise funds to support Osteoporosis Canada in its mission to educate, empower and support individuals and communities in the prevention and treatment of osteoporosis.

Demographic Profile of Audience

(based on past Teas)

- 80% of participants are female, 35 to 55 years of age
- 31% have family incomes between \$60K and \$80K
- 53% are married, 47% are single
- 44% have a university education, 98% have at least a high school education
- 67% own their own home
- At least 20% have been diagnosed with osteoporosis



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The Tea Tree

The Tea Tree is a new approach to the Intimate Teas to encourage greater participation.

Highlights include:

- A structure where those holding a tea encourage those attending to hold their own teas
- A prize draw for those who hold Intimate Teas
- Extra ballots for those who get others to hold teas
- Recognition for number of teas held, and for money raised
- Increased exposure for Osteoporosis Canada at grassroots level



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Osteoporosis Facts

- 1.4 million Canadians have osteoporosis¹
 - 1 in 4 women (50 years and older)
 - At least 1 in 8 men (50 years and older)
- 2 million Canadians are at risk of developing osteoporosis
- 65% of women do not evaluate their risks and are not aware of the risk factors²
- 70% of all hip fractures are osteoporosis related
- 25% of patients who fracture a hip die in less than a year³
- 1 in 6 lifetime risk of getting a hip fracture is greater than the 1 in 9 risk of developing breast cancer, and the death rate is higher
- More women die each year as a result of osteoporosis fractures than from breast cancer and ovarian cancer combined

Osteoporosis Canada works to educate, empower and support individuals and communities in the prevention and treatment of osteoporosis.

¹ 2002 Clinical Practice Guidelines CMAJ 2002; 167 (10 suppl):S1-S34

² Tracking Awareness & Perceptions, The Strategic Counsel 2000

³ Papaioannou A, et al, J Soc Obstet Gynaecol Can 2000; 581 (Aug)



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Title Sponsor

\$50,000

Sold

Publicity

- ◆ Brand name recognition in the event title
- ◆ Link from Osteoporosis Canada website to your organization's website
- ◆ Premium placement of your organizations logo on Osteoporosis Canada's website throughout the Bone China Tea season (April to March)
- ◆ ½ page advertisement in the *Osteoblast* newsletter (circulation of 20,000)
- ◆ Recognition as the title sponsor in all the Bone China Tea Media Press Kits
- ◆ Opportunity to place a backgrounder in the Bone China Tea Media Press Kits
- ◆ Organization's logo on the cover of the Annual Bone China Tea Report
- ◆ Organization's name listed in Osteoporosis Canada's Annual Report (circulation of 1,500)
- ◆ Recognition in all of the Bone China Tea programs held across the country
- ◆ Premium placement of organization's logo on all welcome posters for the Bone China Teas held across the country
- ◆ Photo opportunity at all Bone China Teas held across the country
- ◆ On going recognition in our in-house newsletter to staff and volunteers

Promotional

- ◆ Opportunity to display product on site
- ◆ Premium logo placement on all of the Bone China Tea invitations (approximately 13,000)
- ◆ Premium placement of your organization's logo on all promotional posters of the Bone China Teas (approximately 2,500)
- ◆ Premium placement of your organization's logo on all of the gift bags (approximately 5,000)
- ◆ Opportunity to provide product for the gift bags (approximately 5,000)
- ◆ Opportunity to provide door and draw prizes

Participation

- ◆ Opportunity to speak at all Bone China Teas
- ◆ 8 tickets to each Bone China Tea being held
- ◆ Appreciation given by each Bone China Tea host



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Osteoporosis Canada

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Gold Sponsor

\$25,000

2 Available – 1 Sold

Publicity

- ◆ Link from Osteoporosis Canada website to your organization's website
- ◆ Prominent placement of your organizations logo on Osteoporosis Canada's website throughout the Bone China Tea season (April to March)
- ◆ ¼ page advertisement in the *Osteoblast* newsletter (circulation of 20,000)
- ◆ Recognition as a gold sponsor in all the Bone China Tea Media Press Kits
- ◆ Organization's logo in the Annual Bone China Tea Report
- ◆ Organization's name listed in Osteoporosis Canada's Annual Report (circulation of 1,500)
- ◆ Recognition in all of the Bone China Tea programs held across the country
- ◆ Premium placement of organization's logo on all welcome posters for the Bone China Teas held across the country
- ◆ Photo opportunity at all Bone China Teas held across the country
- ◆ On going recognition in our in-house newsletter to staff and volunteers

Promotional

- ◆ Opportunity to display product on site
- ◆ Prominent logo placement on all of the Bone China Tea invitations (approximately 13,000)
- ◆ Prominent placement of your organization's logo on all promotional posters of the Bone China Teas (approximately 2,500)
- ◆ Prominent placement of your organization's logo on all of the gift bags (approximately 5,000)
- ◆ Opportunity to provide product for the gift bags (approximately 5,000)
- ◆ Opportunity to provide door and draw prizes

Participation

- ◆ 6 tickets to each Bone China Tea being held
- ◆ Appreciation given by each Bone China Tea host



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Osteoporosis Canada

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Silver Sponsor

\$15,000

5 Available

Publicity

- ◆ Preferred placement of your organizations logo on Osteoporosis Canada's website throughout the Bone China Tea season (April to March)
- ◆ Business card advertisement in the *Osteoblast* newsletter (circulation of 20,000)
- ◆ Recognition as a silver sponsor in all the Bone China Tea Media Press Kits
- ◆ Organization's logo in the Annual Bone China Tea Report
- ◆ Organization's name listed in Osteoporosis Canada's Annual Report (circulation of 1,500)
- ◆ Recognition in all of the Bone China Tea programs held across the country
- ◆ Preferred placement of organization's logo on all welcome posters for the Bone China Teas held across the country
- ◆ Photo opportunity at all Bone China Teas held across the country
- ◆ On going recognition in our in-house newsletter to staff and volunteers

Promotional

- ◆ Opportunity to display product on site
- ◆ Preferred logo placement on all of the Bone China Tea invitations (approximately 13,000)
- ◆ Preferred placement of your organization's logo on all promotional posters of the Bone China Teas (approximately 2,500)
- ◆ Preferred placement of your organization's logo on all of the gift bags (approximately 5,000)
- ◆ Opportunity to provide product for the gift bags (approximately 5,000)
- ◆ Opportunity to provide door and draw prizes

Participation

- ◆ 4 tickets to each Bone China Tea being held
- ◆ Appreciation given by each Bone China Tea host



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Bronze Sponsor

\$10,000

10 Available

Publicity

- ◆ Placement of your organizations logo on Osteoporosis Canada's website throughout the Bone China Tea season (April to March)
- ◆ Recognition as a bronze sponsor in all the Bone China Tea Media Press Kits
- ◆ Organization's logo in the Annual Bone China Tea Report
- ◆ Organization's name listed in Osteoporosis Canada's Annual Report (circulation of 1,500)
- ◆ Recognition in all of the Bone China Tea programs held across the country
- ◆ Placement of organization's logo on all welcome posters for the Bone China Teas held across the country
- ◆ Photo opportunity at all Bone China Teas held across the country
- ◆ On going recognition in our in-house newsletter to staff and volunteers

Promotional

- ◆ Logo placement on all of the Bone China Tea invitations (approximately 13,000)
- ◆ Placement of your organization's logo on all promotional posters of the Bone China Teas (approximately 2,500)
- ◆ Placement of your organization's logo on all of the gift bags (approximately 5,000)
- ◆ Opportunity to provide product for the gift bags (approximately 5,000)
- ◆ Opportunity to provide door and draw prizes

Participation

- ◆ 2 tickets to each Bone China Teas being held
- ◆ Appreciation given by each Bone China Tea host



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Osteoporosis Canada

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Product Sponsor

\$5,000

Unlimited Available

Publicity

- ◆ Placement of your organization's name on Osteoporosis Canada's website throughout the Bone China Tea season (April to March)
- ◆ Organization's name listed in all the Bone China Tea Media Press Kits
- ◆ Organization's name listed in the Annual Bone China Tea Report
- ◆ Organization's name listed in Osteoporosis Canada's Annual Report (circulation of 1,500)
- ◆ Recognition in all of the Bone China Tea programs held across the country
- ◆ Placement of organization's logo on all welcome posters for the Bone China Teas held across the country
- ◆ Photo opportunity at all Bone China Teas held across the country
- ◆ On going recognition in our in-house newsletter to staff and volunteers

Promotional

- ◆ Opportunity to provide product for the gift bags (approximately 5,000)
- ◆ Opportunity to provide door and draw prizes

Participation

- ◆ Appreciation given by each Bone China Tea host



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Sponsorship Summary

	Title Sponsor \$50,000	Gold Sponsor \$25,000	Silver Sponsor \$15,000	Bronze Sponsor \$10,000	Product Sponsor \$5,000
Benefits & Opportunities					
Publicity					
Brand name recognition in event title	Yes				
Link from Osteoporosis website to your organization	Yes	Yes			
Advertisement in <i>Osteoblast</i> newsletter (20,000 readership)	1/2 page	1/4 page	Business card advertisement		
Logo on Welcome poster for Bone China Teas	Yes - Premium	Yes - Prominent	Yes - Preferred	Yes	
Recognition on Osteoporosis Canada's Website throughout the Tea Season	Premium placement of logo	Prominent placement of logo	Preferred placement of logo	Placement of logo	Organization's name listed
Media Press Kit Exposure	Recognition as the title sponsor	Recognition as a gold sponsor	Recognition as a silver sponsor	Recognition as a bronze sponsor	Organization's name listed
Annual Bone China Tea Report	Logo on report cover	Logo in report	Logo in report	Logo in report	Organization's name listed
Osteoporosis Canada's Annual Report Listing (1,500 circulation)	Yes	Yes	Yes	Yes	Yes
Recognition in all the Bone China Tea Programs	Yes	Yes	Yes	Yes	Yes
Photo Opportunity at Bone China Tea Events	Yes	Yes	Yes	Yes	Yes
Promotional					
On-site display opportunities	Yes	Yes			
Logo placement on all Bone China Tea invitations (approximately 13,000)	Premium placement of logo	Prominent placement of logo	Preferred placement of logo	Placement of logo	
Logo placement on Posters (approximately 2,500)	Premium placement of logo	Prominent placement of logo	Preferred placement of logo	Placement of logo	
Logos on gift bags (approximately 5,000)	Premium placement of logo	Prominent placement of logo	Preferred placement of logo	Placement of logo	
Product placement in gift bags	Yes	Yes	Yes	Yes	Yes
Opportunity to provide Draw/Door Prizes	Yes	Yes	Yes	Yes	Yes
Participation					
Opportunity to speak at all Bone China Tea Events	Yes				
Tickets to the event	8 tickets	6 tickets	4 tickets	2 tickets	



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BONE CHINA TEA SPONSORSHIP REGISTRATION FORM



Osteoporosis Canada

Ostéoporose Canada

Contact Name: _____

Organization: _____

Address: _____

Telephone: _____ Fax: _____

Email Address: _____

Contact Name for Print Materials and Product Donation: _____

Email Address for above contact: _____

We are proud to support the Bone China Tea at the following level (please indicate which sponsorship benefits you will be utilizing):

- _____ **Title Sponsor \$50,000**
- Logo to be provided
 - Backgrounder to be provided
 - ½ page advertisement to be provided
 - Product for gift bags will be provided
 - Door/draw prizes to be provided
 - Will speak at the Bone China Tea Events
- Product: _____
- Prize: _____
- _____ **Gold Sponsor \$25,000**
- Logo to be provided
 - ¼ page advertisement to be provided
 - Product for gift bags will be provided
 - Door/draw prizes to be provided
- Product: _____
- Prize: _____
- _____ **Silver Sponsor \$15,000**
- Logo to be provided
 - Business Card advertisement to be provided
 - Product for gift bags will be provided
 - Door/draw prizes to be provided
- Product: _____
- Prize: _____
- _____ **Bronze Sponsor \$10,000**
- Logo to be provided
 - Product for gift bags will be provided
 - Door/draw prizes to be provided
- Product: _____
- Prize: _____
- _____ **Product Sponsor \$5,000**
- Product for gift bags will be provided
 - Door/draw prizes to be provided
- Product: _____
- Prize: _____

Please make cheques payable to Osteoporosis Canada
Please contact Gillian Fedchak at Osteoporosis Canada at 416-696-2663 x 279 or by email
gfedchak@osteoporosis.ca if there are any questions or concerns.
Charitable Registration Number: 89551 0931 RR0001