

THE GIVER

PRESENTED BY

smyl St. Michael's
Young Leaders



IT'S THE
FEEL GOOD
PARTY OF
THE YEAR.

(NO NEED FOR AVOCADO TOAST,
JUICING OR 10,000 STEPS.)

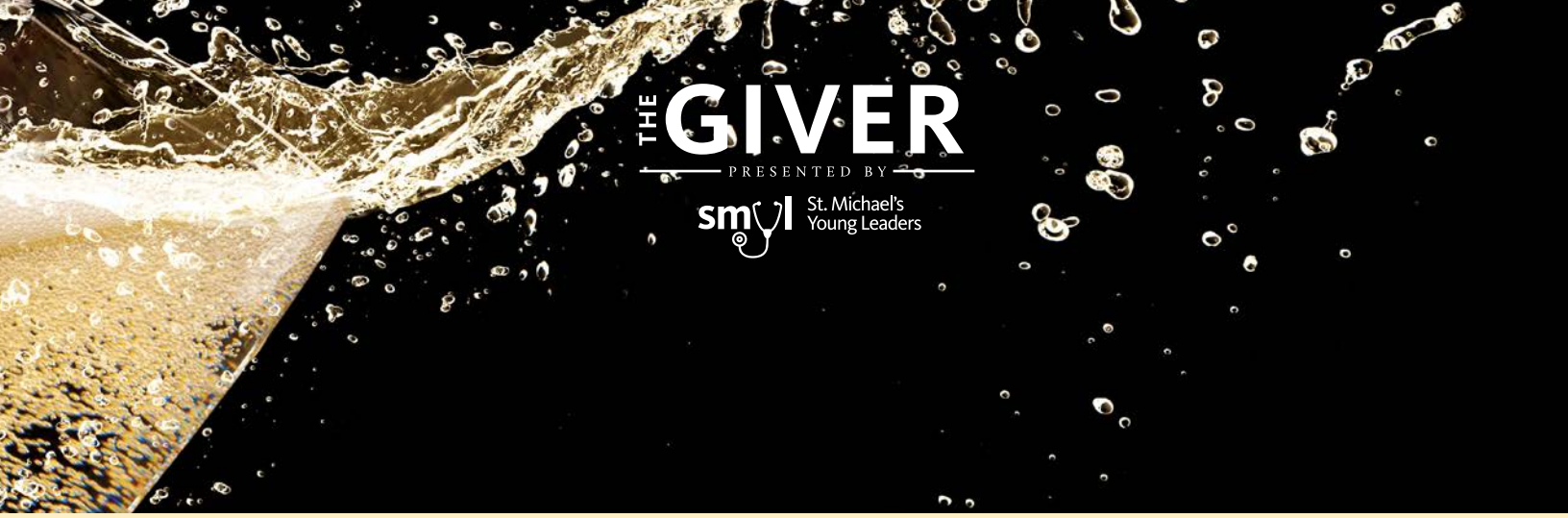
FRIDAY, NOVEMBER 8, 2019 | THE BERKELEY CHURCH, 315 QUEEN ST. E | DOORS OPEN @ 8:30 P.M.

IN SUPPORT OF RESEARCH TO TACKLE ORGAN SCARRING

PLEASE DRINK RESPONSIBLY

THE URBAN
ANGEL

St. Michael's
Hospital Foundation



St. Michael's Young Leaders (SMYL) is a group of fierce young professionals who raise funds for St. Michael's Hospital through four action-packed annual events: THE BOWLER, THE DUFFER, THE DODGER and THE GIVER. Since 2008, these St. Mike's volunteers have bowled, golfed, danced and dodged their way to nearly \$2 million.

Our next big goal is ambitious. SMYL is raising \$500,000 in support of Scar Wars, a world-leading research centre that is revolutionizing treatment for fibrosis, or organ scarring. Though it's a condition that's relatively unknown, fibrosis is the cause of nearly half the deaths in the developed world. And while there are hundreds of drugs for heart disease and various cancers, medicine has yet to figure out how to diagnose and treat fibrosis.

At St. Michael's, our innovative and collaborative team of world-renowned researchers are determined to change that. With a track record of global firsts, the Scar Wars team has dramatically impacted patients' lives with new diagnostic tools and the development of two promising new drugs that could stop and potentially reverse the deadly effects of scarring.

Join SMYL in taking on one of the toughest health challenges of our time.



W H Y P A R T N E R ?

Partnering with THE GIVER will expose your company to 450 influential young professionals aged 25-35. While supporting St. Michael's Hospital.

THE GIVER provides its partners with brand activations at the event, including sampling opportunities.

By having a presence at THE GIVER, your company is seen not only by the attendees, but also by their broader networks that extend across various demographic groups.





THANKS AGAIN TO OUR 2018 SUPPORTERS

BRONZE PARTNERS



大成 DENTONS



RBC Capital Markets

FRIENDS OF SMYL



SPECIAL THANKS TO



THE KIT



SPONSORSHIP OPPORTUNITIES

Benefits	Gold Partner \$ 8,000	Silver Partner \$ 6,000	Bronze Partner \$4,000	Friends of SMYL \$2,000
Opportunity to provide branded onsite signage (max. one sign)	X	X		
On-site activation footprint (10 x 10 ft. space)	X	X		
Tiered logo placement on all event marketing materials and website	Tier 1	Tier 2	Tier 3	Tier 4
Tiered logo placement on eblasts to SMYL database (two total)	X	X	X	X
Social media mentions on SMYL's and St. Michael's Hospital Foundation's social channels	4	3	2	2
Recognition in St. Michael's Hospital Foundation's Annual Report	X	X	X	X
Business receipt	X	X	X	X
Tickets to THE GIVER (valued at \$130 each)	10	6	4	2
Two tickets to Angels Den (St. Michael's Hospital Foundation's signature research funding competition)	X			

***There are more ways to support!**

Contact us at smyl.giver@gmail.com to learn about other sponsorship opportunities.

ALTERNATIVE SPONSORSHIP OPTIONS

We welcome your support of THE GIVER in all forms, including donation of services, gift certificates or other valuables in support of our on-site fundraising activities. Our GIVER gift bags are highly sought after and allow for a targeted sampling opportunity.

To thank our generous in-kind sponsors, we will provide the following recognition:

- One social media mention
- Logo recognition, Tier 4
- Activation opportunity*

**Activation fees at sponsors' expense*

CONTACT US

GIVER CO-CHAIRS

Chelsea Rasmussen and Meghan Moore
smyl.giver@gmail.com

FOUNDATION REPRESENTATIVES

Monica Estrada MacDonald
Philanthropy Coordinator, Events and Sponsorship
416.864.6060, ext. 49403 | EstradaMacdM@smh.ca

Alexandra Telfer
Philanthropy Manager, Events and Sponsorship
416.864.5036 | TelferA@smh.ca





St. Michael's Hospital Foundation

30 Bond Street, Toronto, Ontario

M5B 1W8

416.864.5000

stmichaelsfoundation.com/donate

Charitable Registration #122963663RR0001