

MICHAEL GARRON HOSPITAL FOUNDATION

# LAUGHTER IS THE BEST MEDICINE

APRIL 10, 2021



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 comics Jerry Seinfeld, Chris Rock, Kevin Nealon, Jim Gaffigan and Michelle Wolf to Toronto, raising funds in support of a healthier east end.

We're returning for a fifth installment on April 10, 2021 at Beanfield Centre, Exhibition Place. Join us and enjoy delicious food and wine, a raucous live auction 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.

LAUGHTER IS THE BEST MEDICINE V

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## THE CAUSE

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

Michael Garron Hospital is the heart of East Toronto. We have a nearly 100-year history of providing healthcare tailored to the needs of our community, with humility and kindness. The community we serve is unique in Toronto and one of 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 healthcare: 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 people are healthy, they are able to contribute to their family, neighbourhood and Canadian society to their greatest potential. And that's worth smiling about.







Our anaesthetists will  
put you to sleep.  
Our comedy won't.



# 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 1,000 of Toronto's business and community leaders. 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.

**IN 2021, 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. We will provide you with a receipt for the full amount of your donation.



Let us take your  
breath away.  
No ambulance  
necessary.





# 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 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 new Ken and Marilyn Thomson Patient Care Centre	☺	☺		
On-site signage with logo recognition	☺	☺	☺	
Logo on sponsor loop at event	☺	☺	☺	
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 Foundation newsletter	☺	☺	☺	
Corporate name inscribed on hospital Donor Wall	☺	☺	☺	☺
Number of invitations to Food and Wine event	4	2	2	



## Platinum Sponsor

\$75,000

In addition to the benefits outlined, Platinum 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

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

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

### DINNER

As our Dinner Sponsor, display your company’s logo on each of 500 menus.



# Diamond Sponsor

## \$50,000

Diamond sponsors also have exclusive branding benefits. Secure your preferred opportunity first.

### WINE & BEER

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

### TRANSPORTATION

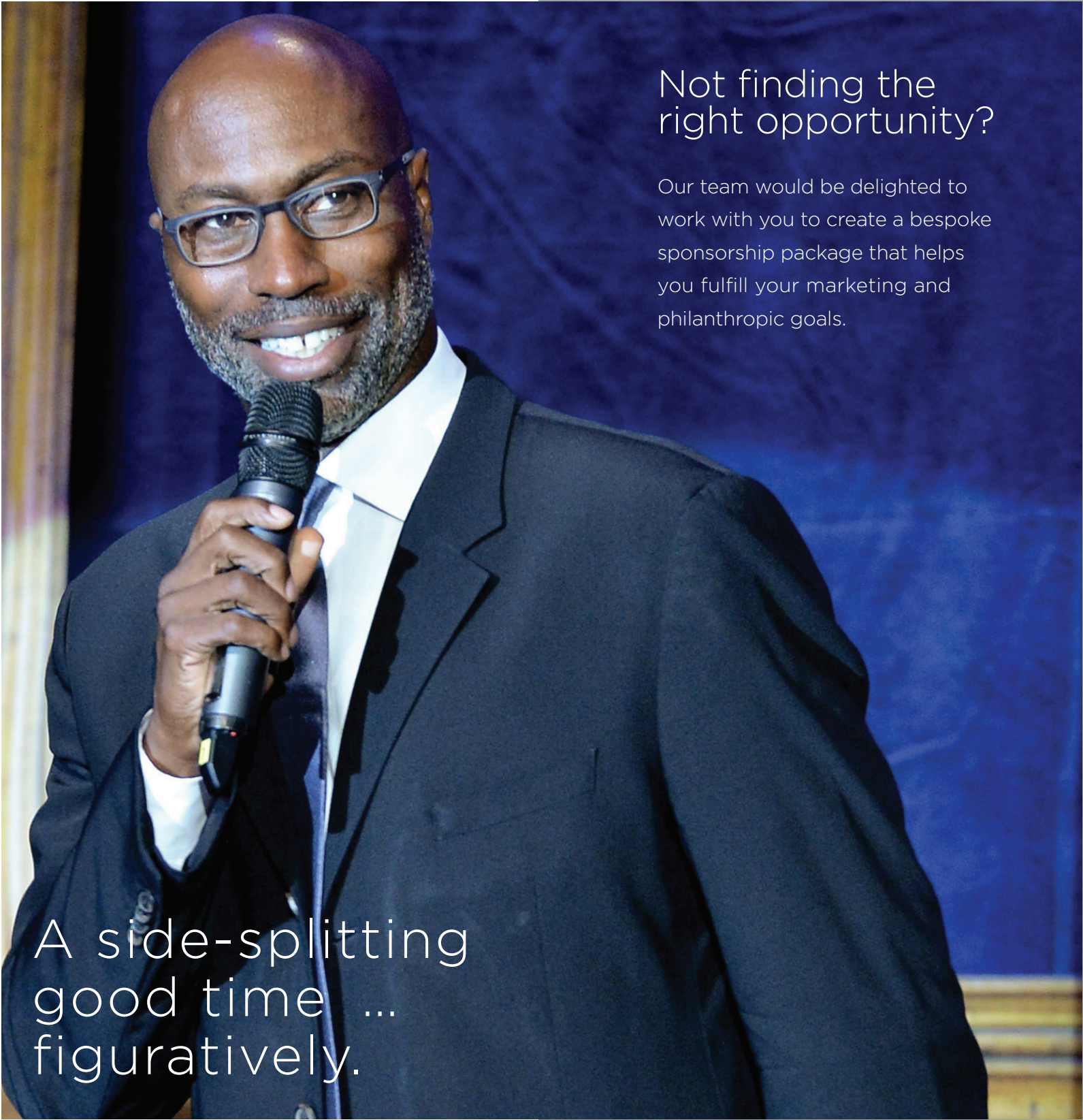
Ensure our guests get to the party in style with logo recognition in the valet area and red carpet, and the opportunity for gifting inside our celebrities' limousines and guests' cars.

### PHOTO BOOTH

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

Our team of 50 dedicated volunteers will proudly wear 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.

A side-splitting  
good time ...  
figuratively.

# Gold Sponsor \$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 Sponsor \$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 you're enabling.

# In-kind Sponsor

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:

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