

presented by



**in support of new mental health facilities
at Michael Garron Hospital**

**September 22, 2018
Monarch Park Stadium**

2018 SPONSORSHIP OPPORTUNITIES



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Monarch Park Stadium**

**East Toronto: 500,000 people.
40+ languages spoken.
22 neighbourhoods.
One love: soccer.**

East Toronto is Canada's most diverse community.

A quarter of our neighbours are new Canadians. Established neighbourhoods like the Beach sit alongside those with high proportions of newcomers like Crescent Town. In many ways, people in our community are different. But we share a lot of things, too. Like fierce community pride. A dependence on Michael Garron Hospital to keep our families healthy.

And we're die-hard soccer fans.

This year, we're rallying our community in support of a cause we're passionate about: the well-being of our neighbours affected by mental health and addictions. The stigma associated with these devastating—yet incredibly common—health conditions often prevents those struggling from getting the help they need. We're going to change that while bringing East Toronto together for a day of fun, friendly competition, and community pride.

Michael Garron Hospital Cup: Kick the Stigma is a day-long soccer tournament and festival held at Monarch Park Stadium in the heart of East Toronto on September 22, 2018. Games will run with three divisions geared towards players of all levels and ages. We'll also keep the fun going with a community festival, featuring live music, games, a beer garden, and an eclectic mix of street food reflecting the diversity of our neighbourhoods.

Join us and help East Toronto kick the stigma associated with mental health, and build state-of-the-art mental health facilities at Michael Garron Hospital with a sponsorship of East Toronto's first community peer-to-peer fundraising event.

THE CAUSE

At any given time, 1 in 5 of us are experiencing a mental health issue or addiction.

By the age of 40, half of the Canadian population will have struggled at some point. And when you count the family, friends, and colleagues of a person struggling with a mental health problem, it's an issue that affects all of us.

Michael Garron Hospital provides exceptional inpatient and outpatient mental health care for members of our community experiencing mental health issues or addictions. We also care for children and teens experiencing mental health challenges, including programs like Building Bridges—a full-time academic program addressing both mental health and academics for young people aged 12-17 who are unable to attend school due to mental illness.

Funds raised through the Michael Garron Hospital Cup: Kick the Stigma will help eliminate the stigma associated with mental health disorders and build state-of-the-art mental health facilities at Michael Garron Hospital. Construction is underway for the eight-storey Ken and Marilyn Thomson Patient Care Centre and the renewal of our existing facility. Two of the floors of the new Patient Care Centre will be dedicated to child and adolescent and adult mental health inpatient facilities.

Since Michael Garron Hospital was first built in 1929, we've come a long way in our understanding and treatment of mental health disorders. Our new facility will reflect advances in mental health care, providing private rooms, home-like finishes, and an abundance of natural light—spaces where patients can heal in dignity and comfort.

Features of our redeveloped mental health spaces will include:

- a 44-bed adult inpatient unit
- the 6-bed Slaight Family Foundation Short-Stay Inpatient Unit serving children and teens experiencing an acute mental health crisis
- a secure, open-air terrace for patients to visit with family, participate in recreational and therapeutic programming, and experience the healing power of nature
- indoor and outdoor play spaces so our young patients can play and be kids
- state-of-the-art therapeutic facilities like a Snoezelen multi-sensory room

Your sponsorship of Kick the Stigma is an investment in the future of every member of our community. **Join us.**

THERE'S NEVER BEEN A BETTER TIME TO GIVE

Thank you to the generosity of Berna and Myron Garron, your gift will unlock—dollar for dollar—further funds to improve patient care, to a maximum of \$25 million.

THE ISSUE



1 in 5 Canadians are struggling with a mental health issue right now

2ND

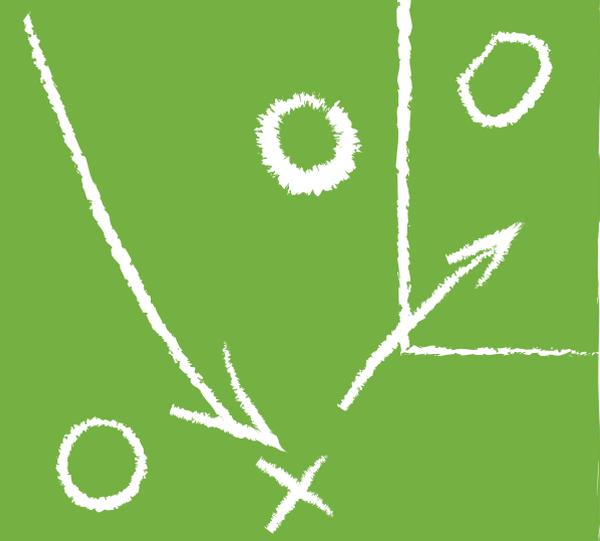
Suicide is the 2nd leading cause of death amongst Canadian teens



50% of those struggling with mental health have never sought help from a doctor for their condition



Only 1 in 5 children who needs help for a mental health condition receives it



How we help

Michael Garron Hospital provides leading-edge mental health care to the East Toronto community and beyond:



828 adults received inpatient mental health treatment last year



160 children and youth received inpatient mental health care last year



14 youth with mental illness were empowered to stay in school and achieve an education through the **Building Bridges program**



2225 individuals received emergency mental health crisis support



SPONSORSHIP OPPORTUNITIES

Sponsoring the Michael Garron Hospital Cup: Kick the Stigma shows your customers and clients that you care about a cause that is important to them: mental health and the well-being of their community.

A sponsorship will also elevate your brand to the East Toronto community while providing you and your team the satisfaction of supporting a meaningful cause while enjoying a day of fun and competition.

Sponsors of Kick the Stigma will receive a wide range of exclusive benefits, including recognition in regional and national media outlets, in Michael Garron Hospital Foundation channels, and an abundance of on-site opportunities.

FESTIVAL SPONSOR \$25,000 (1 AVAILABLE)

The Festival Sponsor's logo will be featured prominently on site throughout the Michael Garron Hospital Cup: Kick the Stigma community festival, and in other channels related to the event. You'll also receive exceptional media and recognition benefits, including your logo featured in pre- and post-event advertising. You'll also receive activation opportunities on-site, including a Festival booth.

FIELD SPONSOR \$10,000 (8 AVAILABLE)

With your sponsorship, your logo will be featured on banners located on the field of your choice. You will also receive recognition in pre- and post-event advertising, and in the event program and website.

ELEMENT SPONSOR \$5,000 (4 AVAILABLE)

With your sponsorship, you will be able to brand one of the following event elements: Registration, the Bubble Soccer experience, the Skills Competition, or Live Entertainment. Your logo will be featured on event signage in this area, as well as on our website and in the event program.

BOOTH SPONSOR \$2,500

Secure your company a booth at the high-traffic Kick the Stigma community festival, where both event participants and local families will gather for a day of fun and celebration. You'll have the opportunity to promote your product or service to East Toronto families and receive recognition on social media—all for a good cause.

IN-KIND SPONSORSHIP

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.

SPONSORSHIP BENEFITS

BENEFITS	FESTIVAL SPONSOR \$25,000	FIELD SPONSOR \$10,000	ELEMENT SPONSOR \$5,000	BOOTH SPONSOR \$2,500
Logo recognition on event signage				
Team registration with a reduced sponsorship fee	1 team (7-10 people)	1 team (7-10 people)	1 team (7-10 people)	
Logo placement on print materials and event website				
Recognition in event program	1 page	1/2 page	1/4 page	1/4 page
Booth hosting at festival				
VIP tournament parking				
Thank you message on social media				
Recognition in pre-event advertisement				
Recognition in post-event thank-you advertisement				
Recognition in Foundation e-newsletter				
Corporate name inscribed on Foundation Donor Wall				
Invitations to exclusive Foundation events				
Custom wrap-up report				
First right of refusal to 2019 event				

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. Please contact Lindsay Hunt, Events Officer at lindsay.hunt@tehn.ca or 416-469-6580 x6218.



kickthestigma.ca