

Benefitting Osler's three hospitals:
Brampton Civic, Etobicoke General and Peel Memorial

BVD Group

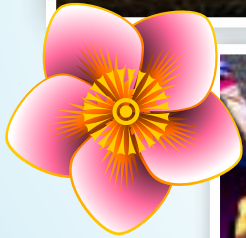
PRESENTS

HOLI
gala
FESTIVAL OF COLOURS

 William Osler
Health System
FOUNDATION

SPONSORSHIP OPPORTUNITIES

APRIL 6, 2024 • 6:00 P.M. • Pearson Convention Center



JOIN US FOR HOLI GALA 2024!

We may be bracing for the blustery days of winter, but our thoughts are already on spring and the 11th annual Holi Gala – Festival of Colours! The promise of warm days and anticipation of this incredible evening of music, dancing and celebration will carry us through the colder months ahead.

We have watched Holi Gala grow over the past decade and we could not be more proud to see how our community continues to step up, bigger and bolder with each passing year, to support our local hospitals. Generous sponsors are key to the incredible success of this important fundraiser that raises vital funds for Osler hospitals. We hope that we can count you among the valued sponsors of what promises to be the biggest and best Holi Gala yet!

Dr. Gurjit Bajwa
M.D., CCFP (EM)
Co-Chair, Holi Gala 2024
Emergency Physician
Etobicoke General Hospital



Mr. Pal Ghumman
CPA, CA CMA, CPA (IL)
Co-Chair, Holi Gala 2024
Partner, Affinity LLP



OSLER FOUNDATION IS CELEBRATING SPRING WITH THE 11TH ANNUAL



William Osler Health System Foundation is thrilled to welcome friends and supporters to the 11th annual Holi Gala - Festival of Colours, presented by BVD Group!

Since its inception, this best-in-class fundraiser has raised more than \$7 million in support of William Osler Health System hospitals. There's still more to be done! This year, we need your help to raise \$1 million to help transform Peel Memorial into Brampton's new hospital; bring expanded cancer care services to Brampton Civic; and help ensure Etobicoke General has the equipment required to continue providing the specialized care the community needs. Bigger and better than ever, Holi Gala 2024 will feature more of the spectacular energy, stunning visuals, delicious food and incredible entertainment guests have come to expect from this must-attend event.

Join us on Saturday, April 6, 2024, at Pearson Convention Center for a vibrant celebration of spring and an exciting glimpse into the future we are building for Osler. Together, we are embarking on a journey to shape the future of health care and forge a healthier, brighter tomorrow for our community.



Brampton Civic Hospital



Etobicoke General Hospital



Peel Memorial Centre for Integrated Health and Wellness



OSLER FOUNDATION BY THE NUMBERS

DIGITAL & EARNED MEDIA STATS



**Social
Media
Impressions**

902,754



**Email
Subscribers**

39,000



**Earned
Media
Impressions**

37,438,900





TRANSFORMING HEALTH CARE FOR OUR COMMUNITIES

With more than 1.3 million people, the communities Osler serves are among the fastest growing and most diverse in Ontario. Our population is at greater-than-average risk of serious illness, including heart disease, kidney disease and diabetes. Within the next 20 years, one in two members of our community will be diagnosed with cancer.

Through it all, Osler hospitals are there; now, as Osler continues to evolve to meet the growing need for quality care, events like Holi Gala provide vital funds.

Community support is critical to ensure our hospitals can continue to meet current and future health care needs. With your support, Osler will transform Peel Memorial into Brampton's new hospital; bring expanded cancer care services to Brampton Civic; and ensure Etobicoke General has the equipment required to continue providing the specialized care the community needs. Osler Foundation seeks to inspire its communities to invest in exceptional health care close to home. We hope you will join us in our mission.

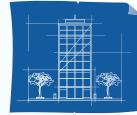
Did you know?

COMMUNITIES MUST FUND

100%
of
equipment



10%
of new
spaces



WITHIN OUR HOSPITALS

WAYS TO GET INVOLVED:

- BECOME A SPONSOR
- CONTRIBUTE TO OUR SILENT AUCTION
- MAKE A CASH DONATION

MAKE A DIFFERENCE FOR HEALTH CARE IN YOUR COMMUNITY



SPONSORSHIP OPPORTUNITIES

PRESENTING
\$ 100,000

BVD Group



EVENT DAY:

- Three (3) premium tables (total of 30 guests) with upgraded services
- Corporate name/logo on print and digital signage
- Plaque presentation 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 name/logo:

- Corporate logo lock-up with event 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, Twitter, and Instagram
- Double-page ad in evening program (provided by company)
- Full-page greeting letter in evening program (provided by company)

HOSPITAL MARKETING & ADDITIONAL BENEFITS:

- Opportunity to use 'Proud supporter of Osler Foundation's Holi Gala 2024' on social media platforms and corporate website
- Recognition on Osler Foundation's donor wall at all three hospital sites
- Business receipt for full sponsorship amount

LOTUS

\$ 75,000

Exclusive branding opportunities:
Entertainment



EVENT DAY:

- Three (3) tables (total of 30 guests) with upgraded services
- Corporate name/logo on print and digital signage
- Plaque presentation 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 Twitter
- Full-page ad in evening program (provided by company)

HOSPITAL MARKETING & ADDITIONAL BENEFITS:

- Opportunity to use 'Proud supporter of Osler Foundation's Holi Gala 2024' on social media platforms and corporate website
- Recognition on Osler Foundation's donor wall at all three hospital sites
- Business receipt for full sponsorship amount

BRANDING OPPORTUNITIES:

- **Entertainment:** Exclusive recognition as Entertainment Sponsor, with company name/logo in print collateral and verbal recognition during entertainment announcement(s)

JASMINE

\$ 50,000

Two exclusive branding opportunities:
Dinner and Silent Auction



EVENT DAY:

- Two (2) tables (total of 20 guests) with upgraded services
- Corporate name/logo on select print and digital signage
- Plaque presentation 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 (1) exclusive social media post on Osler Foundation's social media channels: Facebook and Twitter
- Full-page ad in evening program (provided by company)

HOSPITAL MARKETING & ADDITIONAL BENEFITS:

- Opportunity to use 'Proud supporter of Osler Foundation's Holi Gala 2024' on social media platforms and corporate website
- Recognition on Osler Foundation's donor wall at all three hospital sites
- Business receipt for full sponsorship amount

BRANDING OPPORTUNITIES:

- **Dinner:** Exclusive recognition as Dinner Sponsor, with company logo on dinner menu cards
- **Silent Auction:** Exclusive recognition as Silent Auction Sponsor, with company logo on mobile bidding website pre-event and during the event

ORCHID

\$ 30,000

Four exclusive branding opportunities:

Centrepiece,
Cocktail Reception,
Photobooth and Valet



EVENT DAY:

- Two (2) tables (total of 20 guests)
- Corporate name/logo on select print and digital signage
- Plaque presentation and photo opportunity

EVENT MARKETING & PROMOTIONS:

Corporate name/logo:

- On select event promotional materials, including event website
- In pre- and post-event media releases
- On Osler Foundation's social media channels: Facebook and Twitter
- Full-page ad in evening program (provided by company)

HOSPITAL MARKETING & ADDITIONAL BENEFITS:

- Opportunity to use 'Proud supporter of Osler Foundation's Holi Gala 2024' on social media platforms and corporate website
- Recognition on Osler Foundation's donor wall at all three hospital sites
- Business receipt for full sponsorship amount

BRANDING OPPORTUNITIES:

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

ROSE
\$ 10,000

Branding opportunities available: Food station (multiple opportunities available)



EVENT DAY:

- One (1) table (10 guests)
- Corporate name/logo on select print and digital signage
- Plaque presentation 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 Twitter
- Half-page ad in evening program (provided by company)

HOSPITAL MARKETING & ADDITIONAL BENEFITS:

- Opportunity to use 'Proud supporter of Osler Foundation's Holi Gala 2024' on social media platforms and corporate website
- Recognition on Osler Foundation's donor wall at all three hospital sites
- Business receipt for full sponsorship amount

BRANDING OPPORTUNITIES:

- Recognition at one of our sweet and/or savoury food stations throughout the evening (*Multiple opportunities available*)

DAISY
\$ 4,000

EVENT DAY:

- One (1) table (10 guests)

EVENT MARKETING & PROMOTIONS:

Corporate name/logo:

- Listed in evening program

HOSPITAL MARKETING & ADDITIONAL BENEFITS:

- Opportunity to use 'Proud supporter of Osler Foundation's Holi Gala 2024' on social media platforms and corporate website
- Business receipt for full sponsorship amount



CONTRIBUTE TO OUR SILENT AUCTION

We are looking for all types of donations for our exclusive silent auction, including tangible goods and unique experiences. Suggested item value at a minimum of \$150.

MAKE A CASH DONATION

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





COME CELEBRATE SPRING!

Become a sponsor today!



BVD Group

PRESENTS

HOLI
gala
FESTIVAL OF COLOURS

Thank you for your consideration!

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

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905.863.2579

 **William Osler Health System Foundation**

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 **@OslerFoundation**

 **@OslerHealth**

APRIL
06
2024

holigala.ca

#HOLIGALA