



AN UNFORGETTABLE EVENING

A GALA IN SUPPORT OF

Alzheimer Society
TORONTO

**SPONSORSHIP & CORPORATE
TABLE OPPORTUNITIES**



WEDNESDAY, NOVEMBER 6, 2024
STEAM WHISTLE | 255 BREMNER BLVD

EVENT OVERVIEW

5:30 P.M. – 6:30 P.M. Cocktail Reception

6:30 P.M. – 9:30 P.M. Dinner, Entertainment, Guest Speakers, Live Auction

The Unforgettable Evening brings together friends, celebrities, philanthropists and business leaders to advance the cause and raise funds to address the needs of Canadians living with Alzheimer's and other dementias. We invite you to join the Alzheimer Society of Toronto on Wednesday, November 6, 2024 for the 19th Unforgettable Evening. All funds raised will benefit those living with dementia and their care partners.

Your support is invaluable. When you sponsor the Unforgettable Evening Gala you play a crucial role in alleviating the personal and social consequences of Alzheimer's disease and other dementias. Alzheimer's disease is not an illness we can ignore. It has an overwhelming impact on the people diagnosed with the disease as well as the families and friends who care for them. You have the power to help. Please join us for a truly wonderful and unforgettable evening in support of the Alzheimer Society of Toronto.



Unforgettable Evening will be hosted by **Gavin Crawford**, producer & host of CBC radio's hit comedy quiz *Because News* and the hit podcast, *Let's Not Be Kidding*.



WHO WE ARE

At the Alzheimer Society of Toronto (AST), we strive to make sure no one has to feel alone in their journey living with dementia. Since 1981, we have been delivering free programs, education, healthcare navigation, and counselling for individuals living with dementia and their families and care partners.

More than 51,000 people in Toronto are currently living with dementia. On a broader scale, one-in-three adults in Ontario has a close family member living with dementia. For those affected by dementia and their care partners, the Alzheimer Society of Toronto is there to ensure the best quality of life possible, a life of dignity and respect.

“We are so grateful to the Alzheimer Society of Toronto and the Early Diagnosis group for their support. It is so meaningful and important for us.”

– Support Group Attendee

The Alzheimer Society of Toronto helps more than 8,000 families each year, offering free counselling, caring support, and education. We work to reduce stigma in your community, providing education and training on Dementia Friendly Communities to Toronto Libraries, Toronto transit services and other organizations. And we work to provide safe spaces and engagement opportunities for those living with dementia and their care partners, supporting social inclusion and quality of life.

With the number of new dementia diagnosis expecting to grow by 22% over the next five years, the demand for our services risks outpacing our ability to meet the needs of everyone who requests support. You can make a difference.



THANK YOU TO OUR 2023 UNFORGETTABLE EVENING GALA SUPPORTERS

SPONSORS

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IG Private Wealth Management

Program Sponsor

RBC

Cocktail Reception Sponsor

CIBC

Fund-A-Need / Auction Sponsor

BMO

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Toronto Memory Program

Excellence in Health Care Sponsor

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SPONSORSHIP & TABLE OPPORTUNITIES

Title Sponsor | \$100,000

- Two Premium tables for ten (10) each
- Two-page ad in event program
- Logo lock-up with event logo
- Three (3) social media mentions pre or post event
- Acknowledgement by host during event
- Opportunity for representative to address guests at the event from the stage

LOGO RECOGNITION ON:

- ◆ marketing materials (including print and digital assets)
- ◆ Alzheimer Society of Toronto website
- ◆ multimedia presentation at the gala
- ◆ table signage

Entertainment Sponsor | \$50,000

- Two Premium tables for ten (10) each
- One page ad in event program
- Logo lock-up with event logo
- Two (2) social media mentions pre or post event
- Acknowledgement by host during event
- Opportunity for meet 'n greet with event host and headline entertainment
- Opportunity to be seated with event host at your table

LOGO RECOGNITION ON:

- ◆ marketing materials (including print and digital assets)
- ◆ Alzheimer Society of Toronto website
- ◆ multimedia presentation at the gala
- ◆ table signage

Cocktail Reception Sponsor *or* Program Sponsor | \$25,000

- One Premium table for ten (10)
- ½ page ad in event program
- Two (2) social media mentions pre or post event
- Acknowledgement by host during event

LOGO RECOGNITION ON:

- ◆ Logo recognition on marketing materials as special sponsor (including print and digital assets)
- ◆ Alzheimer Society of Toronto website
- ◆ multimedia presentation at the gala
- ◆ table signage

GOLD Corporate Table | \$15,000

- One table for ten (10)
- ½ page ad in event program
- One (1) social media mention pre or post event
- Acknowledgement by host during event

LOGO RECOGNITION ON:

- ◆ marketing materials (including print and digital assets)
- ◆ Alzheimer Society of Toronto website
- ◆ multimedia presentation at the gala
- ◆ table signage

Corporate Table | \$10,000

- One table for ten (10)
- One (1) social media mention pre or post event

NAME RECOGNITION ON:

- ◆ marketing materials (including print and digital assets)
- ◆ Alzheimer Society of Toronto website
- ◆ multimedia presentation at the gala
- ◆ table signage

Title Sponsor

\$100,000



SPONSORSHIP & TABLE OPPORTUNITIES

Benefits:

- Two Premium tables for ten (10) each
- Two-page ad in event program
- Logo lock-up with event logo
- Three (3) social media mentions pre or post event
- Acknowledgement by host during event
- Opportunity for representative to address guests at the event from the stage
- Logo recognition on:
 - ◆ marketing materials (including print and digital assets)
 - ◆ Alzheimer Society of Toronto website
 - ◆ multimedia presentation at the gala
 - ◆ table signage



Entertainment Sponsor

\$50,000

SPONSORSHIP & TABLE OPPORTUNITIES

Benefits:

- Two Premium tables for ten (10) each
- Full page ad in event program
- Two (2) social media mentions pre or post event
- Acknowledgement by host during event
- Opportunity for meet 'n greet with event host and headline entertainment
- Opportunity to be seated with event host at your table
- Logo recognition on:
 - ◆ marketing materials (including print and digital assets)
 - ◆ Alzheimer Society of Toronto website
 - ◆ multimedia presentation at the gala
 - ◆ table signage



Cocktail Reception Sponsor or Program Sponsor

\$25,000

SPONSORSHIP & TABLE OPPORTUNITIES

Benefits:

- One Premium table for ten (10)
- ½ page ad in event program
- Two (2) social media mentions pre or post event
- Acknowledgement by host during event
- Logo recognition on:
 - ◆ Marketing materials as special sponsor (including print and digital assets)
 - ◆ Alzheimer Society of Toronto website
 - ◆ multimedia presentation at the gala
 - ◆ table signage



GOLD Corporate Table

\$15,000

SPONSORSHIP & TABLE OPPORTUNITIES

Benefits:

- One table for ten (10)
- ½ page ad in event program
- One (1) social media mention pre or post event
- Acknowledgement by host during event
- Logo recognition on:
 - ◆ marketing materials (including print and digital assets)
 - ◆ Alzheimer Society of Toronto website
 - ◆ multimedia presentation at the gala
 - ◆ table signage

Corporate Table

\$10,000



SPONSORSHIP & TABLE OPPORTUNITIES

Benefits:

- One table for ten (10)
- One (1) social media mention pre or post event
- Name recognition on:
 - ◆ marketing materials (including print and digital assets)
 - ◆ Alzheimer Society of Toronto website
 - ◆ multimedia presentation at the gala
 - ◆ table signage



LET'S CONNECT!

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