



MICHAEL GARRON HOSPITAL FOUNDATION

LAUGHTER IS THE BEST MEDICINE

PRESENTED BY

BMO



MAY 13, 2023

SPONSORSHIP OPPORTUNITIES

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

Michael Garron Hospital Foundation's gala, Laughter is the Best Medicine, is Canada's premier fundraising comedy event. Since the inaugural event in 2012, we've brought you legendary entertainers Jerry Seinfeld, Steve Martin, Chris Rock, Michelle Wolf, Howie Mandel and more, raising funds in support of a healthier East Toronto.

After hosting our gala virtually the last two years, we're ready for in-person belly laughs and hope that you feel the same! Join us for Laughter is the Best Medicine on May 13, 2023 at Beanfield Centre, Exhibition Place, where you will 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 - in the best way. What's more, you'll have helped a great cause.

MICHAEL GARRON HOSPITAL FOUNDATION

LAUGHTER IS THE BEST MEDICINE

MAY 13, 2023

THE CAUSE

Michael Garron Hospital is the heart of the east. 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 high proportions of newcomers and refugees compared to many parts of the city.

The COVID-19 pandemic has underscored the importance of strong, community-based healthcare. Throughout it, we have made it our mission to protect people in East Toronto (and beyond) by bringing them convenient COVID-19 vaccination and testing, and by delivering truly life-saving care.

Your sponsorship of Laughter is the Best Medicine ensures we can meet the evolving health challenges of our community by supporting our hospital's greatest needs, from the purchase of state-of-the-art medical equipment to the ongoing physical transformation of our hospital.

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





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

Sponsorship Opportunities

Sponsoring Laughter is the Best Medicine shows your customers and employees that you care about a cause that is important to them: the well-being of their community.

A sponsorship will also elevate your brand for 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 world-renowned 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, on hospital and foundation channels and plenty of on-site opportunities.

PAST SPONSORS



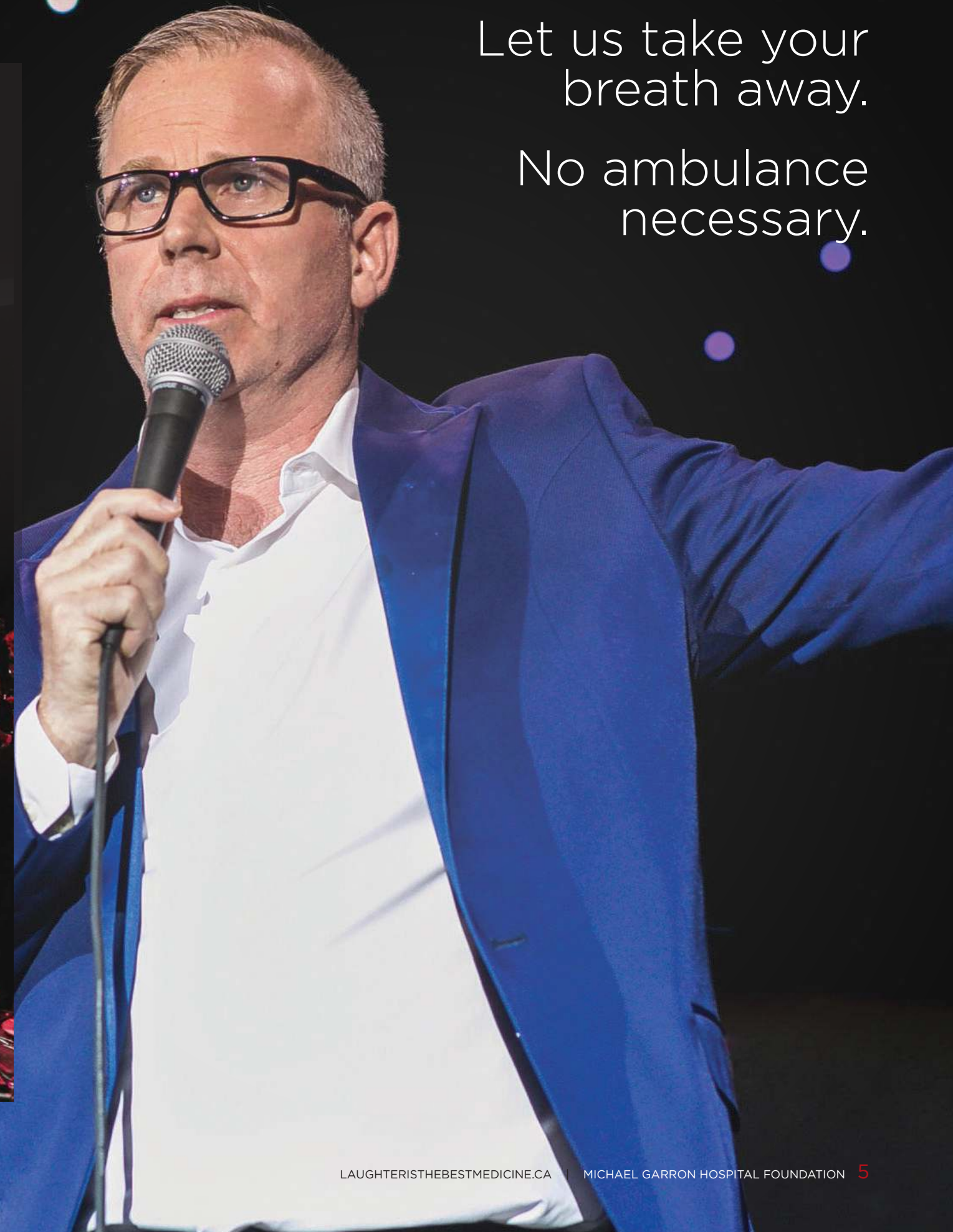
GIVE A FRONTLINER A LAUGH!

We all know they deserve it! For a \$1,000 donation, we will send one of the hospital's hard-working frontline staff to attend the gala. We will provide you with a charitable 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 | 1/2 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) | ☺ | ☺ | | |
| 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 e-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 the following 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 the act’s entrance.

DINNER

As our Dinner Sponsor, display your company’s logo on 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

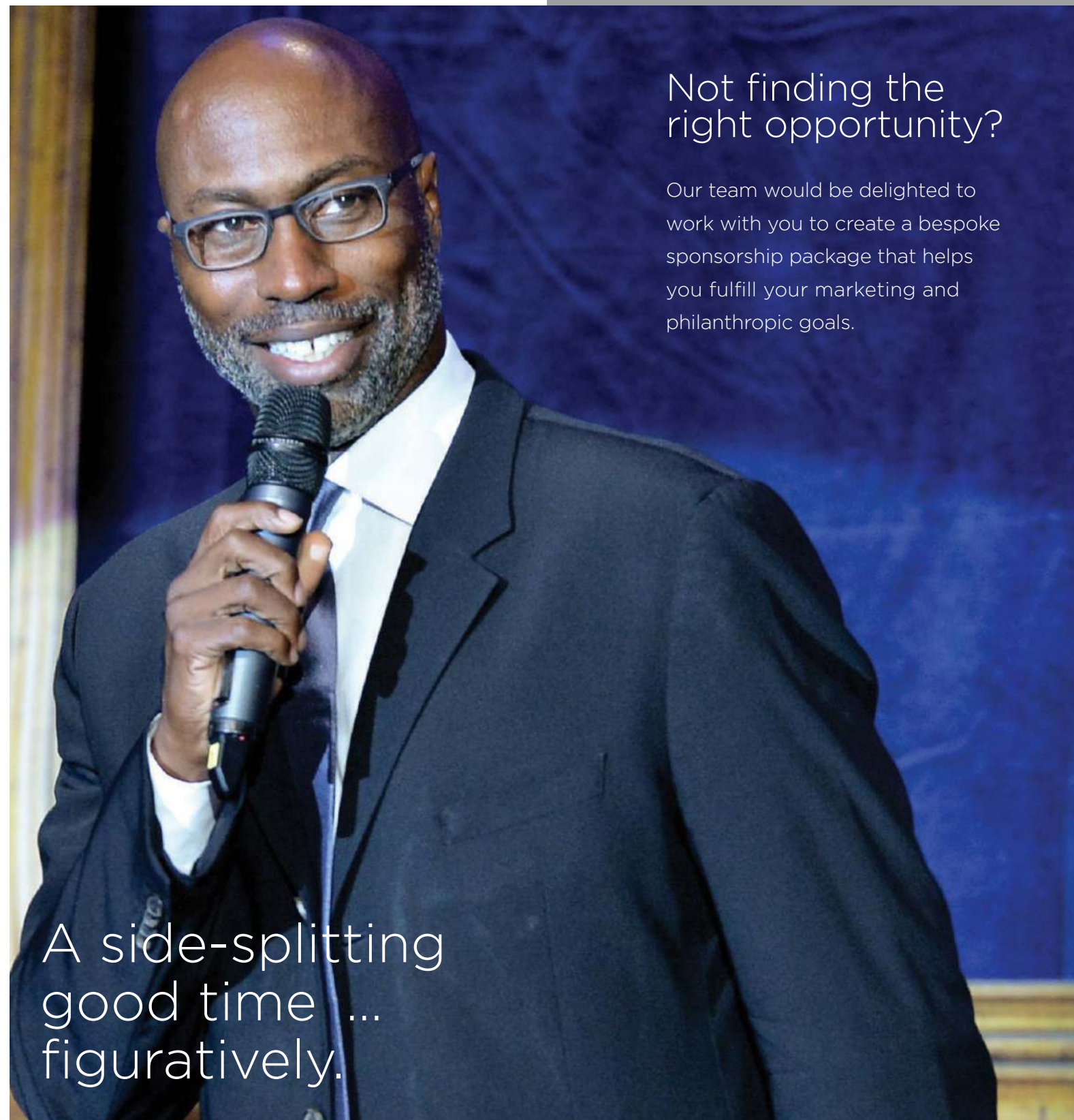
Ensure our guests get to the party in style with logo recognition in the valet area and red carpet, and the opportunity for gifting inside our celebrities' limousines and guests' cars.

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 on-site 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.

For more information, please contact:

Shannon Moon
Vice-President, Events, Annual & Operations
E: shannon.moon@tehn.ca
T: 416-557-5708
laughteristhebestmedicine.ca



MICHAEL GARRON HOSPITAL FOUNDATION

LAUGHTER
IS THE BEST
MEDICINE

LAUGHTERISTHEBESTMEDICINE.CA



SPONSOR COMMITMENT FORM

CONTACT INFORMATION

COMPANY NAME

CONTACT NAME

JOB TITLE

ADDRESS

CITY

PROVINCE

POSTAL CODE

EMAIL

PHONE

RECOGNITION NAME (HOW WOULD YOU LIKE YOUR COMPANY NAME LISTED?)

SPONSORSHIP INFORMATION (Please see sponsorship package for full list of benefits and recognition.)

Sponsorship Level

Details

- | | |
|---|---|
| <input type="radio"/> \$75,000 Platinum Sponsor | Two premium tables with prominent event recognition and VIP reception tickets |
| <input type="radio"/> \$50,000 Diamond Sponsor | One premium table with prominent event recognition and VIP reception tickets |
| <input type="radio"/> \$25,000 Gold Sponsor | One table with event recognition |
| <input type="radio"/> \$15,000 Silver Sponsor | One table |

Donations

- ☐ I would like to send _____ frontline staff to the gala for a \$1,000 donation each and a full tax receipt.
- ☐ I am not able to attend, but would like to make a donation of \$_____ towards Laughter is the Best Medicine in support of Michael Garron Hospital.

PAYMENT INFORMATION (Please note: commitment to be paid in full by May 13, 2023.)

I would like to fulfill my commitment in ____ instalment(s) as follows: _____

- ☐ Please send me an invoice ☐ I will pay via EFT. Please send me bank details
- ☐ Cheque enclosed (payable to: Michael Garron Hospital Foundation)

Please charge: ☐ Visa ☐ MasterCard ☐ American Express Card type: ☐ Business ☐ Personal

CARD NUMBER

EXPIRY DATE

SECURITY CODE

CARDHOLDER NAME

AUTHORIZED SIGNATURE