



2024 Vital Signs Report Sponsorship Proposal

Mississauga Foundation

Building Tomorrow's  MISSISSAUGA Together.



Our Mission

The Mississauga Foundation is dedicated to serving as a catalyst for transformational change in our community. Our mission is to connect the generosity of donors with the diverse needs of our growing city, fostering impactful collaborations and investing in initiatives that address local challenges. Through the establishment of funds and endowments, we empower individuals, families, businesses, and organizations to contribute to the well-being of Mississauga, making a lasting and positive social impact.

What we do

The Mississauga Foundation collaborates with individuals, charities, and businesses to establish enduring endowment funds.

Through strategic investment, the original capital generates a perpetual income, ensuring contributions have a lasting impact.



What is Vital Signs?

Vital Signs is a community report that combines national, provincial, and local data and incorporates residents' public opinion research on important local issues.

The report is used as a resource to initiate conversation between community members, leaders, and organizations in Mississauga.



New in 2024

Public Opinion Research

- In Partnership with Leger Marketing
- Comprehensive public opinion research on the health and well-being of our community

Performance Grading

- Public opinion research will produce an overall performance grade on how the City is delivering on Vital Indicators of well-being

Integration of UN SDG's

- Vital Indicators will be linked to the United Nations Sustainable Development Goals (SDG's)



Vital Signs Reach

Full Electronic and Summary Report

- Circulated to all community partners, local politicians and friends of the Foundation
- Permanently resides on Foundation website

Summary Report

- Printed Copies available for local distribution pending a printing sponsor

Public Opinion Research Report

- Circulated to all community partners and friends of the Foundation
- Permanently resides on Foundation website



Vital Signs Reach

Survey Distribution

- Open link survey distributed to all community partners
- Open link survey to reside on Foundation Website from August to September 2024

Social Media Support

- Vital Signs reports, and surveys will be shared with 2,469 followers through multiple posts, through a variety of social media channels

Direct Mailing List

- Vital Signs reports and surveys will be shared with 2,318 members of our direct mailing lists.



2024 Vital Indicators

- Arts and Culture
- Community Engagement
- Economy
- Environment
- Learning
- Safety
- Sports and Recreation
- Transportation
- Standard of living
- Belonging
- Health and Wellness
- Diversity Equity and Inclusion



Vital Signs Sponsorship Benefits

Benefits	Presenting Sponsor \$15K	Vital Sponsor \$10K	Indicator Sponsor \$3K	Print Sponsor \$10K
Logo on front cover of report	Exclusive			
Logo on inside cover and back page of report	Prime	Secondary		Secondary
Logo on Specific Vital Sign Page			✓	
Logo on Open Survey Link	Exclusive			
Logo on all report presentations	Prime	Secondary		Secondary
Prominent Logo on all printed materials (TBC)	Prime	Secondary		Prime
Verbal Recognition at VS Launch Event	✓	✓		✓
Logo on VS Survey	Exclusive			
Invitation to VS Launch Event (TBC)	✓	✓	✓	✓
Speaking opportunity VS Launch Event (TBC)	Exclusive			
Vital Signs Webpage Recognition	Prime	Secondary	✓	Secondary
Newsletter Recognition	Exclusive			
Social Media Recognition	Exclusive			





Thank you for your Vital Support

Contact Glenn Gumulka, President and CEO, to become a Vital Sponsor :
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