



**"In those few minutes I witnessed the birth of a nation."**

Brigadier-General Alexander Ross, Director of Medical Services for the Canadian Expeditionary Force

Friends, Associates, and Community Leaders,

2016 marks one hundred years of military training and service at Canadian Forces Base Borden! In July of 1916, Sir Sam Hughes opened Camp Borden to train soldiers for WW1. Many would soon find themselves on the battlefields of France. Please join us in honouring our troops as we extend an invitation to commemorate this historic occasion.

On June 9<sup>th</sup>, 2016 we launch our signature Centennial celebration with the unveiling of The Borden Legacy Monument, a gift from the community. Enshrined in the monument is a bronze urn containing sacred soil from the Battlefields of Vimy Ridge symbolically holding the blood of our wounded and dead soldiers. In June of 2015 a delegation travelled to Vimy France to collect the soil so that "all are remembered". His Excellency the Governor General of Canada and the Prime Minister's Office have received formal invitations to preside over the unveiling at Canadian Forces Base Borden.

During the evening CFB Borden will host the Borden Centennial Ball at the Nottawasaga Inn Resort in Alliston. The 900 anticipated guests will include military personnel of all ranks, dignitaries, government representatives and business leaders from the surrounding communities. We look forward to having you with us for this unique event.

Please review the enclosed sponsorship opportunities for the Borden Centennial Ball. If you would like additional information please contact Pam Brooks, our Centennial Sponsorship Coordinator at 705-424-1200 x1352 or [pamela.brooks@forces.gc.ca](mailto:pamela.brooks@forces.gc.ca) or visit [www.100yearsoffreedom.ca](http://www.100yearsoffreedom.ca). Personnel Support Programs (PSP), a division of Canadian Forces Morale and Welfare Services (CFMWS) is organizing this event as a Non-Public Funds morale and welfare event for the Canadian Armed Forces.

Thank you for your consideration!

Carl Doyon  
Colonel  
Base Commander  
Canadian Forces Base (CFB) Borden

Jamie Massie, MSM  
Honorary Colonel  
Canadian Forces Base (CFB) Borden

**BORDEN  
CENTENNIAL BALL**

HONORARY CHAIR:

HONORARY  
LIEUTENANT-GENERAL  
RICHARD ROHMER

HONORARY CO-CHAIRS:

MAYOR TERRY DOWDALL,  
TOWNSHIP OF ESSA

MAYOR RICK MILNE,  
TOWN OF NEW TECUMSETH

MAYOR JEFF LEHMAN,  
CITY OF BARRIE

CFB BORDEN  
CENTENNIAL  
2016  
CENTENAIRE DE  
LA BFC BORDEN



BORDEN  
CENTENNIAL  
BALL

Celebrating CFB Borden's  
century of service to Canada.

NOTTAWASAGA INN • JUNE 9<sup>th</sup>, 2016 • 18h00

2016 SPONSORSHIP  
OPPORTUNITIES

100 YEARS OF  
FREEDOM-CA

# BORDEN CENTENNIAL BALL SPONSORSHIP OPPORTUNITIES

## PLATINUM – CALL FOR DETAILS

- Recognition as presenting sponsor
- Opportunity to address guests
- Recognition by Master of Ceremonies
- Two Tables (10 tickets per)
  - Hosting of dignitary and guest at each table
  - Option to host a military member and guest
- Invitation for eight (8) to attend VIP reception
- Presentation of Borden Centennial Commemorative keepsake

## GOLD – \$5,000

- Table (10 tickets)
  - Option to host a military member and guest
- Invitation for four (4) to attend VIP reception
- Presentation of Borden Centennial Commemorative keepsake
- Company logo on:
  - Promotional material including website
  - Centennial Ball official program

## SILVER – \$3,000

- Table (10 tickets)
  - Option to host a military member and guest
- Invitation for two (2) to attend VIP reception
- Company logo on:
  - Promotional material including website
  - Centennial Ball official program

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Prov. \_\_\_\_\_ Postal Code \_\_\_\_\_

Phone \_\_\_\_\_

Email Address \_\_\_\_\_

Sponsorship commitment:  Gold  Silver

**For further information or to confirm your sponsorship,  
please contact Pamela Brooks 705-424-1200 x1352  
or [pamela.brooks@forces.gc.ca](mailto:pamela.brooks@forces.gc.ca).**

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