



October 17, 2024

Making a positive impact on
healthcare in East Toronto

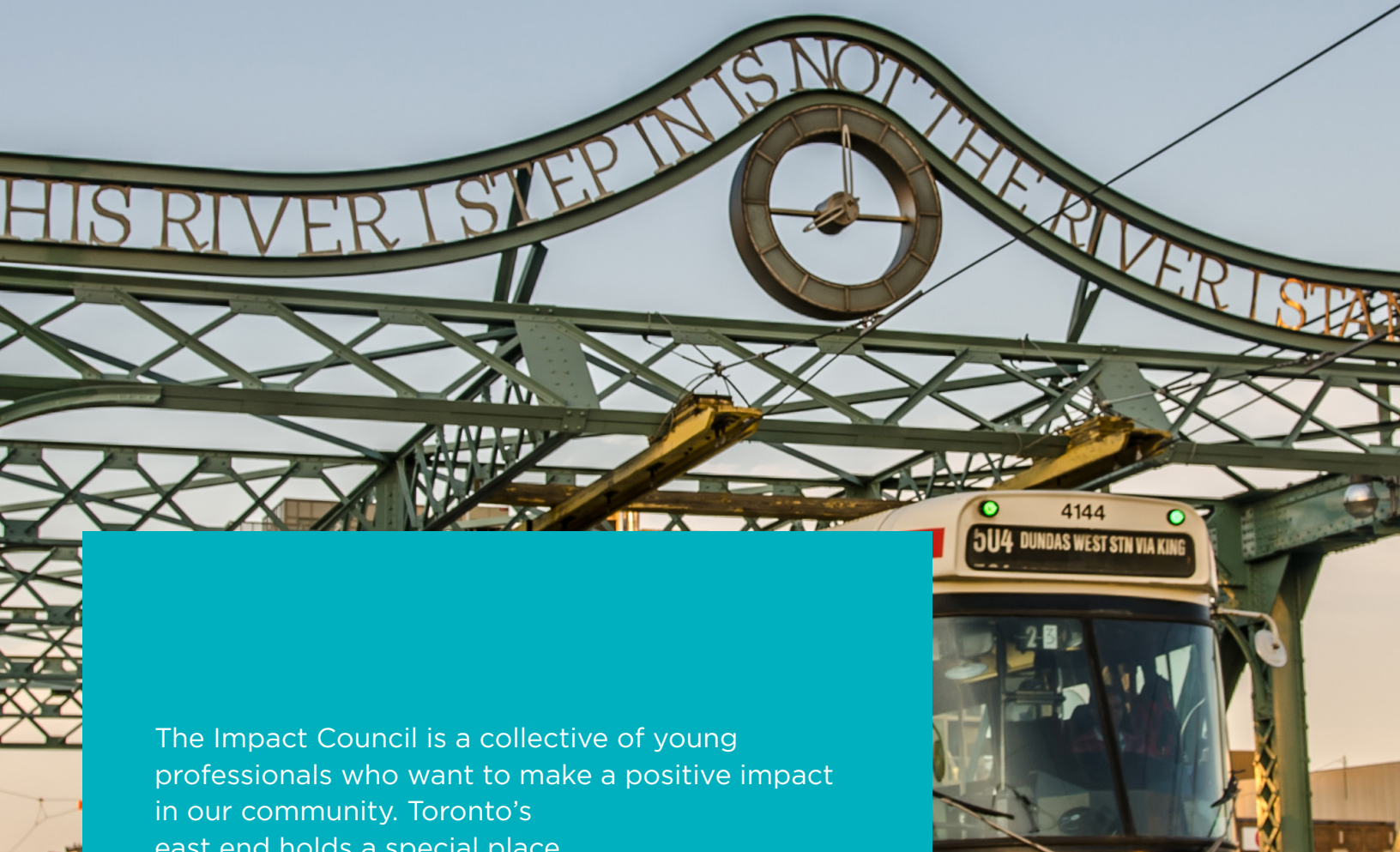
Sponsorship opportunities



the
heart
of the
east



MICHAEL
GARRON
HOSPITAL
FOUNDATION



The Impact Council is a collective of young professionals who want to make a positive impact in our community. Toronto's east end holds a special place in our hearts and that's why we've chosen to support Michael Garron Hospital – the Heart of the East. We know that a healthier community means a stronger, more resilient one that benefits everybody. Working with Michael Garron Hospital Foundation, our goal is to collaborate with local businesses and residents on initiatives that benefit everyone living in East Toronto.

IMPACT
COUNCIL
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East End Eats

The Impact Council's memorable signature event returns on Thursday, October 17 with an exciting new format. This year we'll be bringing top spots and chefs of the east end all together, under one roof of the historic and hip Broadview Hotel. Join over 250 like-minded young professionals as they enjoy and explore the best of the east. It'll be an unforgettable evening of food, drink and fun!

To date, this event has raised an impressive \$160,000 and we're motivated to keep the momentum going to ensure maximum impact for Michael Garron Hospital. All proceeds from East End Eats will support a hospital project that would otherwise go unfunded.

Audience

- 250 professionals, many with young families
- Most living in downtown, central and east end Toronto
- Looking to give back to community, network and enjoy the evening

You'll help us do more

Ask any healthcare worker and they'll give you a dozen ideas to improve patients' hospital experience. But healthcare budgets are tight; there's not enough funding to purchase every needed piece of equipment, invest in research or to make every good idea happen.

The Impact Council wants to make more good ideas a reality, by raising money at East End Eats to support Michael Garron Hospital projects that might not be funded otherwise.

More money = bigger impact. That's why your support as an official sponsor of East End Eats is vital.

In 2022, proceeds from East End Eats were awarded to the Stavro Emergency Department who were able to pilot a new virtual waiting room program, introduce a physician-led quality improvement at triage and pilot an innovative wait time clock ensuring people who need emergency treatment in East Toronto now have more streamlined care.

In 2023, these funds supported our Family Birthing Centre to enable two essential pieces of equipment and a three day Trauma-Informed Care (TIC) workshop to prevent morbidity and secondary trauma during childbirth.

The government doesn't fund upgrades like these. But your support will.



EAST TORONTO FACTS



40%
are new Canadians



20% of households
have low income



50+
languages spoken



Highest proportion
of refugees in the city



More seniors living
alone and on low incomes
than elsewhere in the city

Great care inspired by community

At Michael Garron Hospital, we care for people during the most significant and challenging moments in their lives: from the birth of a child to the death of a loved one, and everything in between.




















Our hospital serves 400,000 people in East Toronto, one of Canada's most diverse communities, as well as people throughout the city who seek our skills and expertise. We treat each person who comes through our doors like a neighbour and we've done so for nearly 100 years.

Thanks to the generosity of our supporters, our Ken and Marilyn Thomson Patient Care Centre reflects the excellence our community has come to expect from our team. Its bright spaces, increased convenience and privacy for patients, and leading-edge medical equipment allow our physicians and staff to be at their best for everyone who needs us. Renovations to our legacy buildings are underway to bring more patients a modern experience of the care they know and trust.

By sponsoring East End Eats, you show your staff and clients that you care about a cause that's important to them: the health and well-being of their community. Sponsors receive a wide range of benefits, including recognition in Michael Garron Hospital Foundation channels and event day opportunities.

Ken and
Marilyn
Thomson
Patient Care
Centre

Sponsorship opportunities

	Presenting Sponsor \$20,000	Food Sponsor \$10,000	Event Experience Sponsor* \$5,000	Community Sponsor \$2,000
Exclusive title sponsor				
Opportunity to speak on stage				
Option for on-site activation				
First right of refusal for East End Eats 2025				
Logo on all event signage				
Logo on all food properties at event				
Named sponsor of a property (“sponsored by”)				
Acknowledgement during remarks				
On-site signage				
Logo on event communications				
Logo on webpage	Header	Footer	Footer	Footer
Thank-you message on social media				
Tickets to the event	12	6	2	2

*Available properties: Auction Sponsor, Bar Sponsor, Entertainment Sponsor

Thank you to our 2023 sponsors

PRESENTING SPONSOR



AFTER PARTY SPONSOR



EVENT EXPERIENCE SPONSORS



COMMUNITY SPONSORS



IN-KIND SPONSORS



VENUE PARTNER

THE BROADVIEW HOTEL

Thank you for considering a sponsorship in support of a healthier East Toronto community.

For more information, please contact:

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