

MICHAEL GARRON HOSPITAL FOUNDATION

LAUGHTER IS THE BEST MEDICINE

AT HOME

Same great
entertainment.

More comfortable
footwear.



PRESENTED BY

BMO



SPONSORSHIP OPPORTUNITIES

**Saturday night
in quarantine is
about to look a
whole lot better.**





Saturday nights haven't been the same for a while now. Or they've been a lot of the same. So, on **November 14, 2020**, Michael Garron Hospital Foundation is turning your couch into a front-row seat for a night of exclusive entertainment and dining you'd normally have to get dressed up for — all in support of a good cause.

Laughter is the Best Medicine at Home brings you the best of all situations. It's exclusive, live entertainment you can't stream, and **hosted by former east ender Will Arnett**. A dinner with carefully selected wine you wouldn't normally enjoy in the comfort of your home. You'll be laughing with hundreds of other people — no mask required. There's no waiting for a cab ride, because you're already there. And dressing up is totally optional.



THE CAUSE

Michael Garron Hospital is the heart of East Toronto — one of Canada's most diverse communities with unique healthcare needs. Health matters a lot in our community, because it's not something that can be taken for granted by everyone who lives here. That's why we need you. We have a nearly 100-year history of providing healthcare tailored to the needs of our community, with humility and kindness.



Sponsorship Opportunities





















Sponsoring Laughter is the Best Medicine at Home shows your customers and clients that you care about a cause that is important to them: the well-being of their community, especially in light of the COVID-19 pandemic. Supporting frontline healthcare workers and the health of marginalized communities has never been more important or relevant. And now, people are increasingly looking to brands to demonstrate alignment with their deepest values.

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. Most importantly, we don't think you should have to choose

between results, fun, or a good cause. Sponsoring Laughter is the Best Medicine at Home delivers you the marketing and client/staff engagement opportunities you need, while furthering a cause that is important to your stakeholders. Plus, you and your guests will connect over a fun night with great food and entertainment — all from the comfort of your own homes. Have the satisfaction of supporting a meaningful cause while enjoying a special evening of bespoke talent and delicious food and drink.

As a sponsor, you'll receive a number of tickets to the event as specified at each sponsorship level. Each ticket includes dinner for two with wine and other surprises delivered to your home (within prescribed boundaries).

Sponsors of Laughter is the Best Medicine at Home will receive a wide range of benefits

BENEFITS	DIAMOND SPONSOR \$50,000	GOLD SPONSOR \$25,000	SILVER SPONSOR \$10,000	"TABLE" SPONSOR \$5,000
Number of attendees	60 (30 tickets for two)	40 (20 tickets for two)	30 (15 tickets for two)	20 (10 tickets for two)
Number of VIP boxes	12	8	5	0
30-second advertisement				
Customized sponsorship recognition (titling)				
Recognition in post-event thank you ad				
Opportunity to provide promotional item for guests				
Corporate name included on hospital donor wall				
Logo on sponsor loop during event				
Thank you message on social media				

Diamond sponsorships

\$50,000

Diamond 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.

COMEDY SPONSOR

Bring world-class talent to the show as our Comedy Sponsor. Your name will be announced as "Performer brought to you by..." and your logo will appear on screen before the act's entrance.

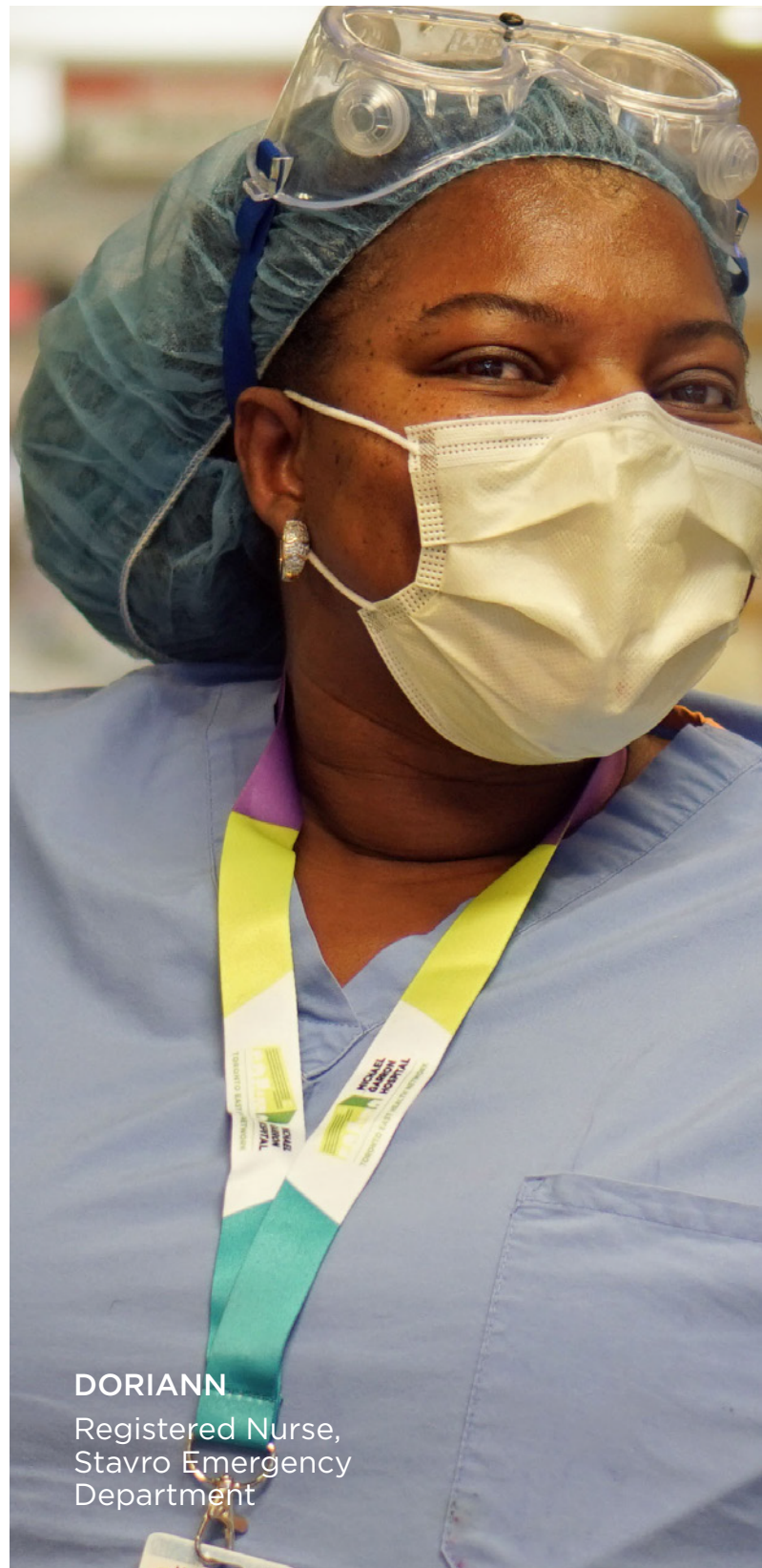


MUSIC SPONSOR

Bring world-class talent to the show as our Music sponsor. Your name will be announced as "Performer brought to you by ..." and your logo will appear on screen before the act's entrance.

DINNER SPONSOR

As our Dinner sponsor your brand will be recognized on each of our 500 dinner attendees' menus.



DORIANN
Registered Nurse,
Stavro Emergency
Department



Your sponsorship gives you great marketing benefits and a night of entertainment.

It gives Doriann and her team the ability to provide lifesaving care.

Not finding the right opportunity?

Our team would be delighted to work with you to create a curated sponsorship package to fulfill your marketing and philanthropic goals.

Gold sponsorships

\$25,000

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

DELIVERY SPONSOR

As part of the event, over 1,000 meals will be delivered to attendees. Your brand will appear prominently on the packaging containing meals.

AUCTION SPONSOR

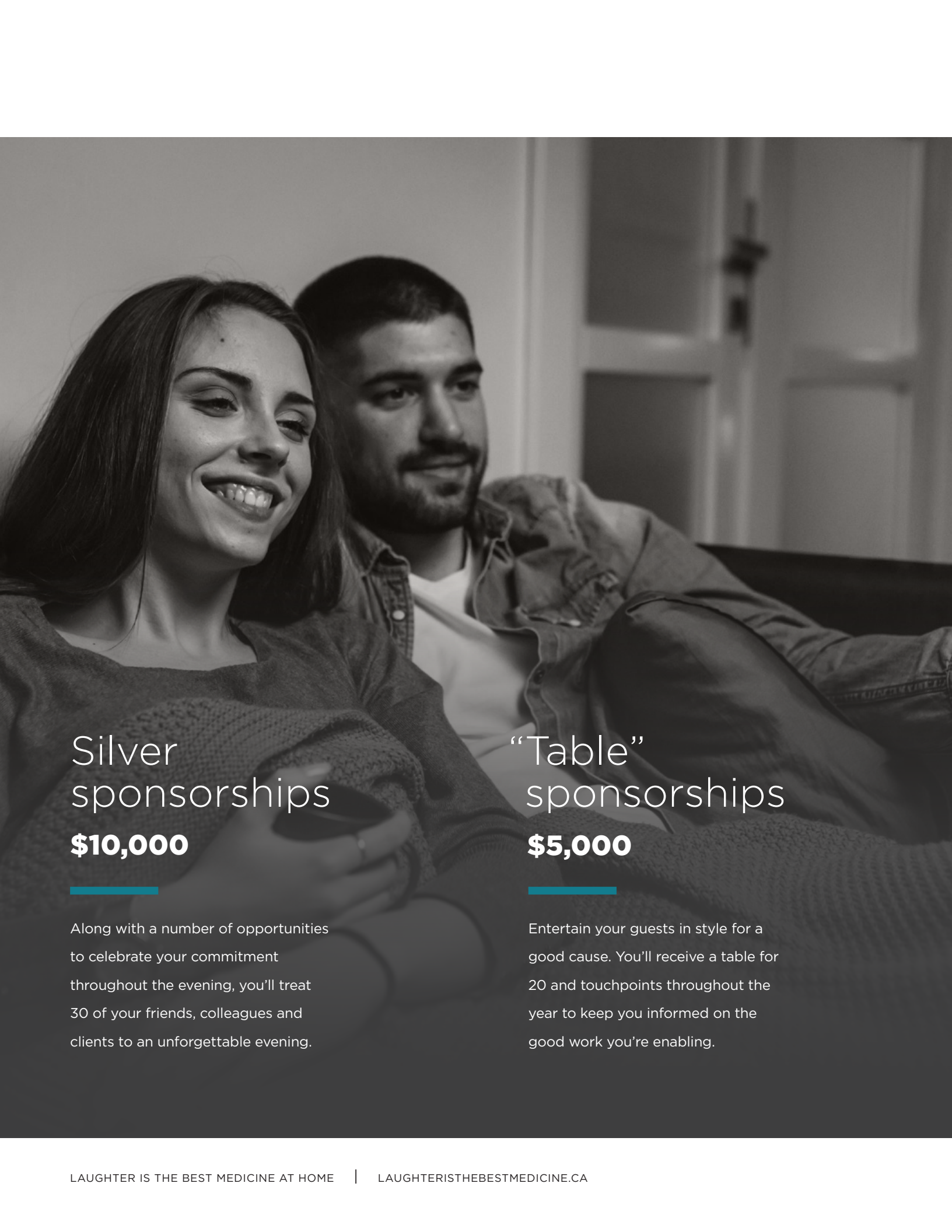
Our auction extends beyond the event to the general public and will be open during the week leading up to the gala. Your brand will be featured on the auction website and in communications relevant to the auction.

COMMUNITY BUSINESS SPONSOR

Toronto's east end is full of creatively-minded businesses that have been struggling during the COVID-19 pandemic. We want to support the businesses that make our community so vibrant while providing a one-of-a-kind experience to attendees at home. Your sponsorship will allow us to send attendees locally made, hand-crafted snacks and drinks to enjoy during the show, arriving in a package that features your brand and communicates your support.

RAFFLE SPONSOR

We're continuing the excitement with a raffle offering incredible prizes, and we're opening it to hospital staff, patients and volunteers as well as the general public. Your brand will be featured in all communications relevant to the raffle.



Silver sponsorships

\$10,000

Along with a number of opportunities to celebrate your commitment throughout the evening, you'll treat 30 of your friends, colleagues and clients to an unforgettable evening.

"Table" sponsorships

\$5,000

Entertain your guests in style for a good cause. You'll receive a table for 20 and touchpoints throughout the year to keep you informed on the good work you're enabling.

Dinner and laughter for two

\$500

Sponsors can't have all the fun. Buy a dinner for two for yourself or a friend with wine and other surprises delivered to your home (within prescribed boundaries). You'll receive an easy-to-prepare meal kit from a renowned chef with detailed video instructions. Whatever your skills are in the kitchen, it's a dinner you wouldn't normally be able to enjoy at home (and that you'll feel pretty proud about). Your kit will be delivered in advance of the event with everything you need to relax and enjoy the evening. You will also receive a \$250 receipt for income tax purposes.

To book tickets, visit laughteristhebestmedicine.ca and click "Laughter and Dinner for Two"



GIVE JONATHAN A LAUGH!

Jonathan is a Nurse Practitioner in our Intensive Care Unit. With the work he and his colleagues across the hospital have done during COVID-19, they could really use a night to relax. For a \$400 donation, we will extend an invitation on your behalf to one of our hospital's hard-working frontline staff members and a guest. We will provide you with a receipt for the full amount of your donation.

To book, go to laughteristhebestmedicine.ca and click "Give a Frontline Worker a Laugh"

Past comic guests have included Will Arnett, Jim Gaffigan, Kevin Nealon, Chris Rock and Jerry Seinfeld. This year, we will continue our tradition of bringing you the best that comedy has to offer.



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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laughteristhebestmedicine.ca

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