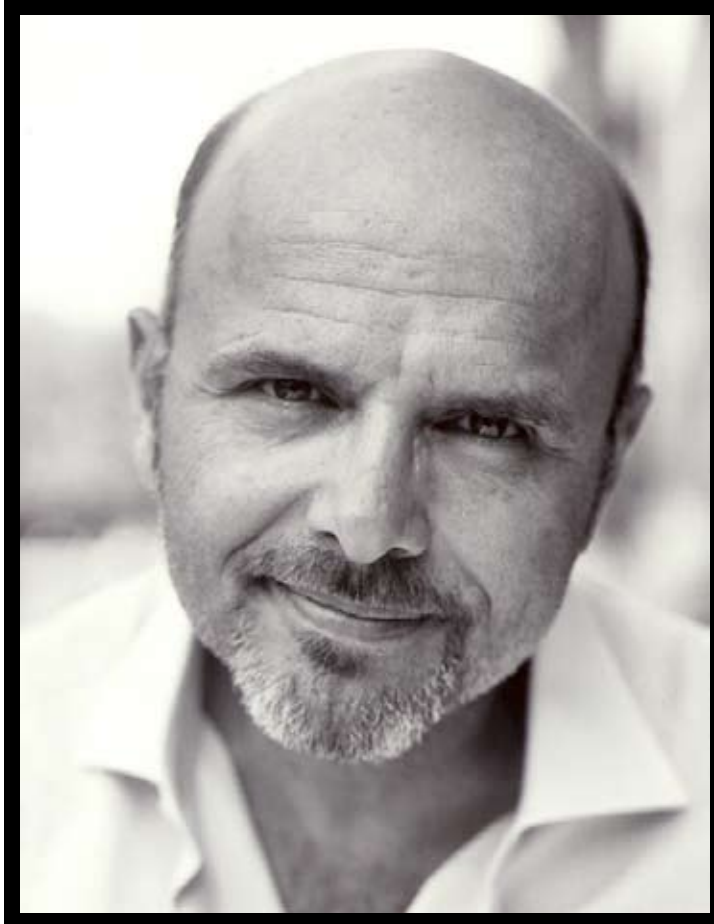


SILVER & DINNER

Wednesday, November 17, 2010
The Westin Harbour Castle
1 Harbour Square, Toronto, Ontario, M5J 1A6
Metropolitan Grand Ballroom

Keynote Speaker **Joe Pantoliano (“Joey Pants”)**



Joe Pantoliano, also known as “Joey Pants”, is no stranger when it comes to mental health. His experiences both on and off screen include: his personal clinical depression, dyslexia, drinking and gambling, his mother’s bipolar disorder, his roles in “Canvas” as a husband who deals with his wife’s schizophrenia and as a sociopathic gangster in “The Sopranos”.

*Joe Pantoliano has appeared in over 50 films on the big screen including: “Percy Jackson & the Olympians: The Lightning Thief” (as Gabe Ugliano), “The Sopranos” (Ralph Cifaretto), “Canvas” (John Marino), “The Matrix” (Cypher), “Risky Business” (Guido) and “M*A*S*H” (Cpl. Gerald Mullen) to mention a few.*

“No kidding. Me too!”

These are the words actor and director Joe Pantoliano has heard many times in his conversations with others about mental illness. Making these words his rallying cry, he has launched the non-profit, “No Kidding, Me Too!” promoting education and awareness with the hope of removing the stigma that surrounds mental illness.

Making it his life’s calling to help others, Joey has become an outspoken advocate for mental health awareness. He encourages everyone to take action and become more knowledgeable about mental illness.

Speaking in his no nonsense style, he shares the experiences that have fueled his craft and creativity while offering hope to everyone affected by mental illness.

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Silver Dinner History

- 9 The 2010 keynote speaker will be Joe Pantoliano (also known as “Joey Pants”). He is an award-winning actor and director who has appeared in over 50 films on the big screen. The dinner will be held on Wednesday, November 17, at 6:00p.m., Westin Harbour Castle, 1 Harbour Square Toronto, Ontario, Metropolitan Grand Ballroom. Event Co-chairs are Elizabeth Vanstone, Investment Advisor, RBC Dominion Securities Inc. and Staunton Bowen, Account Director, Forrester Research Inc.
- 9 The 2009 Silver Dinner was sold out. Keynote speaker Mark Tewksbury, an Olympic Champion with gold, silver and bronze medals from Olympic swim competitions in 1988 and 1992, spoke of mental health of athletes and his personal experience with depression.
- 9 In 2008, the keynote speaker was Rona Maynard, former editor of Chatelaine. For years Ms. Maynard battled shyness and chronic depression. Guests learned of her struggle to reconcile the pressures of her journalism career with her other roles as mother, wife, daughter and friend.
- 9 In 2007, Oscar® nominated actress Mariel Hemingway spoke of her experiences on living a balanced life despite growing up in a famous family plagued by mental illness, addiction and tragically, suicide. Mariel’s story resonated with others who find themselves trying to find a path to hope and resilience in less than ideal family circumstances.
- 9 In 2006, the Silver Dinner attracted close to 500 people who heard speaker, Christopher Kennedy Lawford an actor, lawyer, activist and writer/producer speak from the heart of his personal experiences with alcohol and drug abuse and life in the spotlight as a “Kennedy”.

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Past Sponsors

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Thank you to our past supporters and we look forward to another year together.

Why Mental Illness & Addiction Matters

- ② Mental illness affects one in five Canadians each year.
- ② In Canada, 60-65% of all disability insurance claims involve mental disorders. Mental health claims, primarily related to stress, depression and anxiety, are now the leading cause of short and long-term disability leaves – ahead of cancer, musculoskeletal and back problems, and accidents.
- ② Two-thirds of the cost of mental illness in the labour force take the form of productivity losses, wage replacement costs, disability pay-outs and workplace absenteeism, costing the Canadian economy more than 30 billion dollars a year.
- ② Mental health costs are the third highest in Canada's health system while mental health spending by government lags behind most developed countries.

SILVER & DINNER

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You Can Be A Part Of This Great Event By Getting Involved At The Following Levels

Title Sponsor - \$25,000

Benefits:

- ☞ A representative from your company **participates in opening remarks**.
- ☞ Receive **two reserved tables** for ten guests in a prime location.
- ☞ Attend a pre-dinner reception with speaker.
- ☞ Priority participation in media interviews.
- ☞ Recognized as Title Sponsor.
- ☞ Receive verbal recognition at the start and conclusion of the event.
- ☞ Receive **one-page advertisement** in the event program (mutually agreed upon).
- ☞ Receive prominent stand alone logo recognition during the slide show presentation.
- ☞ Opportunity to provide in-kind contributions.
- ☞ **Complimentary parking** for your guests.

Title Sponsor Recognition Details Throughout the Year:

- ☞ Recognized as the **Title Sponsor** in the invitation (circulation 1,000), event program (attendance 600+), signage and during an ongoing slide presentation.
- ☞ Recognized in the CPRF annual report and web site.

SILVER & DINNER

Wednesday, November 17, 2010

The Westin Harbour Castle

1 Harbour Square, Toronto, Ontario, M5J 1A6

Metropolitan Grand Ballroom

Presenting Sponsor - \$15,000

Benefits:

- Attend a pre-dinner reception with speaker.
- Receive a **reserved table** for ten guests in a prime location.
- Receive verbal recognition at the start and conclusion of the event.
- Receive **one half-page advertisement** in the event program (mutually agreed upon).
- Recognized as **Presenting Sponsor**.

Presenting Sponsor Recognition Details Throughout the Year:

- Recognized as the **Presenting Sponsor** in the invitation (circulation 1,000), event program (attendance 600+), signage and during an ongoing slide presentation.
- Recognized in the CPRF annual report and web site.

Gold Sponsor - \$10,000

Benefits:

- Attend a pre-dinner reception with speaker.
- Receive a **reserved table** for ten guests in a prime location.
- Recognized as **Gold Sponsor**.

Gold Sponsor Recognition Details Throughout the Year:

- Recognized as the **Gold Sponsor** in the invitation (circulation 1,000), event program (attendance 600+), signage and during an ongoing slide presentation.
- Recognized in the CPRF annual report and web site.

SILVER & DINNER

Wednesday, November 17, 2010

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Silver Sponsor - \$5,000

Benefits:

- Attend a pre-dinner reception with speaker.
- Receive a **reserved table** for ten guests in a prime location.
- Recognized as **Silver Sponsor**.

Silver Sponsor Recognition Details Throughout the Year:

- Recognized at the **Silver Sponsor** in the invitation (circulation 1,000), event program (attendance 600+), signage and during an ongoing slide presentation.
- Recognized in the CPRF annual report and web site.

Bronze Sponsor - \$2,500

Benefits:

- Attend a pre-dinner reception with speaker.
- Receive **reserved table** for ten guests.
- Recognized as **Bronze Sponsor**.

Bronze Sponsor Recognition Details Throughout the Year:

- Recognized at the **Bronze Sponsor** in the invitation (circulation 1,000), event program (attendance 600+), signage and during an ongoing slide presentation.
- Recognized in the CPRF annual report and web site.

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Canadian Psychiatric Research Foundation (CPRF)

In February 2009, CPRF established a strategic alliance with the Mental Health Partnerships of Canada (MHPC), a national charity arm's length from the Mental Health Commission of Canada (MHCC).

CPRF and MHPC are working collaboratively toward the common goal of finding better treatments and services for the millions of Canadians affected by mental health problems each year.

We accomplish this by:

- ☞ Raising and distributing funds for mental health and addiction research.
- ☞ Translating the knowledge gained from mental health and addiction research.
- ☞ Advocating for mental health and addiction research investment.

To work more effectively with a stronger impact, CPRF and MHPC are amalgamating into a single organization, Healthy Minds Canada (HMC), the new national leader in mental health research.

Highlights

- ☞ Funded close to 400 research projects at 42 Canadian universities, research institutes and teaching hospitals.
- ☞ Produced and distributed over 20,000 "When Something's Wrong" handbooks; a resource on mental health strategies for Teachers, Families and Workplaces.
- ☞ Hosted knowledge translation workshops and symposiums across Canada to educate the public on current research findings and best practices.
- ☞ Developed an award-winning multi-media anti-stigma campaign in 2003 recognized by the United Nations.
- ☞ Collaborated with Dr. Mary Seeman and Neil Seeman to produce a book of important Canadian psychiatric research accomplishments, "Psyche in the Lab".
- ☞ CPRF and AstraZeneca Canada Inc. won the Canadian Institutes of Health Research Award recognizing innovative partnerships across private and not-for-profit sectors (2005 and 2007).
- ☞ CPRF partnered with Schizophrenia Society of Canada and the local Lethbridge and Edmonton chapters to fund a Schizophrenia Research Award to an Alberta based researcher (2005).

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SILVER DINNER

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Confirmation Form

The Silver Dinner will be held on Wednesday, November 17, 2010 at 6:00 p.m. at The Westin Harbour Castle, 1 Harbour Square, Toronto, Ontario, in the Metropolitan Grand Ballroom. The evening will feature keynote speaker Joe Pantoliano (Joey Pants) award winning actor and director.

- Yes, our company wants to be the **TITLE SPONSOR (\$25,000) SOLD**
- Yes, our company wants to be a **PRESENTING SPONSOR (\$15,000)**
- Yes, our company wants to be a **GOLD SPONSOR (\$10,000)**
- Yes, our company wants to be a **SILVER SPONSOR (\$5,000)**
- Yes, our company wants to be a **BRONZE SPONSOR (\$2,500)**

Company Name: _____

Reservation Name (if different from company name): _____

Contact Name & Title: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Telephone: _____ Fax: _____ Email: _____

- I'd like to purchase an extra table for my clients/family/friends (each table seats 10 at \$1,950.00 per table)

Number of Tables: _____ Total: _____

- We are unable to attend but have enclosed our donation of \$ _____

To confirm your sponsorship, please forward this form by fax to (416) 351-7765 or email to pcincinnati@cprf.ca. Your company will be invoiced upon receipt of this form. No ticket required, your table number will be available at the Metropolitan Grand Ballroom main entrance desk, the evening of the event, under your "reservation name" as listed above. Please advise your guests.

Payment

- Cheque made payable to the **Canadian Psychiatric Research Foundation** is enclosed.
- Please charge VISA MasterCard American Express Card

Name (as it appears on the card) _____

Credit Card Number _____ Expiry date: _____

- Yes, please place me on your mailing and e-mailing list to advise me of future events and updates.

Shuttle bus service available from Union Station to The Westin Harbour Castle and back every 10 minutes from 5:00p.m.-10:30p.m. Please select one of the following: we will not require this service
 yes, there are _____ (# of people) who require this service.

For more information, please call Pierina Cincinnato, Event Coordinator 416-351-7757 ext. 21, fax to (416) 351-7765, e-mail pcincinnati@cprf.ca, or mail 133 Richmond Street West, Suite 200, Toronto, ON M5H 2L3.