

MICHAEL GARRON HOSPITAL FOUNDATION

LAUGHTER IS THE BEST MEDICINE

MAY 4, 2019



PRESENTED BY

BMO



SPONSORSHIP OPPORTUNITIES

We'll leave you
in stitches.
The good kind.

Hosted by former east ender Will Arnett, the Michael Garron Hospital Foundation Gala: Laughter is the Best Medicine is Canada's premier fundraising comedy event. Since the first show in 2012, we've brought legendary funny men Jerry Seinfeld, Chris Rock, Kevin Nealon, and Jim Gaffigan to Toronto, raising funds in support of a healthier east end.

We're returning for a fourth installment on May 4, 2019 at the Beanfield Centre, Exhibition Place. Join us and enjoy sumptuous food and wine, a raucous live auction, and a night of laughter and hilarious entertainment. We promise that you and your guests will leave with your sides hurting—and knowing you've helped a good cause. That's good medicine.

HOST WILL ARNETT

MICHAEL GARRON HOSPITAL FOUNDATION

LAUGHTER IS THE BEST MEDICINE

MAY 4, 2019

THE CAUSE

When it comes to the health of our community, laughter really is the best medicine.

Michael Garron Hospital was founded during the earliest days of the development of East Toronto. We have a nearly 100-year history of providing health care tailored to the needs of our community, with humility and kindness.

Michael Garron Hospital's catchment area is unique in Toronto and the most diverse in Canada, with more newcomers, refugees, and languages spoken than anywhere else in the city.

Many people in our community already face barriers to receiving health care: our aging hospital campus should not be one of them.

Construction is underway for the eight-storey Ken and Marilyn Thomson Patient Care Centre and the renewal of our existing facility. These modern spaces will reflect the excellent care and sense of community that are the hallmarks of our hospital.

Your sponsorship of Laughter is the Best Medicine is an investment in the future of every member of our community. Because when they are healthy, they are able to contribute to their family, neighbourhood, and Canadian society to their greatest potential. And that's worth smiling about.





The **BIGGEST**
comedy gala
in Canada.



JERRY SEINFELD, HEADLINER 2012

Sponsorship Opportunities

Sponsoring the Michael Garron Hospital Foundation Gala: Laughter is the Best Medicine shows your customers and clients that you care about a cause that is important to them: the well-being of their community.

A sponsorship will also elevate your brand to 1,200 of Toronto's business and community leaders - no surgery required. Previous sponsors have included some of Canada's most prestigious organizations.

And most importantly, you and your guests will have the satisfaction of supporting a meaningful cause while enjoying the rare opportunity to see the world's top comedic talent live in Toronto.

Sponsors of Laughter is the Best Medicine will receive a wide range of exclusive benefits, including recognition in regional and national media outlets, in hospital and foundation channels, and an abundance of on-site opportunities.

THIS YEAR, we are offering the unique opportunity for sponsors at the Platinum and Diamond levels to be a part of an East Toronto-themed art installation in the new Ken and Marilyn Thomson Patient Care Centre, commissioned by a local artist. Your company's name will be recognized to celebrate the enduring impact your sponsorship is making on the health of East Toronto—a legacy to last beyond the night of the gala.

PAST SPONSORS



GIVE A NURSE A LAUGH!

We all know they deserve it! For a \$1,000 donation, we will send one of the hospital's hard-working nurses to attend the gala—an experience most of them would never get to have—but we all know they have earned. We will provide you with a receipt for the full amount of your donation.



CHRIS ROCK, HEADLINER 2104



Sponsorship at a glance

BENEFITS	PLATINUM SPONSOR \$75,000	DIAMOND SPONSOR \$50,000	GOLD SPONSOR \$25,000	SILVER SPONSOR \$15,000
Advertisement in program	1 page	1 page	½ page	
Tickets to the gala	20	10	10	10
Premium seating & table location	☺	☺		
Number of tickets to VIP reception	6	4		
Number of tickets to meet & greet with headliner (subject to availability)	4	2		
Customized sponsorship recognition (titling)	☺	☺		
Landmark legacy art recognition in Thomson Patient Care Centre	☺	☺		
On-site signage with logo recognition	☺	☺	☺	
Logo on sponsor loop	☺	☺	☺	
Recognition in event advertisement on downtown electronic billboards and elevator screens (subject to availability)	☺	☺		
Thank you message on social media	☺	☺	☺	
Logo recognition in event program	☺	☺	☺	text only
Recognition in pre-event advertisement	☺	☺		
Recognition in post-event thank you ad	☺	☺	☺	
Opportunity to provide promotional item for guests	☺	☺		
Recognition in hospital newsletter	☺	☺	☺	
Recognition on hospital TV screens	☺	☺	☺	
Corporate name inscribed on hospital Donor Wall	☺	☺	☺	☺
Number of invitations to Food and Wine event	4	2	2	



KEVIN NEALON, SPECIAL GUEST 2017

Platinum Level \$75,000

In addition to the benefits outlined, Platinum-level sponsors will have the opportunity to brand one of these exclusive elements. Commit quickly to ensure you secure the option of your choice—options are first-come, first-served and won't last.

COCKTAIL RECEPTION SPONSOR

Make the first impression on attendees by sponsoring the Cocktail Reception. Your logo will be featured prominently on a unique installation in the reception area.

OPENING ACT SPONSOR

Bring world-class talent to open up the show as our Opening Act Sponsor. Your name will be announced as “Opening Act brought to you by ...” and logo will appear on screen during act's entrance.

DINNER SPONSOR

As our Dinner Sponsor, display your company's logo on each of 600 menus curated by an acclaimed chef.

Diamond Level

\$50,000

Diamond-level sponsors also have exclusive branding benefits. Make sure you secure your preferred opportunity first.

WINE & BEER SPONSOR

Raise a glass and have your logo recognized at each of our bars throughout the evening.

TRANSPORTATION SPONSOR

Ensure our VIPs get to the party in style with logo recognition in the valet area and red carpet, and the opportunity for gifting inside our celebrities' limousines and guests' cars.

PHOTO BOOTH SPONSOR

All guests will have the opportunity to take photos in our ever-popular photo booth. Your logo will be featured on each photo guests take home as a keepsake, as well as the photo booth itself.

VOLUNTEER SPONSOR

Our team of 50 dedicated volunteers will proudly wear a pin with your logo throughout the evening to thank you for ensuring the best experience for our attendees.



Not finding the right opportunity?

Our team would be delighted to work with you to create a bespoke sponsorship package that helps you fulfill your marketing and philanthropic goals. Please contact **Shannon Moon, Vice President, Events, Annual, and Operations** at shannon.moon@tehn.ca or 416.469.6580 x3425.

JIM GAFFIGAN, HEADLINER 2017

Gold Level

\$25,000

Receive exclusive media recognition as a Gold Sponsor. Your logo will appear onsite throughout the event, in pre- and post-event advertisements in a national newspaper, and you'll also receive a half-page advertisement in the event program.

Silver Level

\$15,000

Entertain your guests in style for a good cause. You'll receive a table for 10 and touchpoints throughout the year to keep you informed on the good work your sponsorship has enabled.

In-kind Sponsorship

By donating goods or services in-kind you will help us maximize our fundraising efforts and deliver a world-class event. Please contact us for information on how we can create a customized opportunity for your company to best recognize your generosity.

Thank You

We can't wait to laugh with you. Thank you for considering a sponsorship in support of a healthier East Toronto community.

For more information, please contact:

Shannon Moon
Vice-President, Events, Annual & Operations
E: shannon.moon@tehn.ca
T: 416.469.6590 x3425
laughteristhebestmedicine.ca

MICHAEL GARRON HOSPITAL FOUNDATION

LAUGHTER
IS THE
BEST
MEDICINE



MICHAEL GARRON HOSPITAL FOUNDATION

LAUGHTER
IS THE BEST
MEDICINE

LAUGHTERISTHEBESTMEDICINE.CA



MICHAEL
GARRON
HOSPITAL

FOUNDATION