

## **The Herbert H. Carnegie Future Aces Foundation**

Since 1987, the Herbert H. Carnegie Future Aces Foundation has developed initiatives based on the character and ethical values of the Future Aces Philosophy. The Foundation works with schools and community organizations to foster harmony and good citizenship deterring bullying, racism, violence and religious intolerance.

## **The Future Aces Philosophy**

Herb Carnegie wrote his 'timely but timeless' Future Aces Philosophy fifty years ago. It has become a model for behaviour based on teachable skills with a meaningful message that encourages responsible citizenship. It challenges the individual to a continuous process of learning about one's self and one's relations with others. In striving to become Future Aces, people learn attitudes and approaches that they can build upon throughout their lives. Living up to the Future Aces Philosophy means constantly seeking ways to improve by taking responsibility for who you are, what you do and how your behaviour affects other people.

## **Future Aces Links the Community**

**Schools:** Future Aces has been incorporated into the Codes of Conduct, Character Education and Safe Schools Programmes in over 170 schools throughout Ontario and beyond. It is used as an effective tool for promoting positive and safe school environments enriching the lives of more than 70,000 students annually.

**Outreach:** The Future Aces Educational Team provides motivational presentations for students and training for staff. These sessions include workshops, implementation strategies and on-site support reinforcing ethics and character-building programmes.

**Leadership Conference:** This inspiring three-day learning experience is held annually at the Talisman Mountain Resort in November. Two hundred students from grades 7—10 participate in esteem and team-building initiatives led by youth leaders. Diverse community role models enrich their lives by teaching leadership skills and helping them develop plans of action to implement projects that benefit their schools and communities.

**Scholarships:** Annually, the Foundation awards thirty students with a citizenship award and a one thousand dollar scholarship. Criteria for selection is based on exemplary citizenship qualities and a need for financial assistance to further their educational goals. To date the Foundation has granted more than a quarter million dollars in scholarships.

## **Continuing the Future Aces Legacy**

We invite you to become an *Amazing Ace* in your 'life' by helping us foster youth development that opens doors of opportunity for thousands of young people!



## ***Future Aces Awards Gala*** ***Amazing Aces***

**THURSDAY, MAY 27, 2009**

Grand Baccus Banquet and Conference Centre  
2155 McNicoll Avenue, Toronto, Ontario

Reception 5:45 / Presentations & Dinner 7 p.m.

**For Tickets, Sponsorship and Advertising,  
please contact:**

Herbert H. Carnegie Future Aces Foundation  
7170 Warden Avenue, Unit 2  
Markham, ON L3R 8B2

Tel: 905-947-9131 / Fax: 905-947-9134  
E-mail: [walter@futureaces.org](mailto:walter@futureaces.org)  
Website: [www.futureaces.org](http://www.futureaces.org)

**Future Aces Builds Character**

**Sponsorship  
&  
advertising  
opportunities**

## **SPONSORSHIP**

### **Presenting Sponsor - \$25,000 SOLD**

- Two reserved tables for up to ten guests each with preferential seating
- 1 (one) colour full-page advertisement in the event programme book
- Acknowledgement on all event printed materials and sell-sheets
- Welcoming address to guests
- Presenting sponsor mentions during dinner
- Corporate promotional video or message to air during event

### **Aces Awards Sponsor - \$12,500**

#### **(4 Positions: A.C.E.S)**

- 1 (one) table of up to 10 guests
- 1 (one) full-page advertisement in the event programme book
- 1 dedicated award presented in company name based on availability choices are: (ACHIEVEMENT, COURAGE, EDUCATION, SERVICE)
  - also includes on stage presentation by company representative
- 1 Co-presenting sponsorship of the Herb Carnegie Memorabilia Room or the Gala Pre-reception
- Corporate promotional video or message to air during dinner.

### **Gold Sponsor - \$5,000**

- 1 (one) table of up to 10 guests with preferential seating
- 1 (one) half-page advertisement in the event programme book
- Acknowledgement in all media releases
- Corporate promotional video or message to air during dinner

### **Silver Sponsor - \$2,500**

- 1 (one) table of up to 10 guests with priority seating
- 1 half-page advertisement
- Acknowledgement on screen throughout the evening

### **Corporate Sponsor - \$2,000**

- 1 (one) table of up to 10 guests
- Acknowledgement in event programme book

### **Charitable Donations - \$500**

- A tax receipt will be issued

All event sponsors are entitled to visibility and recognition on the foundation website, on your gala event table and on our donor list.

## **ADVERTISING**

An event programme will be produced and distributed at the gala.

### **Advertising Rates**

\$1000 Full Page (width 4.5" x height 7.5")  
\$500 Half Page (width 4.5" height 3.75")  
\$150 Business Card

### **Colour**

Black and white.

Material supplied using any additional colours will be converted to greyscale.

Image manipulation and revisions extra. Rates upon request.

### **Electronic Files**

Please email electronic files together with contact details and special instructions to [dianne@futureaces.org](mailto:dianne@futureaces.org).

### **Accepted Formats**

EPS, TIFF or good quality JPEG files only. All files should be in greyscale (black and white) of resolution 300 dpi. Photoshop files should be flattened (no working layers). Please include a low resolution PDF file for quick preview and as proof.

### **CD-ROMs & Other Materials**

Please send all DVDs/CD-ROMs to:

Walter Edwards  
Herbert H. Carnegie Future Aces Foundation  
7170 Warden Avenue, Unit 2  
Markham, ON L3R 8B2

Please include clear instructions, contact details and a B&W printed proof of the ad.

### **Advertising Deadlines**

All material to be supplied by **second week in April**

For sponsorship queries please contact:

Walter Edwards, Director of Marketing and Development, 905 947-9131

[walter@futureaces.org](mailto:walter@futureaces.org)