



# **PAINT-A-THON**

## **Sponsorship Package**

**July 14, 2012**

Markham Civic Centre  
101 Town Centre Blvd.  
Markham, ON



# WHO WE ARE...

Paint-A-Thon is a new student-led community event organized by Power Unit Youth Organization (PUYO), a Toronto-based non-profit organization dedicated to youth development, empowerment and philanthropy. Integrating youth engagement, community awareness, and the arts into one exciting project, Paint-A-Thon allows the public to join together for a single day and paint for a notable cause. Rolling out 24 murals, each team will be painting on a large, four-by-five feet canvas to a variety of themes supporting our cause. Audience members will be free to observe and interact with painting teams, and vote for their favourite works, all while enjoying an electrifying atmosphere of music, food, and onsite activities with your friends and family.



# POWER UNIT

## YOUTH ORGANIZATION



### VISION

To Believe  
To Care  
To Act

### VALUES

Youth Development  
Empowerment  
Philanthropy

### MISSION

Power Unit Youth Organization (PUYO) is a youth-driven non-profit organization based in Toronto, striving to promote youth development and empowerment through philanthropy. 2009 is the inaugural year for PUYO as a standalone organization run by youths, for youths, and seeking to extend our missions and providing more opportunities to empower the youths from all over the GTA. We believe that leadership cannot be taught, but must be learned and experienced through practical, hands-on experience within our communities.

“ PUYO strives to instill a sense of empowerment in youths and to encourage a habit of giving back. By organizing philanthropic projects, youths are given the opportunity to grow, to self-explore and to be a part of something bigger than themselves. ”

# WHERE WE ARE NOW

Power Unit Youth Organization believes that change starts with great leadership, and great leaders are not just born, but molded through hard work, dedication, and having a vision of what is possible when you join great minds together to learn and grow. Through events like Night-it-Up!, E3 Challenge, and Paint-A-Thon, we give youths all across the GTA the opportunity to be involved their community and life changing experiences.

Paint-A-Thon, now in its second year, is an annual event held at Markham Civic Centre. As a newly introduced event in the GTA, it has already seen tremendous success in its first year with 56 participating artists and over 5,000 attendees who were accompanied by art, music, vendors, and performers.

This year we anticipate likely 25% more participants and attendees, with more interactive activities planned for the event. Paint-A-Thon is a great opportunity for businesses and corporations, especially those who wish to make a difference in the community and be a part of a worthwhile event. The popularity of the event, made public by its initial success, allows those companies who wish to contribute to this notable cause to be exposed to a large and diverse audience.



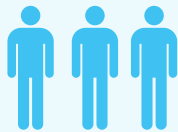
# WHY SPONSOR PAINT-A-THON?

Paint-A-Thon is an original event, a new concept made successful by the dedications of students all across the GTA.

Coverage through a wide range of popular news and social media guarantees exposure in the local community.



@paint\_a\_thon



103

Followers



205

Total Tweets

51

June

89

July



paintathon.com



8725

Page Views



3165

Visits



facebook.com/paintathon



14876

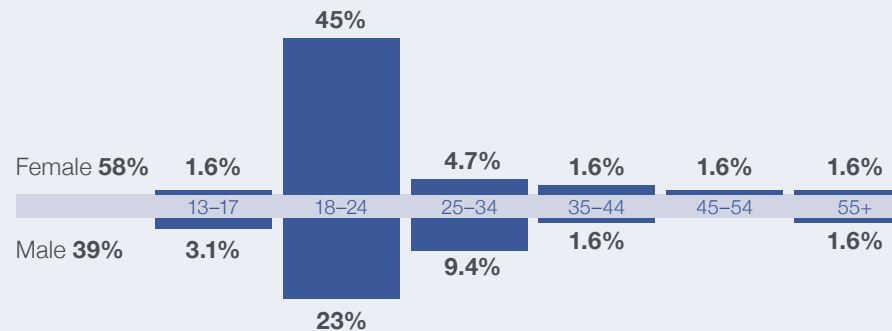
Post Views



4776

Monthly Active Users

Demographics



# WHY SPONSOR PAINT-A-THON?

Engage with 5,000+ people and be seen as supportive to community events.

Support youth development and give back to your community.

“ A refreshing experience. Painting under the sun amongst friends, knowing that you’re making a difference... it’s fantastic. ”

— Jeff Ling, Paint-A-Thon participant



# SPONSORSHIP LEVELS

	\$10,000 (Max 1) Title Sponsor	\$5,000 Platinum Sponsor	\$3,000 Gold Sponsor	\$1,000 Silver Sponsor
<b>Naming Rights</b>	"Company Name" Paint-A-Thon	N/A	N/A	N/A
<b>Industry Exclusivity</b>	Yes	N/A	N/A	N/A
<b>Video</b>	Logo Placement	N/A	N/A	N/A
<b>Organizer &amp; Volunteer T-shirts</b>	Logo Placement	N/A	N/A	N/A
<b>Banners</b>	2 prominent spaces		1 prominent space	N/A
<b>Company Tent</b>	1 booth			N/A
<b>Poster (500 Copies)</b>	Logo sized according to sponsorship levels			
<b>Website</b>	Logo and links sized according to sponsorship levels			
<b>Social Media Acknowledgements</b>	Mentions before and after Paint-A-Thon			
<b>Swag Bag Inclusion (100 units)</b>	Opportunity to include samples and promotional material			
<b>Stage Recognition</b>	Opportunity to address public during opening ceremony and hourly emcee recognition	Opportunity to present Winning Canvas Award at closing ceremony and hourly emcee recognition	Hourly emcee recognition	

# CONTACT US

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