



Ambition Nutrition

Bridging the Gap Between
Nutritional Science and Culinary Arts

Presented by The Helderleigh Foundation

Sponsorship Package

Opening Dinner

June 27th, 2017 // 6:30pm

The Chefs' House 215 King Street East,
Toronto, ON M5A 1J9

Symposium

June 28th, 2017 // 8:00 am-7:00pm

George Brown College, 300 Adelaide Street East,
Toronto, ON M5A 1J9

Nutrition Symposium



The Ambition Nutrition Symposium is hosted by George Brown College: Centre for Hospitality and Culinary Arts.

Our vision for this event is to: “Transform the way we think about nutrition and the culinary arts translating research & theory into daily habits where we promote, create and share healthy food options with all.”

Join over 300 academic professionals, dietitians, culinary experts, and industry leaders for an interactive day filled with discussions, workshops and presentations. This symposium will focus on nutrition in theory and practice, examining the gaps and opportunities that exist between research, education, nutrition, diet, and culinary arts.

Our key note speaker is Robert H. Lustig, M.D., M.S.L. a Professor of Pediatrics in the Division of Endocrinology, and Member of the Institute for Health Policy Studies at University of California, San Francisco. He is the author of many academic works, and of the popular book “Fat Chance: beating the odds against sugar, processed food, obesity, and disease”, and the “Fat Chance Cookbook”.



Full and Complete Biographies and Credentials for our guests can be found at: <http://ambition-nutrition.ca>

Symposium Fees (includes breakfast, lunch & reception)

Super-Early Bird Rate One (register by March 10 th)	\$199.00
Early Bird Rate Two (register by May 10 th)	\$225.00
Regular Rate	\$249.00
Student Rate (Full-Time)**	\$99.00

Visit <https://www.universe.com/events/ambition-nutrition-tickets-JPKS73> for tickets.

**Please note: Valid Student ID from the student’s current full-time Ontario college or university must be presented with Student Registration (Full-time) pass for admission.

About the Keynote Speaker:



Robert H. Lustig

Robert H. Lustig, M.D., M.S.L. is Professor of Pediatrics in the Division of Endocrinology, and Member of the Institute for Health Policy Studies at University of California, San Francisco. Dr. Lustig is a neuroendocrinologist whose clinical research has focused on the regulation of energy balance by the central nervous system. He is currently investigating the contribution of biochemical, neural, hormonal, and genetic influences in the expression of the current obesity epidemic both in children and adults. He is one of the leaders of the global “anti-sugar” movement to improve global health.

Dr. Lustig graduated from MIT in 1976, and received his M.D. from Cornell University Medical College in 1980. He completed his pediatric residency at St. Louis Children’s Hospital in 1983, and his clinical fellowship at UCSF in 1984. From there, he spent six years as a research associate in neuroendocrinology at The Rockefeller University. In 2013 he received his Masters in Studies of Law from UC Hastings. He is the author of many academic works, and of the popular book “Fat Chance: beating the odds against sugar, processed food, obesity, and disease”, and the “Fat Chance Cookbook”. He is also the author of “The Hacking of the American Mind: Inside the Sugar-Coated Plot to Confuse Pleasure with Happiness” to be released in the North American on September 2017. Dr. Lustig is also Chief Scientific Officer of EatREAL, a non-profit dedicated to reversing childhood obesity and diabetes by impacting the global food supply.



Guest Speakers:



Chef Michael Smith

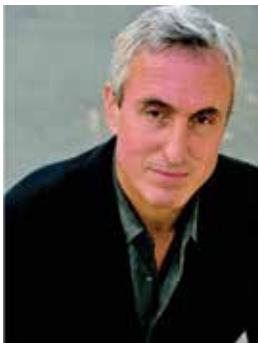
Food Network Host, Nutritional Activist, Food Media Producer, Innkeeper

Chef Michael Smith, one of Canada's best-known chefs, is a passionate advocate for simple, sustainable home cooking and an inspiration for families creating their own healthy food lifestyle. He's the host of Chef Michael's Kitchen, Chef at Home and Chef Abroad seen on Food Network Canada and in more than 100 other countries. He's a judge on Chopped Canada and traveled the world for his innovative web series, Lentil Hunter.

Chef Michael and his wife Chastity are the proprietors of The Inn at Bay Fortune on Prince Edward Island. They've re-launched the property where Michael gained international fame in the 1990s with a new spirit of five-star hospitality and an innovative dining experience, the FireWorks.

Michael is Prince Edward Island's food ambassador, Canada's best selling cookbook author, an innkeeper, educator, professional chef and home cook. He led the team of Sodexo chefs that cooked for the world's Olympians in the Whistler Athletes' Village in 2010. His ninth cookbook, Make Ahead Meals, launched in September 2015 while his 2014 cookbook, Family Meals, won the 2015 Taste Canada Award for Best English Cookbook. His food media production company and test kitchen, Culinart Limited, is breaking new ground and his social media platforms are Canada's top choice for foodie fun.

While Michael is a true chef at large his favourite role is Dad, at home on Prince Edward Island with his wife Chastity and his children: Gabe, Ariella and Camille! Michael is an avid map collector, long-time windsurfer and novice kite sailor.



Gary Taubes

Gary Taubes is cofounder and senior scientific advisor of the Nutrition Science Initiative (NuSI). He's an award-winning science and health journalist, the author of *Why We Get Fat and Good Calories, Bad Calories*, and a former staff writer for *Discover* and correspondent for the journal *Science*. His writing has also appeared in *The New York Times Magazine*, *The Atlantic*, and *Esquire*, and has been included in numerous Best of anthologies, including *The Best of the Best American Science Writing* (2010). He has received three Science in Society Journalism Awards from the National Association of Science Writers. He is also the recipient of a Robert Wood Johnson Foundation Investigator Award in Health Policy Research. He lives in Oakland, California

Credit: Kristen Lara Getchell

The Mission: To invest in a future of health by bridging the gaps between research, education, diet and culinary arts.

The Vision: To transform the way we think about nutrition and culinary arts translating research & theory into daily habits where we promote, create, and share healthy food options with all.

Grow Your Business

The Ambition Nutrition Symposium offers Sponsors a truly unique way to connect with a focused and targeted audience.

Each sponsorship package is designed to maximize a return on your investment, create brand awareness, generate positive PR and form relationships with our audiences of over 300 Professionals.

Sponsorship Levels

Presenting Sponsor	<i>SOLD</i>
Major Sponsor	<i>SOLD</i>
Supporting Sponsor	<i>SOLD</i>
June 27th, Chefs' House Dinner Sponsor	<i>\$15,000</i>
Luncheon Sponsor	<i>\$15,000</i>
Breakfast Sponsor	<i>\$5,000</i>
Keynote Speaker Sponsor	<i>\$5,000</i>
Reception Sponsor	<i>SOLD</i>
Media Sponsor	<i>\$5,000</i>
Speaker Session Sponsor	<i>\$2,500 each (2 Available)</i>
	<i>Plenary Session I</i>
	<i>Plenary Session II</i>
Interactive Culinary and Baking Workshop	<i>\$1,000 each (14 Available)</i>
In-Kind Sponsor	<i>Price Varies</i>
Additional Sponsorship	<i>Prices Vary</i>
	<i>Other types of sponsorship include Coffee Breaks, Lanyards and Badges, Reusable Delegate Bags, Contests, Stationary Pens and Notepads, and more.</i>



Presenting Sponsor **SOLD**

Benefits will be customized and will include, but are not limited to:

- Product category exclusivity.
- Recognition as Presenting Sponsor
- Integration of Sponsor's name in title of symposium
- Logo positioning at all events.
- Logo loop on screen during speaker sessions.
- Welcome address from your company's spokesperson at the opening keynote session and two (2) onsite announcements during the symposium.
- Logo on screen during speaker sessions.
- Logo inclusion in all press releases, e-blasts, invitations and advertising –online, and print (tickets, program, media backdrop, signage, menu cards).
- Logo on cover of program and one (1) full page full colour ad in program.
- One 10 x 10 exhibit booth at the trade show so you can share products & services.
- Four (4) passes to the Opening Dinner.
- Ten (10) tickets to the Symposium.
- Verbal acknowledgement from host at the Opening Dinner.
- Complimentary insertion in all gift bags.
- Recognition on all George Brown College: Centre for Hospitality & Tourism social media accounts.
- On our website, your logo linking to your site and social media.
- Post-event, your logo will be placed with closing with thank you to “your company name/logo” on all traditional and social media.

Major Sponsor **SOLD**

Benefits will be customized and will include, but are not limited to:

- Product category exclusivity.
- Recognition as Major Sponsor.
- Logo placement on banners promoting each event.
- Onsite announcements.
- Logo loop on screen during speaker sessions.
- Logo inclusion in all press releases, e-blasts, invitations and advertising –online, and print (tickets, program, media backdrop, signage, menu cards).
- Logo and half-page ad in program.
- One 10 x 10 exhibit booth at the trade show so you can share products & services.
- Four (4) passes to the Opening Dinner.
- Ten (10) tickets to the Symposium.
- Verbal acknowledgement from host at the Opening Dinner.
- Complimentary product insertion in all gift bags.
- Recognition on all George Brown College: Centre for Hospitality & Tourism social media accounts.
- On our website, your logo linking to your site and social media.
- Post-event, your logo will be placed with closing with thank you to “your company name/logo” on all traditional and social media.

Supporting Sponsor **SOLD**

Benefits will be customized and will include, but are not limited to:

- Product category exclusivity.
- Recognition as Supporting Sponsor
- Logo placement on banners promoting each event.
- Onsite announcements.
- Logo loop on screen during speaker sessions.
- Logo inclusion in all press releases, e-blasts, invitations and advertising –online, and print (tickets, program, media backdrop, signage, menu cards).
- Logo and half-page ad in program.
- One 10 x 10 exhibit booth at the trade show so you can share products & services.
- Two (2) passes to the Opening Dinner.
- Four (4) tickets to the Symposium
- Verbal acknowledgement from host at the Opening Dinner.
- Complimentary product insertion in all gift bags.
- Recognition on all George Brown College: Centre for Hospitality & Tourism social media accounts.
- On our website, your logo linking to your site and social media.
- Post-event, your logo will be placed with closing with thank you to “your company name/logo” on all traditional and social media.

June 27, Chefs' House Dinner Sponsor **\$15,000**

Benefits will be customized and will include, but are not limited to:

- Product category exclusivity.
- Recognition as Luncheon Sponsor.
- Opportunity to give luncheon introduction and welcome remarks.
- VIP table at event
- Recognition as Luncheon Sponsor in all media releases promoting the event.
- Logo placement on two (1) upright banners in all events (dinner reception, breakfast, lunch, speaker sessions, etc.)
- Onsite announcements.
- Logo loop on screen during speaker sessions.
- Logo inclusion in all press releases, e-blasts, invitations and advertising –online, and print (tickets, program, media backdrop, signage, menu cards).
- Logo and half-page ad in program.
- One 10 x 10 exhibit booth at the trade show so you can share products & services.
- Eight (8) passes to the Opening Dinner
- Four (4) tickets to the Symposium
- Verbal acknowledgement from host at the Opening Dinner.
- Complimentary product insertion in all gift bags.
- Recognition on all George Brown College: Centre for Hospitality & Tourism social media accounts.
- On our website, your logo linking to your site and social media.
- Post-event, your logo will be placed with closing with thank you to “your company name/logo” on all traditional and social media.

Luncheon Sponsor \$15,000

Benefits will be customized and will include, but are not limited to:

- Product category exclusivity.
- Recognition as Luncheon Sponsor.
- Opportunity to give luncheon introduction and welcome remarks.
- VIP table at event
- Recognition as Luncheon Sponsor in all media releases promoting the event.
- Logo placement on two (1) upright banners in all events (dinner reception, breakfast, lunch, speaker sessions, etc.)
- Onsite announcements.
- Logo loop on screen during speaker sessions.
- Logo inclusion in all press releases, e-blasts, invitations and advertising –online, and print (tickets, program, media backdrop, signage, menu cards).
- Logo and half-page ad in program.
- One 10 x 10 exhibit booth at the trade show so you can share products & services.
- Two (2) passes to the Opening Dinner
- Eight (8) tickets to the Symposium
- Verbal acknowledgement from host at the Opening Dinner.
- Complimentary product insertion in all gift bags.
- Recognition on all George Brown College: Centre for Hospitality & Tourism social media accounts.
- On our website, your logo linking to your site and social media.
- Post-event, your logo will be placed with closing with thank you to “your company name/logo” on all traditional and social media.

Breakfast Sponsor \$5,000

Benefits will be customized and will include, but are not limited to:

- Recognition as Official Breakfast Sponsor.
- Welcome address from your company’s spokesperson during Breakfast and one (1) onsite announcement.
- Logo included on-screen on stage during the Breakfast or Lunch.
- Logo inclusion in press releases, e-blasts, invites, breakfast menu, program and signage.
- Complimentary product insertion in all gift bags.
- Recognition on all George Brown College: Centre for Hospitality & Tourism social media accounts.
- On our website, your logo linking to your site and social media.
- Logo and half-page ad in program.
- Four (4) tickets to the Symposium
- Post-event, your logo will be placed with closing with thank you to “your company name/logo” on all traditional and social media.

Keynote Speaker Sponsor \$5,000

Benefits will be customized and will include, but are not limited to:

- Recognition as Keynote Speaker Sponsor.
- Introduction of Speaker by your company’s spokesperson and one (1) onsite announcement.
- Logo included on-screen on stage during Keynote Speaker’s session.
- Logo inclusion in press releases, e-blasts, invites, program and signage.
- Logo and half-page ad in program.
- Four (4) tickets to the Symposium
- Complimentary product insertion in all gift bags.
- Recognition on all George Brown College: Centre for Hospitality & Tourism social media accounts.
- On our website, your logo linking to your site and social media.
- Post-event, your logo will be in the event closing with thank you to “your company name/logo”.
- Post-event, your logo will be placed with closing with thank you to “your company name/logo” on all traditional and social media.

Reception Sponsor **SOLD**

Benefits will be customized and will include, but are not limited to:

- Product category exclusivity.
- Recognition as Official Reception Sponsor.
- Welcome address from your company’s spokesperson at the Reception and one (1) onsite announcement.
- Logo included on-screen on stage during the Reception.
- Logo inclusion in press releases, e-blasts, invites, breakfast menu, program and signage.
- Logo and half-page ad in program.
- Four (4) tickets to the Symposium
- Complimentary product insertion in all gift bags.
- Recognition on all George Brown College: Centre for Hospitality & Tourism social media accounts.
- On our website, your logo linking to your site and social media.
- Post-event, your logo will be placed with closing with thank you to “your company name/logo” on all traditional and social media.

Media Sponsor \$5,000

Benefits will be customized and will include, but are not limited to:

- Media category exclusivity.
- Recognition as Media Sponsor
- Logo inclusion in press releases, e-blasts, invites, program and signage.
- Logo and half-page ad in program.
- Opportunity to expose your media organization to influential audience of event planners.
- Four (4) tickets to the Symposium
- Complimentary product insertion in all gift bags.
- Recognition on all George Brown College: Centre for Hospitality & Tourism social media accounts.
- On our website, your logo linking to your site and social media.
- Post-event, your logo will be placed with closing with thank you to “your company name/logo” on all traditional and social media.

Speaker Session Sponsor \$2,500 each

(2 Available) Plenary Session I, Plenary Session II

Benefits will be customized and will include, but are not limited to:

- Product category exclusivity in your specific Session.
- Recognition as a Speaker Session Sponsor.
- Introduction of Speaker by your company’s spokesperson and one (1) onsite announcement.
- Logo inclusion in press releases, e-blasts, invites, program and signage.
- Logo and quarter-page ad in program.
- Two (2) tickets to the Symposium
- Complimentary product insertion in all gift bags.
- Recognition on all George Brown College: Centre for Hospitality & Tourism social media accounts.
- On our website, your logo linking to your site and social media.
- Post-event, your logo will be placed with closing with thank you to “your company name/logo” on all traditional and social media.

Interactive Culinary and Baking Workshop \$1,000

- Product category exclusivity.
- Logo inclusion in press releases, e-blasts, invites, program, menu card, and signage.
- 1/4 full colour ad in program.
- One (1) tickets to the Symposium.
- Complimentary product insertion in all gift bags.
- Recognition on all George Brown College: Centre for Hospitality & Tourism social media accounts.
- On our website, your logo linking to your site and social media.
- Post-event, your logo will be placed with closing with thank you to “your company name/logo” on all traditional and social media.

In-Kind & Customized Sponsor Packages

Price Varies

- Banners and signage
- Lunch beverages
- Coffee and Tea
- Furniture
- Decor/floral
- Gift bags
- Print media
- Uniforms
- Website/social media
- Accommodation and transportation
- Audio/Visual
- Entertainment
- Staffing





SPONSORSHIP COMMITMENT 2017

- Presenting Sponsor Sold
 - Major Sponsor Sold
 - Supporting Sponsor Sold
 - June 27th, Chefs' House Dinner Sponsor \$15,000
 - Luncheon Sponsor \$15,000
 - Breakfast Sponsor \$5,000
 - Keynote Speaker Sponsor \$5,000
 - Reception Sponsor Sold
 - Media Sponsor \$5,000
- Speaker Session Sponsors (2 Available)
- Speaker Session #1: \$2,500
 - Speaker Session #2: \$2,500
- Interactive Culinary and Baking Workshop \$ 1,000.00
 - In-Kind & Customized Sponsor Packages Price Varies

I am unable to participate, but would like to donate \$ _____
to Ambition Nutrition 2017.

*For questions and to solidify your
sponsorship commitment, please contact:*

**Lloyd Sudeyko: 416.415.5000, extension 2253
ambition-nutrition@georgebrown.ca**

SPONSORSHIP FORM

Please fill out, scan and send your completed form to:

[Christine Walker cwalker@georgebrown.ca](mailto:Christine.Walker@georgebrown.ca)

Business Name

Date

Contact Name

Address

City

Province

Postal Code

Phone

Fax

Email

Payment Information

Credit Card: VISA MasterCard American Express

Card Number

Expiration Date

CVC Number

Name as it appears on Card

Signature

Please make cheques payable to: **George Brown College**

By Mail:

George Brown College
Attn: Christine Walker
Centre for Hospitality and Culinary Arts
300 Adelaide Street East
Room 312
Toronto, ON M5A 1N1

By Courier:

George Brown College
Attn: Christine Walker
Centre for Hospitality and Culinary Arts
300 Adelaide Street East
Room 312
Toronto, ON M5A 1N1

