



April 2009

[www.sergepayerfoundation.org](http://www.sergepayerfoundation.org)



**Sterling Ford, Ottawa Boat Cruise and BDO Dunwoody are proud to present the 5th Annual Serge Payer Foundation Boat Cruise July 22<sup>nd</sup> 2009 on the Ottawa River Queen, Outaouais River, Gatineau QC (Canada).**

Serge Payer (born May 9th, 1979 in Rockland, Ontario, Canada) is a hockey player who currently competes in the DEL for the Krefeld Pinguine organization in Germany ([www.del.org](http://www.del.org)).

Serge was originally signed as an undrafted free agent by the Florida Panthers on September 30th 1997 and has also played with his hometown Ottawa Senators.

However in 1999 while playing for the Kitchener Rangers of the Ontario Hockey League (OHL) his career was threatened when diagnosed with Guillain-Barré Syndrome (GBS).

GBS is a rare neurological disorder that occurs when the body's immune system attacks

the peripheral nerves in the body. As the immune system fights off the infection, it mistakenly attacks the peripheral nerves.

After an eleven month battle with the syndrome, Serge made a full recovery and returned to the Rangers before ultimately making his NHL debut on November 13, 2000, against the Atlanta Thrashers.

The FSPF holds an annual Boat Cruise as one of its major fund raising events. The Foundation relies on the support and contributions of individuals, businesses and organizations such as yours who demonstrate endless goodwill towards the betterment of our communities.

Please read on and find out how

you can assist us in ensuring the success of this event and help fund the research necessary to someday find new treatments and ultimately a cure for this syndrome.



## A message from Serge

Thank you for taking the time to review this sponsorship package and I sincerely hope that you will join my organizing committee and I in the fight against Guillain-Barré Syndrome (GBS).

My decision to help raise general awareness and funds for GBS arose from my personal battle against the syndrome. As a result, I have a new appreciation for GOD and the "simple" things in life. Ultimately, I want to do whatever I can to help fund research, new treatments and in the end a cure for this syndrome.

We continue our mission by offering victims an opportunity to share their experiences and by encouraging participation in sponsored annual events such as our Charity Golf Classic, Boat Cruise and our Celebrity Casino.

I am proud to serve as an Honorary

Board Member of the Guillain-Barré Syndrome Foundation of Canada Inc. which we support through my Foundation with some of the proceeds from our annual fundraisers.



Krefeld Pinguine, Germany  
(www.del.org)

If you would like more information in regards to the Sponsorship Program or the event, please e-mail:

[boatcruise@sergepayerfoundation.org](mailto:boatcruise@sergepayerfoundation.org).

If you would like to contact me directly feel free to do so with a message to

[serge@sergepayerfoundation.org](mailto:serge@sergepayerfoundation.org).

Finally, please accept my genuine thank you for considering helping my Foundation and I look forward to seeing at our Boat Cruise on July 22nd 2009.

Until then please accept my highest regards and GOD Bless you,

## Why should I sponsor?

To sponsor something is to support an event, activity, person, or organization financially or through the provision of products or services.

A sponsor is the individual or group that provides the support, similar to a benefactor.

Sponsorship typically benefits both the recipient (by providing material benefits) as well as the sponsor (as a marketing tool that enhances the sponsor's public image and provides access to a wider audience).

Please consider our sponsorship opportunities with proceeds to benefit:

**Guillain-Barré Syndrome**

**We have different sponsorship levels. Here's how you can get involved.**

## **King of the Sea \$4,500** *Sterling Ford, Ottawa Boat Cruise, BDO Dunwoody*

- Title Sponsor of the 5th Annual Serge Payer Foundation Boat Cruise
- Recognition at the event
- Up to 8 appearances as Title Sponsor in the Ottawa Sun (beginning of June)
- 2 appearances as Title Sponsor in the Rockland Vision (beginning of July)
- 1 full page in the Sponsor Program
- Recognition in promotional material and on the Serge Payer Foundation website
- Company logo on the tickets
- 8 free tickets including 8 complimentary beverages
- One free night's stay at the Marriott Hotel in Ottawa ([www.marriott.com](http://www.marriott.com))
- \$100 gift certificate at Mezzanotte Bistro Italiano restaurant (50 Murray St, Ottawa)

## **The Queen Mary: \$500**

- Sponsor of the 5th Annual Serge Payer Foundation Boat Cruise
- 4 free tickets including 4 complimentary beverages
- 2 appearances in the Ottawa Sun (beginning of July)
- 1 appearance in the Rockland Vision (beginning of July)
- 3/4 page in the Sponsor Program
- Recognition in promotional material

## The Grand Princess : \$100

- Sponsor of the 5th Annual Serge Payer Foundation Boat Cruise
- 2 free tickets including 2 complimentary beverages
- 1/2 page in the Sponsor Program
- Recognition in promotional material

## The Cruise Ship : \$50

- Sponsor of the 5th Annual Serge Payer Foundation Boat Cruise
- One table sponsorship with company logo/name (provided by FSPF)
- 2 free tickets including 2 complimentary beverages
- 1/4 page in the Sponsor Program

## The Yacht : Gift Donation

- Sponsor of the 5th Annual Serge Payer Foundation Boat Cruise
- Company logo in the Sponsor Program

**\*\*\*Any other donations and/or gifts are gladly accepted**

## Methods of payment

### Credit Card / PayPal

Visit our website at  
[www.sergepayerfoundation.org](http://www.sergepayerfoundation.org)

From the home page, click on the  
**PayPal Donate** button

### Cheque

Cheque payable to **Fondation Serge Payer  
Foundation**

can be mailed by **July 3rd 2009** to:

**Mélanie Payer**  
1081 Redtail Private  
Ottawa ON K1J 0B1

Please send the following information by e-mail  
to [boatcruise@sergепayerfoundation.org](mailto:boatcruise@sergепayerfoundation.org)  
(include your sponsorship level in the subject line)

Company name  
Contact name  
E-mail address  
Telephone number  
Fax number  
Mailing address  
Website address  
Company logo (.jpg)

**We thank you for your generosity!**



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FONDATION  
**SERGE PAYER  
FOUNDATION**

## For more information

Visit our website: [www.sergepayerfoundation.org](http://www.sergepayerfoundation.org)

## Contact Us

By e-mail: [boatcruise@sergepayerfoundation.org](mailto:boatcruise@sergepayerfoundation.org)

By telephone: 613-761-2551 or 613-323-2334

