

MICHAEL GARRON HOSPITAL FOUNDATION

Laughter IS THE BEST Medicine

PRESENTED BY

BMO



Sponsorship Opportunities

Saturday, May 10, 2025

Beanfield Centre, Exhibition Place

LaughterisTheBestMedicine.ca



Laughter IS THE BEST Medicine

MICHAEL
GARRON
HOSPITAL
FOUNDATION

Laughter is the Best Medicine is Canada's premier fundraising comedy gala.

Headliners have included the best and brightest in the business. We're talking: John Mulaney, Jerry Seinfeld, Steve Martin, Chris Rock, Jim Gaffigan, Howie Mandel and many more. These legendary entertainers have helped raise millions of dollars for Michael Garron Hospital Foundation in support of a healthier East Toronto.

Join us for Laughter is the Best Medicine on May 10, 2025 at Beanfield Centre, Exhibition Place. As a sponsor, you'll get the star treatment: delicious food and wine, an exciting live auction and hilarious entertainment. We promise that you and your guests will leave with your sides hurting - in the best possible way. Plus, you'll beam with pride for the visibility we bring to your brand as we work to support the hundreds of thousands of people who rely on our hospital.

Tickling funny bones
is our specialty



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 donor generosity, our new Ken and Marilyn Thomson Patient Care Centre opened in 2023. Today it reflects the excellence our community has come to expect from our team. Renovations to our legacy buildings are underway to bring more patients a modern experience of the care they know and trust.

Your sponsorship will help us provide state-of-the-art technology, community-based programs and innovative research to improve patient care. What’s more, your support of Laughter is the Best Medicine shows your customers how much you care for your community.

What sets us apart



Our Stavro Emergency Department is one of the busiest emergency departments in the city.



We’re at the forefront of robotic-assisted surgery for prostate cancer in Ontario.



Our hospital is one of five in Toronto to provide advanced cardiac care.



Skilled interdisciplinary teams support people of all ages in reaching their mental health treatment goals.



We deliver nearly 3,000 babies per year in the Family Birthing Centre, which offers an inclusive birthing experience.



**We'll leave you in
in stitches.**



The good kind.



Sponsorship opportunities

When you sponsor Laughter is the Best Medicine, you show your customers and employees that you care about the health and well-being of their community.

With more than 1,000 influential and prominent guests at our gala, sponsorship will also elevate your brand among Toronto's business leaders and philanthropists.

As a sponsor, you'll receive a wide range of exclusive benefits, including recognition in regional and national media outlets, on our hospital and foundation channels and plenty of on-site opportunities.

Not only will you have the satisfaction of supporting a meaningful cause, you and your guests will get the star treatment at the event as you all enjoy renowned comedic talent.



Past sponsors



Sponsorship at a glance

		Presenting	Platinum	Diamond	Gold	Silver	Table
		\$150,000	\$100,000	\$75,000	\$50,000	\$25,000	\$15,000
Hosting	Number of tables (10 guests per table)	3	2	2	1	1	1
	Premium table location	✓	✓	✓	—	—	—
	Number of tickets to VIP pre-reception	30	20	20	—	—	—
	Number of tickets to headliner meet & greet (post-show, subject to availability)	10	8	4	2	—	—
Exclusive property	Customized sponsorship recognition	✓	✓	✓	✓	—	—
Advertising & print media	Logo recognition in pre-event advertisement	✓	✓	✓	✓	—	—
	Logo recognition in post-event thank-you advertisement	✓	✓	✓	✓	✓	—
	Company advertisement in event program (submissions due April 10, 2025)	1 page	1 page	1 page	1 page	1/2 page	—
	Shared logo recognition on MGHF social media channels	✓	✓	✓	✓	—	—
Recognition	Logo recognition in event program (submissions due April 10, 2025) and on event website	✓	✓	✓	✓	✓	text only
	Logo recognition on digital screen and on-site sponsor banner (submissions due April 10, 2025)	✓	✓	✓	✓	✓	—
	Logo recognition in foundation e-newsletter and in e-communications (x3)	✓	✓	✓	✓	✓	—
Additional benefits	Opportunity to provide promotional item for guests (must be received by April 28, 2025)	✓	✓	✓	✓	—	—
	Corporate name inscribed on hospital donor wall	✓	✓	✓	✓	✓	✓
	Full business receipt	✓	✓	✓	✓	✓	✓

Platinum Sponsor
\$100,000

Platinum Sponsors receive two tables and will have the opportunity to brand one of the following exclusive properties. These options are available on a first-come basis; act quickly to secure your preferred option.

DINNER

As our Dinner Sponsor, your company logo will be displayed on 500 to 600 menus. Messaging about your company's corporate social responsibility will appear on the reverse side.

ENTERTAINMENT

Bring world-class talent to the show as our Entertainment Sponsor. Your name will be announced throughout the venue and your logo will appear on screen as the show begins.

VIP

As our VIP Sponsor, you'll receive two tables in a premium location. Your logo will be featured prominently on a unique installation in the VIP reception.

Diamond Sponsor
\$75,000

Diamond Sponsors receive two tables and will have the opportunity to brand one of the following exclusive properties. Options are available on a first-come basis so commit soon to ensure you aren't disappointed.

COCKTAIL RECEPTION

Make a splash with attendees by sponsoring the cocktail reception. Your logo will be featured prominently on an installation in the reception area.

ENVIRONMENTAL SUSTAINABILITY

As the Environmental Sustainability Sponsor, your logo will be featured on an eco-friendly installation and we'll purchase carbon offsets in your name to reduce the event's environmental impact.

PHOTO BOOTH

All guests will have the opportunity to enjoy our photo booth. Your logo will be featured on their keepsake pictures, as well as on the booth itself.

Gold Sponsor
\$50,000

Gold Sponsors also have exclusive branding benefits. Hurry to secure the opportunity of your choice.

- CONTEST
- FRONTLINE GRATITUDE
- SIGNATURE COCKTAIL
- VALET
- VOLUNTEER
- WINE & BEER

Silver Sponsor
\$25,000

Receive exclusive media recognition as a Silver Sponsor. Your logo will appear on-site throughout the event and in a post-event advertisement in a national newspaper. You'll also receive a half-page advertisement in the event program.

Table Sponsor
\$15,000

Entertain your guests in style. You'll receive a table for 10 and touchpoints throughout the year to keep you informed on the important work you're supporting.

In-kind Sponsor

By donating goods or services in-kind, you'll help us maximize our fundraising efforts and deliver a world-class event. Please contact us to learn how we can customize an opportunity to best recognize your generosity.



Treat a frontliner!

For an additional \$1,000 donation, you can send one of our hospital's hard-working frontline staff to the gala. You'll make their night – and receive a charitable receipt for the full amount of your donation.



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.

Because supporting a good cause is something to smile about.

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Michael Garron Hospital Foundation

825 Coxwell Avenue, Office A128,
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Charitable registration no. 11925 9448 RR0001

LaughterisTheBestMedicine.ca

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:

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