

SPONSORSHIP LEVELS

All **Patron, Platinum, Gold** and **Silver** level sponsors will receive recognition on our website, sponsor board, promotional materials, bus and trailer and at performances.

Bronze and **Friends** level sponsors will receive recognition on our website, sponsor board, and at performances.

Recognition for **Gift in Kind** sponsors is based on the value of the gift.

Patron	\$10,000 plus
Platinum	\$5000 plus
Gold	\$2500 - \$4999
Silver	\$1000 - \$2499
Bronze	\$500 - \$999
Friends	\$250 - \$499

We hope you will consider making *Butt Ugly* part of your annual giving program, and would welcome a commitment for a three to five period, in order to ensure you receive the promotion you deserve for your sponsorship.

By improving and increasing the delivery of this outstanding program we can stop young students from getting involved with any tobacco products. A tobacco free community is a target for our education, business and government agencies.

Please help us end the use of tobacco by youth - before they have a chance to get addicted. The health of today's youth and our future communities is in your hands.

For additional information about our program, please visit our website at:

www.buttugly.ca

Contact us at: 403-391-0442 or via e-mail: info@buttugly.ca

"My daughter Katherine has not only learned herself about addictions and dangers inherent in tobacco use, but has become an advocate and teacher to others about it. She has greatly increased in confidence, both on and off the stage, and has been empowered to speak out more boldly on social issues."

Parent - Cast Member

OUR SPONSORS AND SUPPORTERS:

David Thompson Health Region
The Co-operators
Downtown Rotary Club
Red Deer Public School District
Red Deer Regional Catholic School Division
MGM Ford Lincoln
Gaetz United Church



Gail Foreman, General Manager

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Web: www.buttugly.ca



**The Award-Winning
Anti-Tobacco Program
for Teens by Teens™**



www.buttugly.ca

Phone 403-391-0442

Society Mandate: To prevent youth tobacco use through peer education, role modeling and support.

BUTT UGLY A high energy, interactive 90 MINUTE PROGRAM with an anti-tobacco message written and presented by high school students to grade five and six audiences. Middle schools receive the program, which includes a pre and post activities. The actors undergo rigorous audition, rehearsal and scripting process developing their acting, leadership and facilitation skills. They develop an increased social awareness, team and community responsibility. During and at the end of each presentation the actors facilitate "Buzz Groups" with the students in attendance, discussing the dangers and effects of all tobacco products.



One of ten sketches written and performed by the student facilitators

"I remember saying "Oh wow! When I grow up and go to high school I really want to be in Butt Ugly." At the time I was a smoker, but soon after I quit.

Program Participant and Cast Member

The performing troupe travels and performs throughout five school divisions and for special events during the season.

Entering our 14th season, Butt Ugly has reached over 30,000 middle school students and almost 300 high school-aged actors have delivered this interactive peer-led education and intervention anti-tobacco program.

We also have developed our *Butt Ugly Players Pack* for teachers who are unable to have the performing troupe in their schools. The Players Pack Resource kit includes information on how to get started, auditioning, scripts, buzz group training, education content and much more.

This kit helps develop strong teen leaders and role models in your community.

"Butt Ugly reaches kids at their most impressionable age. And it has great credibility because its messages are created by youth for youth."

*Exec. Director
Alberta Tobacco Reduction Alliance*

Independent evaluation results funded by Health Canada 2002-2004

- Butt Ugly, as an intervention was responsible for behaviour change amongst the target group - middle school audience
- There was an 8.7% increase in the number of students who said they would definitely not use tobacco after participating in the program.



One of ten sketches written and performed by the student facilitators

"Butt Ugly has made a powerfully positive effect on the lives of our students at St. Patrick's! Previous to an emphasis on tobacco education had several students who used tobacco in the form of cigarettes or chew on a daily basis. A nearby back alley had several of our students who would use it as their smoking hangout. Butt Ugly has had a dramatic effect (no pun intended) and caused a drastic reduction in the use of tobacco by our students. In the past four years we have had one incident of a student using tobacco. Butt Ugly is an amazing tool in the arsenal to help students live healthy lives and we are indebted to them!"

*Greg Hall, Principal
St. Patrick's Community School*