

# Northern Medical Programs Trust

A PARTNERSHIP OF NORTHERN BRITISH COLUMBIA COMMUNITIES AND UNBC

**The Northern Medical Programs Trust is supporting students today who will improve the quality of health care in our communities tomorrow.**

**To date, funds have been allocated to place medical and nurse practitioner students in communities around Northern BC. These experiences are inspiring them to pursue careers in the North.**

*"Rooted in reverence and dedication to the North, I am deeply grateful to the NMPT for my receipt of the Rising Star Award. As a medical student and future physician I will continue to advocate for Northern, Rural and Aboriginal communities by committing to public health research and acting as a direct agent of change in the pursuit for truly equitable and universal healthcare for the people we serve."*

-Christine Kennedy, NMP Class of 2018, 2015 Rising Star Award Recipient



**There is an ongoing need to grow the Trust, to support the training of physicians, nurse practitioners, and other health care professionals.**

**For more information or to confirm your sponsorship contact:**



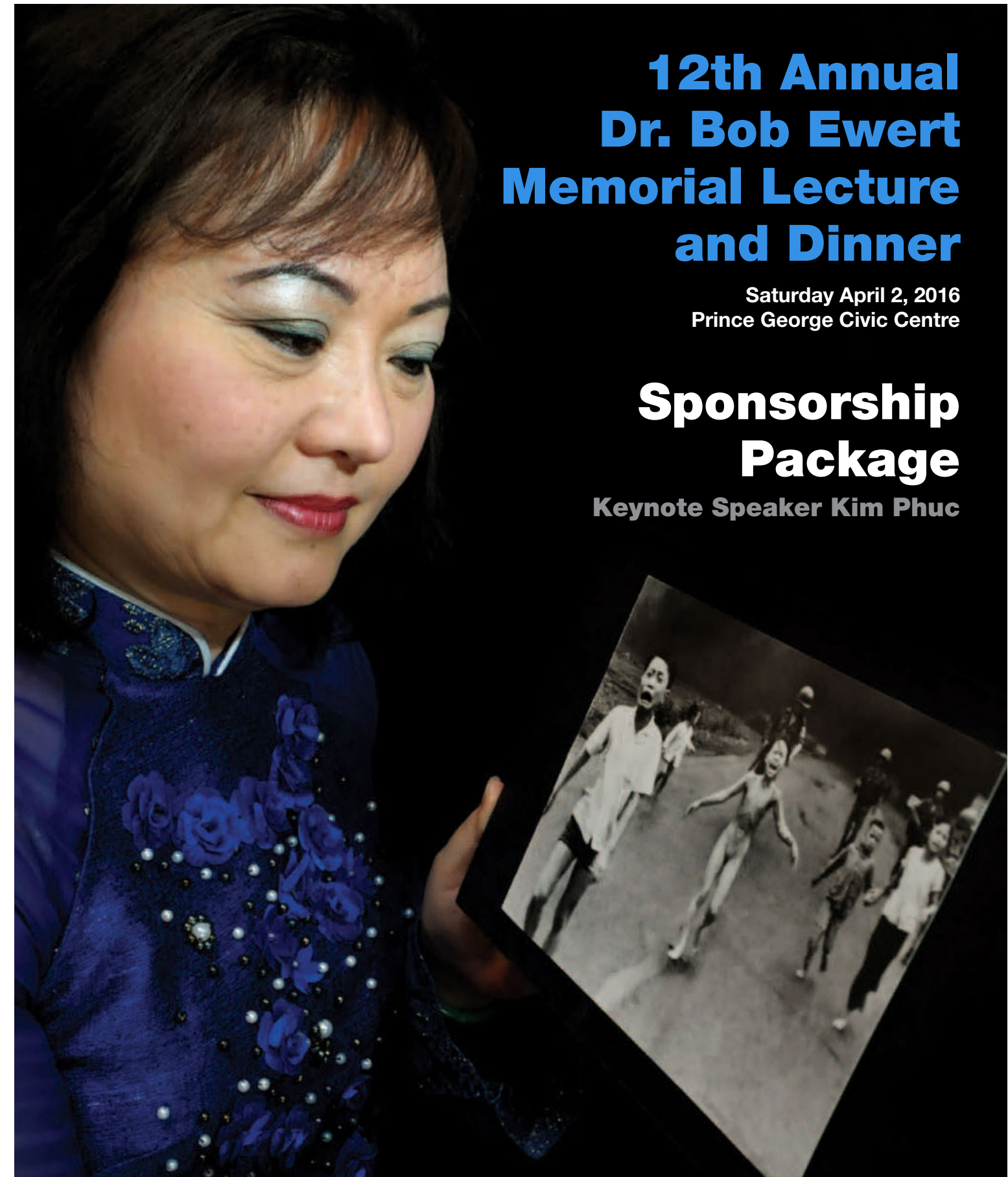
Katherine Scouten  
Development Manager  
UNBC  
250-960-5751  
katherine.scouten@unbc.ca

## 12th Annual Dr. Bob Ewert Memorial Lecture and Dinner

Saturday April 2, 2016  
Prince George Civic Centre

### Sponsorship Package

**Keynote Speaker Kim Phuc**



#### Presenting Partners



# Become a Sponsor, in support of the Northern Medical Programs Trust

## Event Overview

This premier lecture and dinner is held annually to honour Dr. Bob Ewert—the first medical specialist in Prince George. The event features a celebrated lecturer and inductions into the Northern Medical Hall of Fame. In addition the Rising Star Award recognizes a current student planning to pursue a professional career in northern health care. A fundraiser and fundraiser, the Ewert lecture supports students in northern medical programs at UNBC, training and retaining future health care professionals.

The keynote address will be provided by Kim Phuc, the poster child of the Vietnam War and an icon of the cry for peace. At age nine she was photographed, running naked up a road with her skin on fire and screaming in agony.

Her photograph is one of the most unforgettable images of the last century and helped turn public opinion around the Vietnam War. It has recently been compared to the impact of the photo of the young boy washed onto the beach and the Syrian refugee crisis.

Luckily Kim escaped her death, and later came to Canada as a refugee. Her story is now a book *The Girl in the Picture: The Story of Kim Phuc, the Photograph, and the Vietnam War*, told by Denise Chong, a journalist born and raised in Prince George.

Kim recounts her story to audiences around the world, and each time she paints an unforgettable image of her life and how it was altered by the click of a camera. Her ability to survive one of the worst atrocities and her eagerness to give back to the community is an uplifting and inspiring message of the power of humanity.

Kim Phuc lives in the Toronto area of Canada with her husband and two sons. In 1997 UNESCO named her a Goodwill Ambassador for Peace. She is also an Honorary Member of Kingston Rotary, an Honorary Member of St. Albert Rotary, a member of the Advisory Board for the Wheelchair Foundation, an Honorary Member of the Canadian Commission for UNESCO, a Member of the Advisory Board of Free Children's Foundation in Canada, and the World Children's Center in Atlanta Ga., USA. Kim is also a recipient of the Queen's Golden Jubilee Medal and the 2004 Order of Ontario.

## Sponsor Opportunities

A limited number of corporate sponsorships provide the opportunity for you to:

**Support the training and retention of future health care professionals in Northern BC**—Sponsors are the major contributor to the fundraising potential of this event. Proceeds will go to the Northern Medical Programs Trust endowment.

**Promote your company through the event's extensive marketing program.** Gold and Silver sponsors receive corporate recognition through the media and web campaign prior to the event. Full promotional benefits are described on the next page.

**This year's media sponsors the Prince George Citizen and CKPG Jim Pattison Broadcast Group will provide over \$20,000 in promotional exposure pre-event to Gold and Silver sponsors.**



Sponsorships are made through UNBC, and as such your company will also receive recognition as a UNBC donor.

## Gold

### \$10,000

Limited to 1 (corporate) sponsorship

### Event Benefits

- Exclusive sponsorship of a pre-event presentation to students or other audience of your choice by Kim Phuc
- 2 autographed copies of *The Girl in the Picture: The Story of Kim Phuc, the Photograph, and the Vietnam War*
- Verbal podium recognition
- Inclusion in PowerPoint presentations
- 10 tickets to the event (1 table)
- Company name on table, priority table placement

### Advertising

- Logo/name in print advertising and poster
- Logo/name on event publications
- Logo/name on UNBC web promotion
- Thank you post-event

### UNBC Donor Recognition Benefits

- Recognized as a Williston Circle donor for annual giving
- As appropriate for lifetime giving
- Invitation to UNBC's annual Donor Appreciation Evening

## Silver

### \$5,000

Limited to 5 sponsorships

### Event Benefits

- 1 autographed copy of *The Girl in the Picture: The Story of Kim Phuc, the Photograph, and the Vietnam War*
- Verbal podium recognition
- Inclusion in PowerPoint presentation
- 10 tickets to the event (1 table)
- Company name on table

### Advertising

- Logo/name in print advertising and poster
- Logo/name on event publications
- Logo/name on UNBC web promotion
- Thank you post-event

### UNBC Donor Recognition Benefits

- Recognition as a Williston Circle donor for annual giving
- As appropriate for lifetime giving
- Invitation to UNBC's annual Donor Appreciation Evening

## Bronze

### \$2,500

Limited to 6 sponsorships

### Event Benefits

- 1 autographed copy of *The Girl in the Picture: The Story of Kim Phuc, the Photograph, and the Vietnam War*
- 4 tickets to the event
- Company name on table

### Advertising

- Logo/name on event publications
- Logo/name on UNBC web promotions
- Thank you post-event

### UNBC Donor Recognition Benefits

- Recognition as a Williston Circle donor for annual giving
- Invitation to UNBC's annual Donor Appreciation Evening