



William Osler
Health System

FOUNDATION

HOLI

gala

FESTIVAL OF COLOURS

PRESENTED BY

BVD Group

SPONSORSHIP OPPORTUNITIES

APRIL 11, 2026

📍 **Pearson Convention Center**

BENEFITTING OSLER'S THREE HOSPITALS

BRAMPTON CIVIC

ETOBICOKE GENERAL

PEEL MEMORIAL

Join us for William Osler Health System Foundation's *Holi Gala 2026!*

As Co-Chairs of the 13th annual *Holi Gala – Festival of Colours*, we're thrilled to invite you to be part of this extraordinary celebration of community, culture, and compassion.

Each year, *Holi Gala* brings together passionate supporters who believe in building a stronger, healthier future for everyone who relies on Osler's three hospitals: Brampton Civic, Etobicoke General and Peel Memorial. Your sponsorship does more than just light up one incredible night—it provides the vital equipment our teams need to deliver lifesaving care to those who need it most.

Together, let's make *Holi Gala 2026* our most inspiring and impactful one yet. We can't wait to celebrate with you!

With gratitude,



**DR. GURJIT
BAJWA**
M.D., CCFP (EM)
CO-CHAIR

Emergency Physician,
Etobicoke General
Hospital



**PAL
GHUMAN**
CPA, CA CMA, CPA (US)
CO-CHAIR

Partner, Affinity LLP

EVENT COMMITTEE

PREET BASSI VICE CHAIR

Dr. Vandana Ahluwalia
Harkirat Bajaj
Pankaj Bajaj
Jake Dheer
Bickrumjit Dhugga
John Digby
Jenny Gill
Nikki Gill-Burns
Amrinder Kooner
Manny Mann
Hargeet Nanda
Indira Ramdial
Dr. Davinder Wadehra

WISHING ONE AND ALL AN AMAZING NIGHT

Come Celebrate Spring at William Osler Health System Foundation's *Holi Gala – Festival of Colours!*

The 13th annual *Holi Gala – Festival of Colours*, presented by BVD Group, is William Osler Health System Foundation's signature spring event! Get ready for a vibrant evening in support of our community's health care system.

Holi Gala has helped raise millions in support of William Osler Health System (Osler), funding lifesaving equipment and transformative hospital projects across our communities. This year, we're setting out to raise \$1 million to support essential redevelopment projects underway at Osler including the transformation of Peel Memorial into Brampton's second hospital.

Hosted at the stunning Pearson Convention Center on **Saturday, April 11, 2026**, this unforgettable evening will bring together over 850 guests for a night of spectacular performances, vibrant visuals, exceptional cuisine, and high-energy celebration—all in support of a cause that touches every family in our region.

Join us as a sponsor and make an incredible difference. Together, we can ensure exceptional health care remains available close to home.



WHY PARTNER WITH US

As a *Holi Gala 2026* sponsor you will play a pivotal role in helping us transform health care for our communities. You will make a real difference while also receiving a variety of benefits including:

- Opportunity to meet a variety of business, community, and health care leaders with access to over 850 guests
- Gain exposure for your brand in Brampton, Etobicoke, and surrounding areas
- A unique opportunity to engage with your staff and boost morale as guests of the event

Please refer to the following pages for specific pre-event, event day and post-event recognition opportunities per sponsorship level.



Social Media
Impressions:

1,409,234



Email
Subscribers:

71,867



Earned Media
Impressions:

30,400,500

SOCIAL MEDIA FOLLOWERS:

 **Facebook:** 2,400  **X:** 1,300  **Instagram:** 5,800  **LinkedIn:** 66,000





TOGETHER, WE'RE BUILDING THE FUTURE OF HEALTH CARE

Osler is committed to transforming health care for our growing, diverse communities, and we need your help.

The need has never been more urgent:

- Our community is growing three times faster than the provincial average
- In eight years, the seniors' population will increase by 83%
- Within 20 years, one in two of us will face a cancer diagnosis

These numbers aren't just statistics—they represent our loved ones', our neighbours', and our future.

Your support will make an incredible difference.

Together, we will:

- Increase health care capacity for generations to come
- Expand cancer care services at Brampton Civic
- Provide vital equipment at Etobicoke General
- Transform Peel Memorial into Brampton's second hospital

**JOIN US, THIS IS YOUR MOMENT.
YOUR SPONSORSHIP CAN
HELP SHAPE THE FUTURE
OF CARE AT OSLER!**





PRESENTING SPONSOR: \$100,000

BVD Group

EVENT DAY:

- Three (3) premium tables (total of 30 guests) with upgraded service
- Corporate name/logo on print and digital materials
- Special recognition award and photo opportunity
- Opportunity for company representative to address crowd from podium or show a one-minute video presentation (provided by company)

EVENT MARKETING & PROMOTIONS:

- Corporate logo lock-up with event logo
- Corporate name/logo:
 - On all event promotional materials, including event website
 - In pre- and post-event media releases and Osler Foundation's *Partners* magazine
- Sponsor spotlight in one exclusive social media post on Osler Foundation's social media channels:
 - Facebook, X, and Instagram
- Double-page ad in evening program (sponsor to provide print-ready creative by February 27, 2026)

HOSPITAL MARKETING & ADDITIONAL BENEFITS:

- Opportunity to use 'Proud supporter of Osler Foundation's *Holi Gala 2026*' on social media platforms and corporate website
 - Recognition on Osler Foundation's donor wall
 - Business receipt for full sponsorship amount
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DIAMOND SPONSOR: \$75,000

EVENT DAY:

- Three (3) tables (total of 30 guests) with upgraded service
- Corporate name/logo on select print and digital materials
- Special recognition award and photo opportunity

EVENT MARKETING & PROMOTIONS:

- Corporate name/logo:
 - On select event promotional materials, including event website
 - In pre- and post-event media releases
 - In one exclusive post on Osler Foundation's social media channels: Facebook and X
- Full-page ad in evening program (sponsor to provide print-ready creative by February 27, 2026)

HOSPITAL MARKETING & ADDITIONAL BENEFITS:

- Opportunity to use 'Proud supporter of Osler Foundation's *Holi Gala 2026*' on social media platforms and corporate website
- Recognition on Osler Foundation's donor wall
- Business receipt for full sponsorship amount

EXCLUSIVE BRANDING OPPORTUNITY:

- **Entertainment Sponsor:** Exclusive recognition as Entertainment Sponsor, with company name/logo in select print materials and verbal recognition during entertainment announcement(s). This would include an opportunity for pre-event meet and greet with artist.
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PLATINUM SPONSOR: \$50,000

EVENT DAY:

- Two (2) tables (total of 20 guests) with upgraded service
- Corporate name/logo on select print and digital materials
- Special recognition award and photo opportunity

EVENT MARKETING & PROMOTIONS:

- Corporate name/logo:
 - On select event promotional materials, including event website
 - In pre- and post-event media releases
 - In one exclusive social media post on Osler Foundation's social media channels: Facebook and X
- Full-page ad in evening program (sponsor to provide print-ready creative by February 27, 2026)

HOSPITAL MARKETING & ADDITIONAL BENEFITS:

- Opportunity to use 'Proud supporter of Osler Foundation's *Holi Gala 2026*' on social media platforms and corporate website
- Recognition on Osler Foundation's donor wall
- Business receipt for full sponsorship amount

EXCLUSIVE BRANDING OPPORTUNITIES (SELECT ONE):

- **Dinner Sponsor:** Exclusive recognition as Dinner Sponsor, with company logo on dinner menu cards
 - **Auction Sponsor:** Exclusive recognition as Auction Sponsor, with company logo on mobile bidding website
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GOLD SPONSOR: \$25,000

EVENT DAY:

- Two (2) tables (total of 20 guests) with upgraded service
- Corporate name/logo on select print and digital materials
- Special recognition award and photo opportunity

EVENT MARKETING & PROMOTIONS:

- Corporate name/logo:
 - On select event promotional materials, including event website
 - In pre- and post-event media releases
 - In one exclusive post on Osler Foundation's social media channels: Facebook and X
- Full-page ad in evening program (sponsor to provide print-ready creative by February 27, 2026)

HOSPITAL MARKETING & ADDITIONAL BENEFITS:

- Opportunity to use 'Proud supporter of Osler Foundation's *Holi Gala 2026*' on social media platforms and corporate website
- Recognition on Osler Foundation's donor wall
- Business receipt for full sponsorship amount

EXCLUSIVE BRANDING OPPORTUNITIES (SELECT ONE):

- **Cocktail Reception Sponsor:** Exclusive recognition as Cocktail Reception Sponsor, with company logo in multiple places in cocktail reception space
- **Centrepiece Sponsors:** Exclusive recognition as Centrepiece Sponsor, with company logo in or around centrepiece at every table
- **Photobooth Sponsor:** Exclusive recognition as Photobooth Sponsor, with company logo at photobooth area and on photos
- **Valet Sponsor:** Exclusive recognition as Valet Sponsor, with company logo at valet area and valet ticket



SILVER SPONSOR: \$10,000

EVENT DAY:

- One (1) table (10 guests)
- Corporate name/logo on select print and digital materials
- Special recognition award and photo opportunity

EVENT MARKETING & PROMOTIONS:

- Corporate name/logo:
 - On select event promotional materials, including event website
 - On Osler Foundation's social media channels: Facebook and X
 - Half-page ad in evening program (sponsor to provide print-ready creative by February 27, 2026)

HOSPITAL MARKETING & ADDITIONAL BENEFITS:

- Opportunity to use 'Proud supporter of Osler Foundation's *Holi Gala 2026*' on social media platforms and corporate website
- Recognition on Osler Foundation's donor wall
- Business receipt for full sponsorship amount

BRANDING OPPORTUNITY:

- Logo recognition on signage at one of our sweet or savoury food stations throughout the evening

BRONZE SPONSOR: \$7,500

EVENT DAY:

- One (1) table (10 guests)
- Special recognition award

EVENT MARKETING & PROMOTIONS:

- Corporate logo listed in evening program

HOSPITAL MARKETING & ADDITIONAL BENEFITS:

- Opportunity to use 'Proud supporter of Osler Foundation's *Holi Gala 2026*' on social media platforms and corporate website
- Business receipt for full sponsorship amount



COMMUNITY SPONSOR: \$4,000

EVENT DAY:

- One (1) table (10 guests)

EVENT MARKETING & PROMOTIONS:

- Corporate name listed in evening program

HOSPITAL MARKETING & ADDITIONAL BENEFITS:

- Opportunity to use 'Proud supporter of Osler Foundation's Holi Gala 2026' on social media platforms and corporate website
- Business receipt for full sponsorship amount



OTHER WAYS TO GET INVOLVED

CONTRIBUTE TO OUR ON-SITE FUNDRAISING

There are always meaningful ways to continue your support. Your generous in-kind donation of goods and services will help us maximize our fundraising efforts in support of Osler hospitals. We kindly ask that all gift-in-kind contributions carry a minimum value of \$150.

We invite you to contact our team to explore available opportunities and discuss how your contribution can make an impact.

MAKE A DONATION

We gratefully welcome donations in support of *Holi Gala*. Tax receipts will be issued for all contributions of \$20 or more, in accordance with CRA guidelines.







THANK YOU FOR YOUR THOUGHTFUL CONSIDERATION!

For more information on these and other sponsorship opportunities, please contact:
Dota Crawford 416.494.2120 Ext. 29981| dota.crawford@williamoslerhs.ca

 William Osler Health System Foundation  William Osler Health System
 @ OslerFoundation  @ OslerHealth

#HOLIGALA