

William Osler
Health System
FOUNDATION

HOLI

gala

FESTIVAL OF COLOURS

presented by

BVD Group

SPONSORSHIP OPPORTUNITIES

APRIL 5, 2025 • 6:00 P.M.
Pearson Convention Center

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

JOIN US FOR

HOLI GALA 2025!

We are honoured to be returning as co-chairs for the 12th annual *Holi Gala – Festival of Colours!* Over the past 11 years we have witnessed the remarkable growth of *Holi Gala* and we are incredibly proud of our community's ongoing commitment to support our local hospitals, year after year. Sponsorships are key to the success of this vibrant and exciting fundraiser that raises crucial funds for Osler hospitals. We hope that we can count on you to join us as a sponsor. *Holi Gala 2025* promises to be an incredible evening of music, dancing, and celebration. We promise you won't want to miss out on our most extravagant *Holi Gala* yet!



DR. GURJIT BAJWA

M.D., CCFP (EM)
Co-Chair, Holi Gala 2025

Emergency Physician
Etobicoke General Hospital



MR. PAL GHUMMAN

CPA, CA CMA, CPA (US)
Co-Chair, Holi Gala 2025

Partner, Affinity LLP

EVENT COMMITTEE

Preet Bassi
Vice Chair
Dr. Vandana Ahluwalia
Past Chair
Pankaj Bajaj
Jake Dheer
Bickrumjit Dhugga
John Digby
Jenny Gill
Nikki Gill-Burns
Manny Mann
Hargeet Nanda
Talwinder Nijjar
Manpreet Sandhu
Akhil Shaw
Sanjay Sinha
Dr. Davinder Wadehra

COME CELEBRATE SPRING AT THE 12th ANNUAL

HOLI GALA

Festival of Colours!

William Osler Health System Foundation (Osler Foundation) is thrilled to welcome friends and supporters to the 12th annual *Holi Gala – Festival of Colours*, presented by BVD Group!

Since its inception, this **best-in-class fundraiser has raised more than \$8.9 million in support of William Osler Health System (Osler) hospitals**. There's still more to be done and this year our goal is to raise \$1 Million! We are embarking on our boldest capital campaign yet and need your help to raise funds for exciting redevelopment projects underway at Osler including building Brampton's new hospital.

Holi Gala 2025 promises to be an unforgettable night, showcasing spectacular energy, stunning visuals, delectable cuisine, and show-stopping entertainment that guests have become accustomed to at this can't-miss event.

Purchase your sponsorship today and join us on Saturday, April 5, 2025, 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.





OSLER FOUNDATION BY THE NUMBERS



Social Media Impressions:

695,062



Email Subscribers:

66,604



Earned Media Impressions:

23,145,865



Brampton Civic Hospital



Peel Memorial Centre for Integrated Health and Wellness



Etobicoke General Hospital



PROUD PAST. BOLD FUTURE.

Osler is committed to transforming health care for our growing communities, and we need your help. Your support will increase capacity, fund new technology, and bring comprehensive cancer care closer to home. As Peel Memorial's 100th anniversary approaches, we're reflecting on our community's legacy of generosity, which has ensured exceptional health care close to home for generations. Looking to the future, we are filled with pride and excitement for what's to come, and we need your continued support to build Osler's next 100-year legacy.

The Need is Urgent

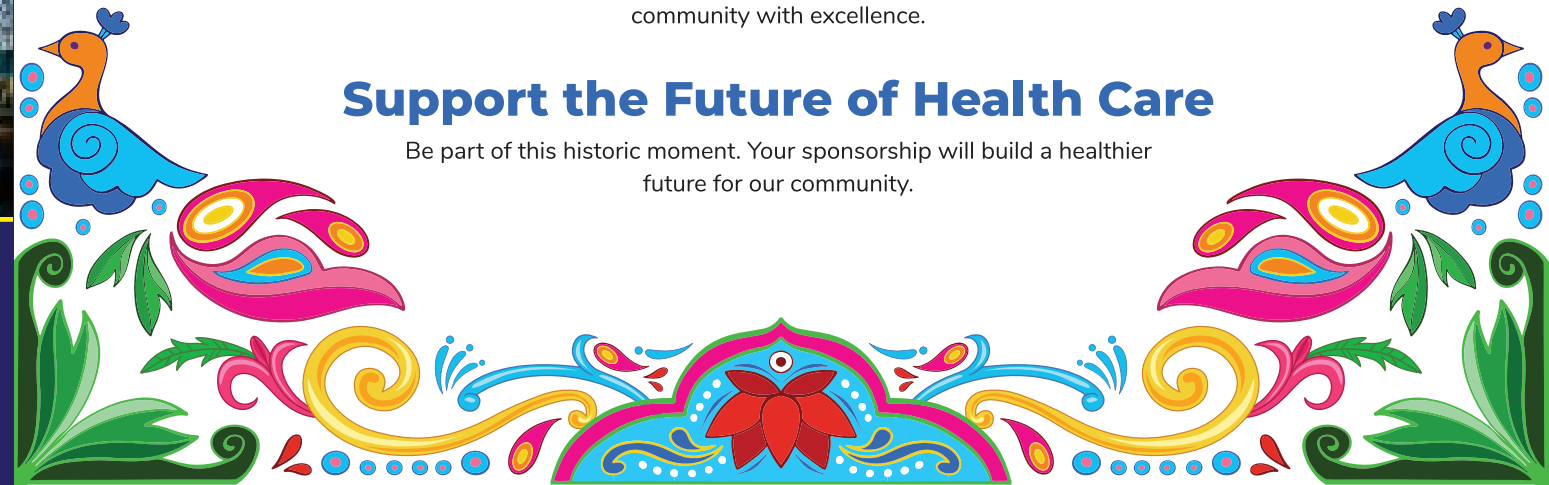
Our community is growing three times faster than the provincial average. In the next eight years, the seniors' population will grow by 83%. The pandemic has heightened the need for mental health care, and our population faces higher-than-average risk of heart disease, kidney disease, diabetes, and cancer. Within 20 years, one in two community members will be diagnosed with cancer.

Your Impact

Your support will help transform Peel Memorial into Brampton's new hospital, increasing hospital and health care capacity for our rapidly growing, diverse and vibrant community. At Brampton Civic, your contributions will expand cancer care services, bringing treatment options closer to home. Meanwhile, at Etobicoke General, your donations will provide the vital equipment and resources needed to continue serving our community with excellence.

Support the Future of Health Care

Be part of this historic moment. Your sponsorship will build a healthier future for our community.



SPONSORSHIP OPPORTUNITIES:

PRESENTING

\$ 100,000



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 sponsor)

HOSPITAL MARKETING & ADDITIONAL BENEFITS:

- Opportunity to use 'Proud supporter of Osler Foundation's Holi Gala 2025' 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

ENTERTAINMENT

\$ 75,000

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 sponsor)

HOSPITAL MARKETING & ADDITIONAL BENEFITS:

- Opportunity to use 'Proud supporter of Osler Foundation's Holi Gala 2025' 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:

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



DINNER
\$ 50,000

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

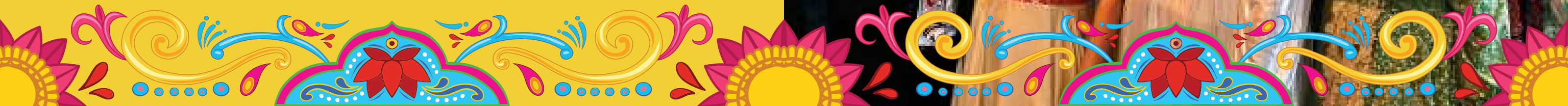
- On select event promotional materials, including event website
- In pre- and post-event media releases
- In one (1) exclusive social media post on Osler Foundation's social media channels: Facebook and Twitter
- Full-page ad in evening program (provided by company)

HOSPITAL MARKETING & ADDITIONAL BENEFITS:

- Opportunity to use 'Proud supporter of Osler Foundation's Holi Gala 2025' 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:

- Exclusive recognition as Dinner Sponsor, with company logo on dinner menu cards



AUCTION

\$ 50,000

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 sponsor)

HOSPITAL MARKETING & ADDITIONAL BENEFITS:

- Opportunity to use 'Proud supporter of Osler Foundation's Holi Gala 2025' 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:

- Exclusive recognition as Auction Sponsor, with company logo on mobile bidding website pre-event and during the event

COCKTAIL RECEPTION

\$ 25,000



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
- On Osler Foundation's social media channels: Facebook and Twitter
- Full-page ad in evening program (provided by sponsor)

HOSPITAL MARKETING & ADDITIONAL BENEFITS:

- Opportunity to use 'Proud supporter of Osler Foundation's Holi Gala 2025' 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:

- Exclusive recognition as Cocktail Reception Sponsor, with company logo in multiple places in cocktail reception space



CENTREPIECE

\$ 25,000

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

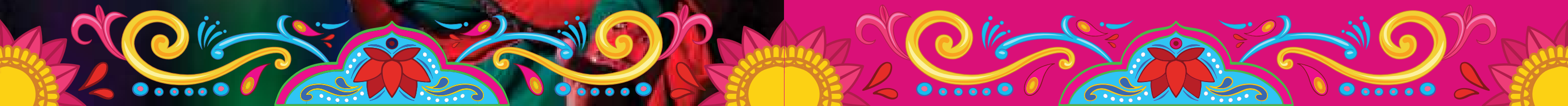
- On select event promotional materials, including event website
- In pre- and post-event media releases
- On Osler Foundation's social media channels: Facebook and Twitter
- Full-page ad in evening program (provided by sponsor)

HOSPITAL MARKETING & ADDITIONAL BENEFITS:

- Opportunity to use 'Proud supporter of Osler Foundation's Holi Gala 2025' 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:

- Exclusive recognition as Centrepiece Sponsor, with company logo in or around centrepiece at every table



PHOTOBOOTH

\$ 25,000

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
- On Osler Foundation's social media channels: Facebook and Twitter
- Full-page ad in evening program (provided by sponsor)

HOSPITAL MARKETING & ADDITIONAL BENEFITS:

- Opportunity to use 'Proud supporter of Osler Foundation's Holi Gala 2025' 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:

- Exclusive recognition as Photobooth Sponsor, with company logo at photobooth area and on photos





VALET
\$ 25,000

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 sponsor)

HOSPITAL MARKETING & ADDITIONAL BENEFITS:

- Opportunity to use 'Proud supporter of Osler Foundation's Holi Gala 2025' 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:

- Exclusive recognition as Valet Sponsor, with company logo at valet area and valet ticket



VIP TABLE
\$ 10,000

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 sponsor)

HOSPITAL MARKETING & ADDITIONAL BENEFITS:

- Opportunity to use 'Proud supporter of Osler Foundation's Holi Gala 2025' 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:

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

\$ 7,500

EVENT DAY:

- One (1) table (10 guests)
- Recognition Plaque present at table

EVENT MARKETING & PROMOTIONS: Corporate name/logo

- Name/Logo listed in evening program

HOSPITAL MARKETING & ADDITIONAL BENEFITS:

- Opportunity to use 'Proud supporter of Osler Foundation's Holi Gala 2025' on social media platforms and corporate website
- Business receipt for full sponsorship amount

COMMUNITY TABLE

\$ 4,000

EVENT DAY:

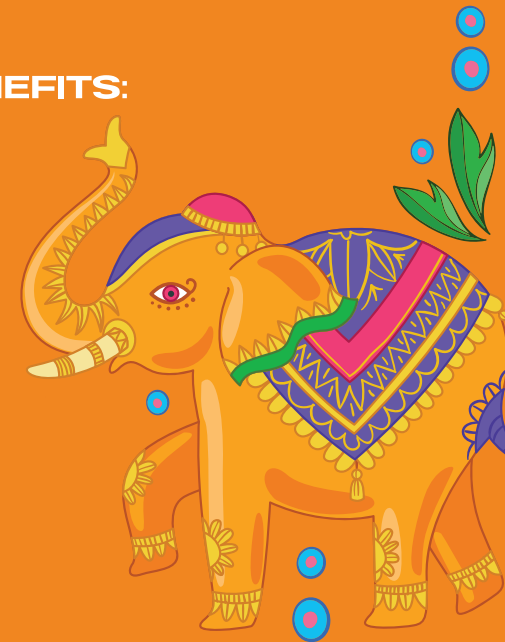
- One (1) table (10 guests)

EVENT MARKETING & PROMOTIONS: Corporate name

- Name listed in evening program

HOSPITAL MARKETING & ADDITIONAL BENEFITS:

- Opportunity to use 'Proud supporter of Osler Foundation's Holi Gala 2025' on social media platforms and corporate website
- Business receipt for full sponsorship amount



Holi Gala 2025 Sponsorship Opportunities

	Presenting	Entertainment	Dinner	Auction	Cocktail	Centrepiece	Photobooth	Valet	VIP	Corporate	Community
EVENT DAY:											
Table of ten (10) for dinner	3	3	2	2	2	2	2	2	1	1	1
Corporate name/logo on print and digital signage	✓	✓	Select	Select	Select	Select	Select	Select	Select		
Plaque presentation and photo opportunity	✓	✓	✓	✓	✓	✓	✓	✓	✓		
Opportunity for company representative to speak from podium or show a one-minute video presentation (provided by sponsor)	✓										
Recognition plaque present at table										✓	
EVENT MARKETING & PROMOTIONS: Corporate name/logo:											
Corporate logo lock-up with event logo	✓										
Logo on event promotional materials, including event website	All	Select	Select	Select	Select	Select	Select	Select	Select		
Company name featured in pre- and post-event media releases	✓	✓	✓	✓	✓	✓	✓	✓			
Company name featured In Osler Foundation's Partners magazine	✓										
Sponsor spotlight in one exclusive social media post on Osler Foundation's social media channels: Facebook, Twitter, and Instagram	✓										
Exclusive sponsor mention in one (1) social media post on Osler Foundation's social media channels: Facebook and Twitter		✓	✓	✓							
Sponsor mention in shared post on Osler Foundation's social media channels: Facebook and Twitter					✓	✓	✓	✓	✓		
Advertisement in Evening Program (provided by sponsor)	Double-page	Full-page	Full-page	Full-page	Full-page	Full-page	Full-page	Full-page	Half-page		
Company name listed in the Evening Program											✓
Company name/logo listed in the Evening Program										✓	
HOSPITAL MARKETING & ADDITIONAL BENEFITS:											
Opportunity to use 'Proud supporter of Osler Foundation's Holi Gala 2025'	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Recognition on Osler Foundation's donor wall at all three hospital sites	✓	✓	✓	✓	✓	✓	✓	✓	✓		
Business receipt for full sponsorship amount	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
BRANDING OPPORTUNITIES:											
Exclusive pre-event recognition based on sponsorship level	✓	✓	✓	✓							
Exclusive on-site event day activation and/or recognition based on sponsorship level	✓	✓	✓	✓	✓	✓	✓	✓			
Logo recognition on signage at one of our Sweet or Savoury food stations throughout the evening									✓		



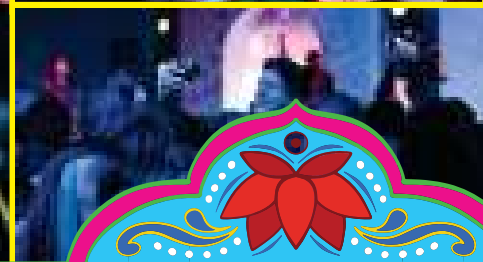
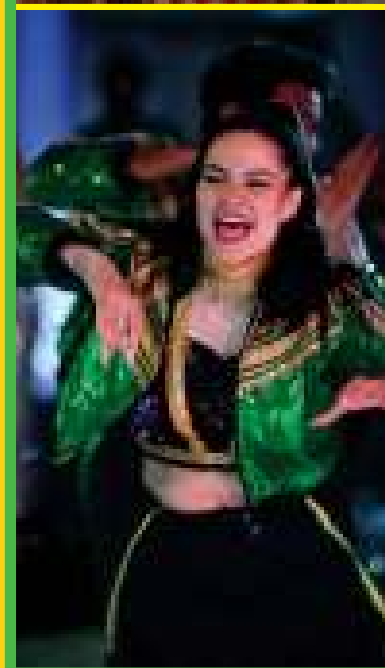
CONTRIBUTE TO OUR **ONLINE AUCTION**

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



MAKE A **DONATION**

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



William Osler
Health System
FOUNDATION



Thank you for your consideration!

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

Irfan Siddiqui

416.494.2120 Ext. 29165 | irfan.siddiqui@williamoslerhs.ca

-  William Osler Health System Foundation
-  William Osler Health System
-  @OslerFoundation
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