



THE PSYCHOLOGY  
FOUNDATION  
OF CANADA

LA FONDATION  
DE PSYCHOLOGIE  
DU CANADA

*The Psychology Foundation of Canada's*

# ANNUAL BREAKFAST

Wednesday, November 25, 2009

Featuring

*Don Drummond*

*Senior Vice President and Chief Economist, TD Bank Financial Group*

**Economic Prescriptions for Well-Being**

The Board of Trustees of *The Psychology Foundation of Canada* invites you to the

# ANNUAL BREAKFAST

Wednesday, November 25, 2008

In support of programs for children and families

7:00 am – 9:00 am

Program begins at 8:00 am

Toronto Board of Trade, 1 First Canadian Place  
Adelaide Street Entrance (at Bay), 4th Floor Dining Room

The Foundation was founded in 1974 to share sound psychological knowledge to better people's lives by developing and distributing programs for children and families. Major programs include: *Kids Have Stress Too!*<sup>®</sup>, *Parenting for Life* and *Diversity in Action: Adapting Mental Health Programs for Newcomer Families*.

Featuring

*Don Drummond*

*Senior Vice President and Chief Economist  
TD Bank Financial Group*

Economic Prescriptions for Well-Being

Don Drummond was born and raised in Victoria, British Columbia, where he graduated from the University of Victoria. He subsequently received his M.A. in Economics from Queen's University.

Mr. Drummond joined the federal Department of Finance upon completing his studies at Queen's. During almost 23 years at Finance, Mr. Drummond held a series of progressively more senior positions in the areas of economic analysis and forecasting, fiscal policy and tax policy. His last three positions were respectively, Assistant Deputy Minister of Fiscal Policy & Economic Analysis, Assistant Deputy Minister of Tax Policy & Legislation and most recently, Associate Deputy Minister. In this latter position Mr. Drummond was responsible for economic analysis, fiscal policy, tax policy, social policy and federal-provincial relations.

In particular, Mr. Drummond coordinated the planning of the annual federal budgets.

Mr. Drummond joined the TD Bank in June 2000 as Senior Vice President and Chief Economist. Mr. Drummond leads TD Economics' work in analyzing and forecasting economic performance in Canada and abroad. For Canada, this work is conducted at the city, provincial, industrial and national levels. TD Economics also analyzes the key policies which influence economic performance, including monetary and fiscal policies.

Mr. Drummond travels widely across Canada and abroad, speaking to TD clients and various groups about the Canadian economy and its prospects and he is frequently quoted by the media on economic and policy issues.

# SPONSORSHIP OPPORTUNITIES

## PRESENTING SPONSORSHIP

**\$10,000**

- **Exclusivity - only one presenting sponsor**
- Corporate executive greetings from **stage** at **November** breakfast
- Corporate **logo** in primary position on all breakfast event & media materials
- **Full page ad** in breakfast program – front inside cover page
- Corporate **logo** highlighted at all PFC event(s) for 2008-2009
- Corporate **logo** & web link on PFC website for one year
- **Two** corporate tables of 8

## GOLD SPONSORSHIP

**\$5,000**

- Corporate **logo** prominent on all breakfast event & media materials
- **Half page ad** in breakfast program
- Corporate **logo** highlighted at PFC event(s) for one year
- Corporate **logo** on PFC website for one year
- **One** corporate table of 8

## SILVER SPONSORSHIP

**\$3,000**

- Corporate sponsorship on all breakfast event & media materials
- **Quarter page ad** in breakfast program
- Corporate **name** recognized at PFC event(s) for one year
- Corporate **name** recognized on PFC website for one year
- **One** corporate table of 8

## CORPORATE FRIENDS AND STUDENT TABLES

**\$1,500**

- Corporate **support** recognized in Breakfast Program
- Corporate **support** recognized on PFC website for one year
- One Corporate Table of 8

For individual tickets or tables, please call 416-644-4944  
or e-mail [info@psychologyfoundation.org](mailto:info@psychologyfoundation.org)

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**SPONSORSHIP REGISTRATION & FAX-BACK FORM**

**1. Corporate Information**

Corporate Name *(for event and promotional materials)*

\_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_ Postal Code \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Website \_\_\_\_\_

Contact Person \_\_\_\_\_

Title \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Ext. \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Email \_\_\_\_\_

**2. Corporate Donation Level**

- Corporate Presenting Sponsor ..... **\$10,000**       Corporate Silver Sponsor ..... **\$3,000**  
 Corporate Gold Sponsor ..... **\$5,000**       Corporate Friend Sponsor ..... **\$1,500**

**3. Method of Payment**

**Personal Cheque**

Please make cheque payable to: *The Psychology Foundation of Canada*

**Credit Card**

Name of cardholder \_\_\_\_\_

Credit Card Number \_\_\_\_\_ Expiry \_\_\_\_\_

Type of Card *(ex. Visa, Mastercard)* \_\_\_\_\_

Please fax-back this form to **416.513.0348** or mail to:

**The Psychology Foundation of Canada**  
2 St. Clair Avenue East, Suite 800, Toronto, Ontario M4T 2T5

**RSVP by November 18, 2009**