



The Heart of the East
Community Festival



2020 SPONSORSHIP OPPORTUNITIES

September 26, 2020
Monarch Park Stadium



PRESENTED BY



www.torontohonda.com



www.torontokia.com



The Heart of the East
Community Festival

**East Toronto: 400,000 people.
50+ languages spoken.
22 neighbourhoods.
One love: soccer.**

East Toronto is one of Canada's most diverse communities.

A quarter of our neighbours are new Canadians. Established neighbourhoods like the Beach sit alongside those with high proportions of newcomers like Crescent Town. In many ways, people in our community are different. But we share a lot of things, too. Like fierce community pride. A dependence on Michael Garron Hospital to keep our families healthy.

For the third year, we're rallying our community in support of a cause we're passionate about: the well-being of our neighbours affected by mental health and addictions.

Michael Garron Hospital Cup: Kick the Stigma is a day-long soccer tournament held at Monarch Park Stadium in the heart of East Toronto on September 26, 2020. Games are geared towards players of all levels with a focus on fun and team building. **The Heart of the East Community Festival** is held adjacent to the soccer tournament at Monarch Park and attracts thousands of families from the community. It features live music, games, a beer garden, and an eclectic mix of street food reflecting the diversity of our neighbourhoods.

Join us and help East Toronto kick the stigma associated with mental health, and build state-of-the-art mental health facilities at Michael Garron Hospital with a sponsorship of East Toronto's premier community festival and first peer-to-peer fundraising event.

THE CAUSE

At any given time, 1 in 5 of us are experiencing a mental health issue or addiction.

By the age of 40, half of the Canadian population will have struggled at some point. And when you count the family, friends, and colleagues of a person struggling with a mental health problem, it's an issue that affects all of us.

Michael Garron Hospital provides exceptional inpatient and outpatient mental health care for members of our community experiencing mental health issues or addictions. We also care for children and teens experiencing mental health challenges, including programs like Building Bridges—a full-time academic program addressing both mental health and academics for young people aged 12-17 who are unable to attend school due to mental illness.

Funds raised through this community event will help eliminate the stigma associated with mental health disorders and build state-of-the-art mental health facilities at Michael Garron Hospital. Construction is underway for the eight-storey Ken and Marilyn Thomson Patient Care Centre and the renewal of our existing facility. Two of the floors of the new Patient Care Centre will be dedicated to child and adolescent and adult mental health inpatient facilities.

Your sponsorship is an investment in the future of every member of our community. **Join us.**



THE ISSUE



1 in 5 Canadians are struggling with a mental health issue right now

2ND

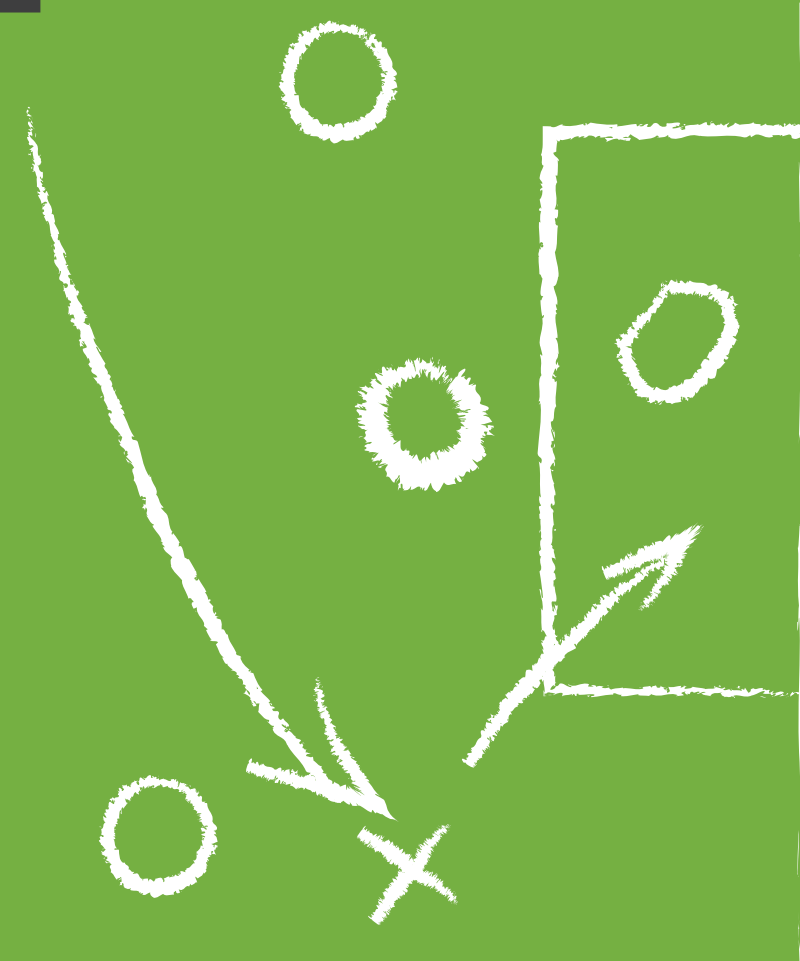
Suicide is the 2nd leading cause of death amongst Canadian teens



50% of those struggling with mental health have never sought help from a doctor for their condition



Only 1 in 5 children who needs help for a mental health condition receives it





SPONSORSHIP OPPORTUNITIES

Sponsoring the Michael Garron Hospital Cup: Kick the Stigma and The Heart of the East Community Festival shows your customers and clients that you care about a cause that is important to them: mental health and the well-being of their community.

A sponsorship will also elevate your brand to the East Toronto community while providing you and your team the satisfaction of supporting a meaningful cause.

Sponsors will receive a wide range of exclusive benefits, including recognition on Michael Garron Hospital Foundation channels and on-site opportunities.

FESTIVAL SPONSOR (1 AVAILABLE)

\$15,000

The Festival Sponsor's logo will be featured prominently on site throughout the Heart of the East Community Festival, and in other event marketing and communications channels. You'll also receive exceptional media and recognition benefits, have your logo featured in pre- and post-event advertising, and have access to activation opportunities on-site, including a Festival booth.

TOURNAMENT SPONSOR (1 AVAILABLE)

\$15,000

The Tournament Sponsor's logo will be featured prominently on site throughout the Michael Garron Hospital Cup: Kick the Stigma tournament grounds and in other event marketing and communications channels. You'll also receive exceptional media and recognition benefits, including your logo featured in pre- and post-event advertising, activation opportunities on-site, including a Festival booth.

FIELD SPONSOR (2 AVAILABLE)

\$10,000

With your sponsorship, your logo will be featured on banners located field side. You will also receive recognition in pre- and post-event advertising, and in the event program and website.

ELEMENT SPONSOR (4 AVAILABLE)

\$5,000

With your sponsorship, you will be able to brand one of the following event elements: Registration, Bubble Soccer experience, Picnic Lounge, or Live Entertainment. Your logo will be featured on event signage in this area, as well as on our website and in the event program.

BAG SPONSOR (1 AVAILABLE)

\$5,000

With your sponsorship, your logo will be featured on each of the bags given to the 300+ players on their arrival at the tournament. Your logo will be featured on event signage in this area, as well as on our website and in the event program.

REGISTRATION PROMOTION SPONSOR

(1 AVAILABLE)

MAXIMUM \$5,000

Help promote player registrations for the Kick the Stigma tournament. Your company will be recognized for donating an agreed upon amount for each player registration received over a specified period. The value of the sponsorship would be capped at \$5,000. Your logo will be featured on event signage, as well as on our website, in email communications to players and in the event program.

BOOTH SPONSOR (8 AVAILABLE)

\$2,000

Secure your company a booth at the high-traffic Heart of the East Community Festival, where both event participants and local families will gather for a day of fun and celebration. You'll have the opportunity to promote your product or service to East Toronto families and receive recognition on social media—all for a good cause. Your sponsorship will include a 10' x 10' tent, one six foot table and two chairs.

TEAM SPONSOR (MULTIPLE AVAILABLE)

\$1,500

Support one of the Kick the Stigma teams playing in the tournament and have your company name and logo emblazoned on their jerseys! In addition, you'll have a field side sign showing your support for mental health in East Toronto.

IN KIND SPONSORSHIP

By donating goods or services in-kind you will help us maximize our fundraising efforts and deliver a high-quality event. Potential in kind items could include: soccer socks for all players, scarves for all players, food and beverage donated to the event, gift cards, electronics or swag bag gifts. Please contact us for information on how we can create a customized opportunity for your company to best recognize your generosity.

SPONSORSHIP BENEFITS

	FESTIVAL/ TOURNAMENT SPONSOR	FIELD SPONSOR	ELEMENT/BAG/ REGISTRATION SPONSOR	BOOTH SPONSOR	TEAM SPONSOR
BENEFITS	\$15,000	\$10,000	\$5,000	\$2,000	\$1,500
Logo recognition on event signage	⚽	⚽	⚽		
Team registration with a reduced sponsorship fee	1 team (7-10 people)	1 team (7-10 people)	1 team (7-10 people)		
Logo placement on select print materials and event website	⚽	⚽	⚽	⚽	
Recognition in event program	1 page	½ page	¼ page	¼ page	Group recognition
Booth hosting at festival	⚽			⚽	
VIP tournament parking	⚽				
Thank you message on social media	⚽	⚽	⚽	⚽	⚽
Recognition in Foundation e-newsletter	⚽	⚽	⚽		
Corporate name inscribed on Foundation Donor Wall	⚽	⚽			
Invitations to exclusive Foundation events	⚽	⚽			
Custom wrap-up report	⚽	⚽			
First right of refusal to 2021 event	⚽	⚽			



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 Annual, Events and Operations at shannon.moon@tehn.ca or 416-469-6580 x3425.

2019 SPONSORS

PRESENTING



TOURNAMENT



FESTIVAL



FIELD



ELEMENT



BOOTH



TEAM



SNAPSHOT OF

THE EAST

Younger, upper-middle-income singles and families

\$121,368

AVERAGE HOUSEHOLD INCOME

University/
High School
EDUCATION

Own and rent
HOUSE TENURE

White Collar/
Service Sector
OCCUPATION

Need for Escape
SAMPLE SOCIAL VALUE

SOURCE: ENVIRONICS



the heart of the east



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