



# HOLI GALA

*Festival of Colours*

**Join Us As We Build Back, Together**

Saturday, April 9, 2022 ♦ 6:00 PM ♦ Pearson Convention Center

## SPONSORSHIP OPPORTUNITIES



### ABOUT THE EVENT

#### Holi Gala – Festival of Colours

We are thrilled to welcome our beloved friends and supporters back—in person—for Holi Gala 2022! The 9<sup>th</sup> annual Festival of Colours will likely look a little different as we implement COVID-19 protocols to ensure everyone can celebrate together safely, but we promise there will be no compromise to the excitement, colour and grandeur you've come to expect from Holi Gala.

On April 9, 2022, we'll transport you to the majestic palaces of India through music, food and dancing, all in support of Osler's three hospitals: Brampton Civic, Etobicoke General and Peel Memorial.

With your support, Holi Gala has raised more than \$2.3 million for William Osler Health System Foundation since its inception in 2014. This year, we aim to raise \$550,000 to help to support Osler's COVID-19 pandemic recovery.

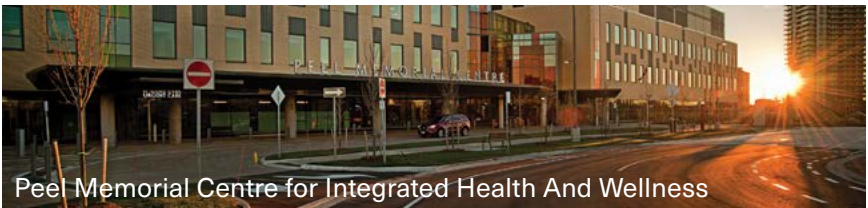
You have the power to help Osler hospitals, and the entire community, build back from the pandemic—better, stronger, and together. We look forward to hosting you for Holi Gala 2022!





# SPONSORSHIP OPPORTUNITIES


## ABOUT OSLER




Osler is Ontario's largest community hospital system, serving a population of more than 1.3 million people living in one of the fastest growing and most culturally diverse regions of Canada. Together, these three hospitals deliver high-quality, forward-thinking health care to all of its patients and families.


## OSLER FOUNDATION BY THE NUMBERS

### Digital and Earned Media Stats

 Facebook Engagement  
8,555,800

 Earned Media Impressions  
12,481,400

 Twitter Engagement  
453,700

 Email Subscribers  
34,400



## **MISSION MOMENT**

The communities that Osler hospitals serve have been among the hardest hit by COVID-19 – our front line staff have cared for the highest number of pandemic patients in Ontario. All equipment in a hospital must be funded by the community. As Osler works to gradually and safely resume normal operations, your support is needed to fund essential surgical needs to help us meet the increased demand and replace aging equipment.

We need your help. Let's build back, together.

"With almost a year of no surgical volumes, there's a significant impact across every surgical specialty. Donors can help by ensuring essential equipment is in place when needed."

- Dr. Roberta Minna, Osler's Corporate Chief of Surgery



## HOLI GALA SPONSORSHIPS



### PRESENTING SPONSOR

\$75,000

- Exclusive recognition as Presenting sponsor
- Premium seating for 30 guests in special sponsor seating section with upgraded services
- Corporate name/logo featured on all event promotional materials including event website (from the time of agreement until post-event)
- Opportunity for company representative to address the crowd or to show a one-minute video presentation (provided by company)
- On-stage plaque presentation and photo opportunity
- Double-page ad and full-page greeting letter from company featured in event evening program
- Corporate name featured in pre- and post-event media releases and Osler Foundation's Partners magazine
- Opportunity to provide quote, sound bite or appearance for a live media interview (subject to confirmation of media interview)
- Corporate sponsor spotlight in one exclusive social media post on Osler Foundation's social media channels: Facebook, Twitter & Instagram
- Permission to use 'Proud Supporter of Holi Gala 2022' on all social media platforms and corporate website
- "Partner" level listing on Osler Foundation's donor wall at all three hospital sites
- Business receipt for the full amount of sponsorship

# SILENT AUCTION SPONSOR

\$35,000

- Exclusive recognition as Silent Auction sponsor
- Two prominent tables of 8 (16 guests) in special sponsor seating section with upgraded services
- Corporate name/logo recognition on select promotional materials including event website
- Corporate name/logo on all electronic bidding tablets placed at each table as well as featured in silent auction lounge area
- On-stage plaque presentation and photo opportunity
- Full-page ad from company in event evening program
- Corporate name recognition in pre- and post-event media releases and Osler Foundation's Partners magazine
- Opportunity to provide quote, sound bite or appearance for a live media interview (subject to confirmation of media interview)
- Corporate sponsor spotlight in one exclusive social media post on Osler Foundation's social media channels: Facebook, Twitter & Instagram
- Permission to use 'Proud Supporter of Holi Gala 2022' on all social media platforms and corporate website
- "Companion" level listing on Osler Foundation's donor wall at all three hospital sites
- Business receipt for the full amount of sponsorship



## HOLI GALA SPONSORSHIPS



### DIAMOND SPONSOR

\$25,000

(Three exclusive opportunities)

- Category exclusivity as Dinner, Cocktail Reception or Entertainment sponsor
- Two prominent tables of 8 (16 guests) in special sponsor seating section with upgraded services
- Corporate name/logo recognition on select promotional materials including event website
- Corporate logo featured on menu cards (one per place setting) – Dinner Sponsor; namesake specialty cocktail offered during reception with signage at all bars – Cocktail Reception Sponsor; or corporate logo recognition as entertainment is announced – Entertainment Sponsor
- On-stage plaque presentation and photo opportunity
- Full-page ad in event evening program
- Corporate name recognition in pre- and post-event media releases and Osler Foundation's Partners magazine
- Opportunity to provide quote, sound bite or appearance for a live media interview (subject to confirmation of media interview)
- Recognition on Osler Foundation's social media channels
- Permission to use 'Proud Supporter of Holi Gala 2022' on all social media platforms and corporate website
- "Companion" level listing on Osler Foundation's donor wall at all three hospital sites
- Business receipt for the full amount



## HOLI GALA SPONSORSHIPS



## EMERALD SPONSOR

\$20,000

- Exclusive recognition as Valet sponsor
- Two premium tables of 8 (16 guests) in special sponsor seating section with upgraded services
- Corporate name/logo recognition on select promotional materials including event website
- Corporate logo featured on valet signage and participant e-blast with event details
- On-stage plaque presentation and photo opportunity
- Full-page ad in event evening program
- Corporate name recognition in pre- and post-event media releases and Osler Foundation's Partners magazine
- Recognition on Osler Foundation's social media channels
- Permission to use 'Proud Supporter of Holi Gala 2022' on all social media platforms and corporate website
- "Friend" level listing on Osler Foundation's donor wall at all three hospital sites
- Business receipt for the full amount



### **RUBY SPONSOR**

\$10,000

- One premium table for 8 guests in special sponsor seating section
- Corporate name/logo recognition on select promotional materials including event website
- Corporate logo displayed on one of our Gourmet Food and Sweets stations
- On-stage plaque presentation and photo opportunity
- Half-page ad in event evening program
- Corporate name recognition in pre- and post-event media releases and Osler Foundation's Partners magazine
- Recognition on Osler Foundation's social media channels
- Permission to use 'Proud Supporter of Holi Gala 2022' on all social media platforms and corporate website
- "Friend" level listing on Osler Foundation's donor wall at all three hospital sites
- Business receipt for the full amount

### **SAPPHIRE SPONSOR**

\$6,000

- One premium table for 8 guests in special sponsor seating section
- Quarter-page ad in the event evening program
- Permission to use 'Proud Supporter of Holi Gala 2022' on all social media platforms and corporate website
- Business receipt for the full amount

### **PEARL SPONSOR**

\$3,500

- One table for 8 guests
- Corporate name listed in event evening program and on table card
- Permission to use 'Proud Supporter of Holi Gala 2022' on all social media platforms and corporate website
- Business receipt for the full amount

## SPONSORSHIP OPPORTUNITIES

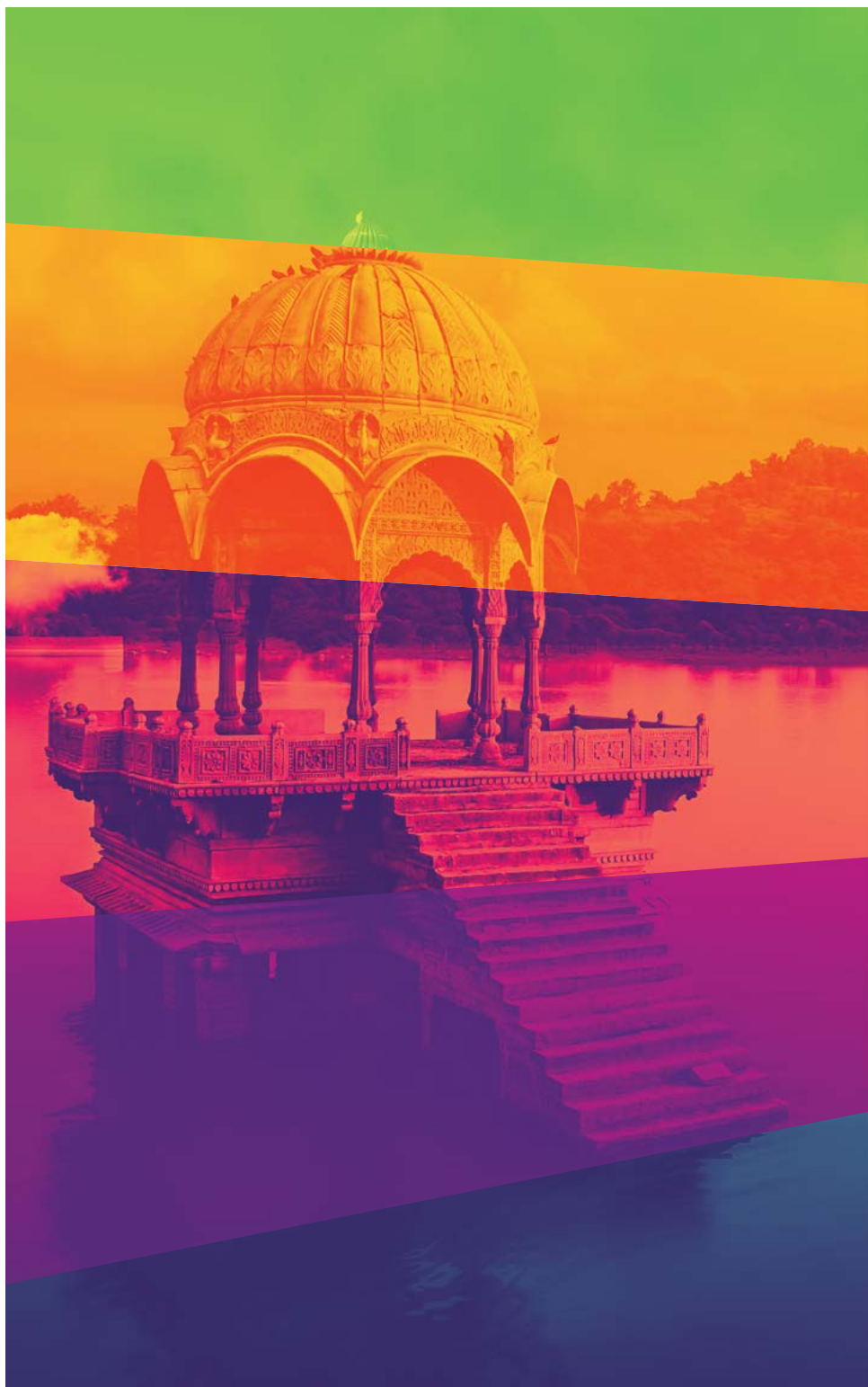


### CONTRIBUTE TO OUR SILENT AUCTION

We respectfully request an item donation to our exclusive silent auction. We are looking for all types of donations, including tangible goods and unique experiences. Your name and item description will be listed on our auction website available for bidding up to a week before the event and during the event on our bidding tablets placed at each table.

### MAKE A CASH DONATION

Donations to the event are accepted with our gratitude. Tax receipts will be provided for all donations over \$20.







# Thank You For Your Consideration!

For more information on these and other sponsorship opportunities,  
please contact:

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