



CHILDHOOD CANCER
CANADA

The Purple Party

In support of

Childhood Cancer Canada

Sponsorship Package



Presented by
TD Securities

www.childhoodcancer.ca

Every six hours,

A child in Canada is diagnosed with cancer. Sadly, one in five kids will not survive. Of those that do, two out of three will experience damaging after effects from their treatment; lifelong damage to their bodies and brains.

Childhood Cancer Canada is focused on enhancing, extending and saving the lives of kids with cancer. We are here to help families through every step of their cancer journey.

We ask you to join us and these courageous kids in our urgent search for the cure. You're invited to The Purple Party, our splashiest (and purplest) bash to raise money for research on childhood cancers.

Since 1987, we've been dedicated to funding national research while delivering outreach, education and community-level programs directly to those kids and families affected by childhood cancer.

- Nearly \$6 million invested in life-saving research and clinical trials, specific to childhood cancers
- More than 1600 Survivor Scholarships awarded to childhood cancer survivors across Canada for post-secondary education
- More than 1700 EmPower Packs delivered to the doors of newly diagnosed families to provide support and a road map for their journey
- Over 4000 Amazing Adventures for children with cancer and their family members, to empower and inspire them in battling this illness
- The Benevolent Fund supports families who need financial assistance to help cover the costs of their child's funeral

The Purple Party,

Our eighth annual, is Childhood Cancer Canada's signature fundraising event celebrating and supporting kids who are fighting the fight of their lives.

On Thursday, October 24, 2019, join Toronto's corporate and community leaders, dressed to impress, at Softchoice - The Bakery, in the heart of Liberty Village. This unique venue will be transformed to host an evening of celebration, delicious food and beverages and inspirational speeches from kids fighting cancer. Together, we'll raise much needed funding for research and family support programs.

“We’ve been fortunate to have three healthy daughters. They’ve had the blessing of living normal kid lives. They worry about normal kid things. They’re not fighting the fight of their lives. Too many children in Canada cannot say the same. Kids shouldn’t get cancer, but since they do, we’ve made the commitment to keep fighting on their behalf and raising awareness until a cure is found. We’re doing this work so kids can do what they do best: be kids.” —Yannick and Shantelle Bisson

Event co-chairs Yannick and Shantelle Bisson work alongside Childhood Cancer Canada to raise money for research specifically allocated to children's cancer.



Sponsorship Levels & Details

Presenting Sponsor \$100,000

Pre-Event:

- Logo/name on "Hold the Date" announcement
- Exclusive logo placement on website banner
- Identified in media kit relations
- Mention in newsletters
- Logo/name on event website page sponsor list, with link
- Logo/name on event invitation
- Mention in pre-event communications
- Social media posts about event

Event Programme:

- Featured quote
- Logo/name (largest)
- Free advertisement (full page)

Event:

- Welcoming remarks from stage
- 20 tickets (\$3,000 value)
- Preferred logo placement
- Table signage (logo)
- Logo/name on rotating A/V loop
- Acknowledgement by emcee

Post-Event:

- Exclusive logo/name placement on website banner
- Listed in Annual Report
- Mention in newsletters
- Logo/name on event website page sponsor list, with link (remains on page)
- Mention on post-event communications
- Social media posts about event
- Right of refusal for 2020 event
- Employee engagement opportunity

Survivor Scholarship Sponsor \$50,000

Pre-Event:

- Identified in media kit relations
- Mention in newsletters
- Logo/name on event website page sponsor list, no link (large)
- Mention in communications
- Social media posts about event

Event Programme:

- Logo/name (large)
- Free advertisement (full page)

Event:

- 20 tickets (\$3,000 value)
- Preferred logo placement
- Table signage (logo)
- Logo/name on rotating A/V loop
- Acknowledgement by emcee

Post-Event:

- Listed in Annual Report
- Mention in newsletters
- Logo/name on event website page sponsor list, no link(remains on page) (large)
- Mention on post-event communications
- Social media posts about event
- Employee engagement opportunity

EmPower Pack Sponsor \$25,000

Pre-Event:

- Mention in newsletters
- Logo/name on event website page sponsor list, no link (medium)
- Mention in pre-event communications
- Social media posts about event

Event Programme:

- Logo/name (medium)
- Free advertisement (full page)

Event:

- 10 tickets (\$1,500 value)
- Table signage (name)
- Logo/name on rotating A/V loop
- Acknowledgement by emcee

Post-Event:

- Listed in Annual Report
- Mention in newsletters
- Logo/name on event website page sponsor list, no link(remains on page) (medium)
- Mention on post-event communications
- Social media posts about event

Amazing Adventures Sponsor \$10,000

Pre-Event:

- Logo/name on event website page sponsor list, no link (small)
- Mention in pre-event communications
- Social media posts about event

Event Programme:

- Logo/name (small)
- Free advertisement (1/2 page)

Event:

- 10 tickets (\$1,500 value)
- Table signage (name)
- Logo/name on rotating A/V loop

Post-Event:

- Logo/name on event website page sponsor list, no link (remains on page)(small)
- Mention on post-event communications



Mission Sponsor \$5,000

Pre-Event:

- Logo/name on event website page sponsor list, no link
- Mention on pre-event communications
- Social media posts about event

Event Programme:

- Logo/name
- Free advertisement (1/4 page)

Event:

- 10 tickets (\$1,500 value)
- Table signage (name)
- Logo/name on rotating A/V loop

Post-Event:

- Logo/name on event website page sponsor list, no link (remains on page)
- Mention on post-event communications

Family Sponsor \$2,500

Pre-Event:

- Logo/name on event website page sponsor list, no link (name)
- Mention on pre-event communications
- Social media posts about event

Event Programme:

- Logo/name

Event:

- Logo/name on rotating A/V loop

Post-Event:

- Logo/name on event website page sponsor list, no link (remains on page)(name)



Sponsorship Benefits

NOTE: *Sponsorship categories reflect a price range

	Presenting \$100,000	Survivor \$50,000	EmPower \$25,000	Amazing Adventures \$10,000	Mission \$5,000	Family \$2,500
Pre-Event:						
Logo/name on "Hold the Date" announcements	●					
Exclusive logo placement on website banner	●					
Identified in media kit relations	●	●				
Mention in newsletters	●	●	●			
Logo/name on event website page sponsor list, with link	●					
Logo/name on event website page sponsor list, no link		LARGE	MEDIUM	SMALL	●	NAME
Logo/name on event invitation	●					
Mention on pre-event communications	●	●	●	●	●	●
Social media posts about event	●	●	●	●	●	●
Event Programme:						
Featured quote	●					
Logo/name	LARGEST	LARGE	MEDIUM	SMALL	●	●
Free advertisement	FULL	FULL	FULL	1/2	1/4	
Event:						
Signature beverage						
Auction table signage						
Welcoming remarks from stage	●					
20 tickets (\$3,000 value)	●	●				
Preferred logo placement	●	●				
10 tickets (\$1,500 value)			●	●	●	
Table signage	LOGO	LOGO	NAME	NAME	NAME	
Logo/name on rotating A/V loop	●	●	●	●	●	●
Acknowledgement by emcee	●	●	●			
Post-Event:						
Exclusive logo/name placement on website banner	●					
Listed in Annual Report	●	●	●			
Mention in newsletters	●	●	●			
Logo/name on event website page sponsor list, with link (remains on page)	●					
Logo/name on event website page sponsor list, no link (remains on page)		LARGE	MEDIUM	SMALL	●	NAME
Mention on post-event communications	●	●	●	●	●	
Social media posts about event	●	●	●			
Employee engagement opportunity	●	●				
Right of refusal for 2020 event	●					

Catered by celebrity chef Matt Basile, owner of Fidel Gastro and host of "Rebel Without a Kitchen".



"My biggest concern growing up was getting to hockey on time. Never in my lifetime could I imagine either as a child or someone who wants to be a parent what it must feel like to have a young child battling cancer. Being able to provide a fun and memorable food experience for the Purple Party means more to me than just feeding people, it's about being a part of something that truly matters and using our food as the vehicle for it."

-Matt Basile, Fidel Gastro

Purple Party Committee Members

Shantelle Bisson - Entrepreneur, Novelist
Deborah Potts - Procom
Anna Kowalczyk - Daedal Designs
Daisy Gao - Young Women in Business (Toronto)

Jennifer Ocampo-King - TD Securities
Roberta Diachok - Savills
Marni Wiener - CrowdChange

The Purple Party

October 24, 2019

Softchoice - The Bakery
2 Fraser Avenue, Liberty Village Toronto



For additional information, contact:

Childhood Cancer Canada
21 St. Clair Avenue East, Suite 801
Toronto, Ontario M4T 1L9

Phone: 416-489-6440
Toll Free: 1-800-363-1062
Fax: 416-489-9812

www.childhoodcancer.ca