



NEW Advertisers & Sponsors for Homes for the Holidays House Tour 2010

The 8th annual ‘Homes for the Holidays’ house tour, a key fundraiser for the Hospice at May Court, will take place on November 12 to 14, 2010. Generous small business and corporate participation has contributed to this successful event– last year we raised \$134,000. We would very much like you to join us for the 2010 event by advertising in our 50+ page tour booklet sold to the 2500 individuals expected to participate in the tour.

Through our ‘Homes for the Holidays’ house tour 3 day event, six Ottawa homeowners will open their doors for visits by the 2500 individuals who purchase tickets. This event marks the beginning of the holiday season with visits to 6 distinguished homes in Ottawa neighbourhoods. The creativity of the florists and designers also serves as a draw to ticket holders year after year.

At its heart, though, this event is a significant fund-raising activity for the Hospice. Each year we look to raise over \$1.3 million in the community. For over ten years, the Hospice has offered services – at no cost, for patients and their families needing palliative and end-of-life care and regardless of age, religion or culture. This care is provided in a supportive and peaceful setting that reflects as closely as possible a home environment. Our dedicated staff and over 500 volunteers provide these services both at the Hospice and in homes. Because the services of this professionally accredited hospice are delivered at no cost, we rely on the generosity and support of donors, service groups, and corporate sponsors. The tour booklet’s quality will encourage visitors to hold on to it and consult it even after the event is past.

To help with the cost of the full colour 50+ page tour booklet, we turn to Ottawa’s business community seeking their support through the purchase of advertising space at very reasonable rates. Ad placement will associate your company with a worthy cause. An ad also provides an opportunity for you to build your client base by offering, for example, discounts on your services.

Ad space and sponsorship must be booked and confirmed by May 1st as the tour booklet is printed in June for distribution in early September.

The accompanying material provides more information on advertising with the ‘Homes for the Holidays’ event. Please consider joining our ‘circle of caring’ so that the Hospice can continue to offer its services. We thank you for your consideration of this opportunity.

For more detail and discussion, please speak to:

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