



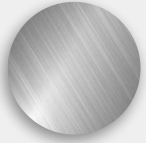
## Signs of Change Partnership Levels & Commitments

Successfully raised **\$450,000** through Mayfair and WSP Partnership Efforts



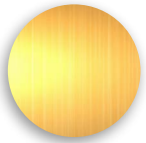
### DIAMOND: \$100,000

- Four extra-large (4' H x 12' W) advertising panels placed on construction hoarding or fencing at Century Park adjacent to high-exposure area
- Top placement (first billing) on all recognition collateral during Central Tower's development phase
- Top placement on permanent donor plaque erected at Central Tower



### PLATINUM: \$50,000

- Two extra-large (4' H x 12' W) advertising panels placed on construction hoarding or fencing at Century Park adjacent to high-exposure area
- Prominent placement (second billing) on all recognition collateral during Central Tower's development phase
- Prominent placement (second billing) on permanent donor plaque erected at Central Tower



### GOLD: \$25,000

- One extra-large (4' H x 12' W) advertising panel placed on construction hoarding or fencing at Century Park adjacent to high-exposure area
- Prominent placement (third billing) on all recognition collateral during Central Tower's development phase
- Prominent placement (third billing) on permanent donor plaque erected at Central Tower



### SILVER: \$10,000

- One large (4' H x 8' W) advertising panel placed on construction hoarding or fencing at Century Park adjacent to high-exposure area
- Preferred placement (fourth billing) on all recognition collateral during Central Tower's development phase
- Preferred placement (fourth billing) on permanent donor plaque erected at Central Tower

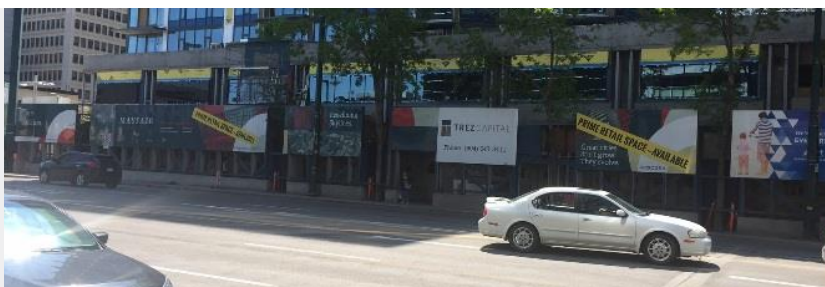


### BRONZE: \$5,000

- One small (4' H x 4' W) advertising panel placed on construction hoarding or fencing at Century Park adjacent to high-exposure area
- Preferred placement (fourth billing) on all recognition collateral during Central Tower's development phase
- Preferred placement (fourth billing) on permanent donor plaque erected at Central Tower

**Term of advertising exposure** will be for a minimum of 12 months. ProCura reserves the right to remove hoarding after 12 month advertising period or as needed for construction purposes.

**NOTE:** Advertising panel dimensions are based on planned construction fencing and hoarding. ProCura reserves the right to change the dimensions of advertising panels if required by construction site limitations.



## The Mayfair on Jasper

Signs of Change donor panels at The Mayfair on Jasper construction site, 109th Street & Jasper Avenue, Edmonton, Alberta, spring & summer 2016. (Launched December 2015)