



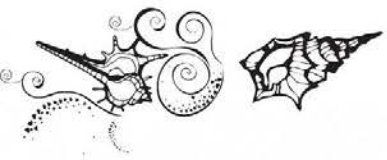
21<sup>ST</sup> ANNUAL  
Starlight  
CHILDREN'S FOUNDATION  
Gala

SATURDAY, APRIL 16TH, 2016

THE ROYAL YORK HOTEL, TORONTO

PRESENTING SPONSOR

TOYS R US BABIES R US



# Celebrating 21 Years!



**PLEASE JOIN US AND SHOW YOUR SUPPORT FOR STARLIGHT CHILDREN'S FOUNDATION CANADA AS WE CELEBRATE TWENTY ONE YEARS OF FUNDRAISING THROUGH THE ANNUAL GALA!**

The 21st Anniversary Starlight Gala on Saturday, April 16th, 2016 will be our splashiest fundraiser ever! This magical and moving evening, with a vibrant **"UNDER THE SEA"** theme, will not only celebrate the Foundation's work in Canada for over twenty years, but will also raise much needed funds to support Starlight's vital in-and-out of hospital programming across the country.

**OUR GOAL IS TO RAISE \$500,000 FOR STARLIGHT CHILDREN'S FOUNDATION, & WITH YOUR HELP WE WILL!**

Please review the following pages to see how you can make a huge impact. You don't even need to attend the Gala to support it! Select your method of contribution with any of the following options:

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**GALA SPONSOR**




Choose from **6** levels of participation!




**PURCHASE A TABLE**

Receive recognition as a **TABLE SPONSOR**

**INDIVIDUAL TICKETS**



Purchase tickets to attend the Gala



**MONETARY DONATION**

Gifts in any amount are welcome!  
(Starlight will issue tax receipts for greater than \$10)

Become a **"Starlight Family Sponsor"** for a donation of **\$1,250**

**GRANT A WISH**

Make a Wish come true for a child!



**DONATE PRODUCTS & SERVICES**

Donate **Products** or **Services** for fundraising in the **Silent Auction, Raffle,** or **Live Auction.**  
(Starlight will issue tax receipts for the fair market value of each item donated.)



**THANK YOU FOR YOUR COMMITMENT AND WILLINGNESS TO MAKE A DIFFERENCE IN THE LIVES OF SICK CHILDREN AND THEIR FAMILIES.**





About  
STARLIGHT  
CHILDREN'S FOUNDATION  
CANADA

# About

Living with a serious illness can cause enormous strain in the lives of children and their families. The pain, fear and isolation that sick children feel dominates their lives and they often miss out on the normal experiences healthy children take for granted.

This is why Starlight is there. For over 25 years, Starlight Children's Foundation Canada has been dedicated to brightening the lives of children who live with a serious illness or life-altering injury by providing both in-hospital and out-of-hospital programs from diagnosis throughout the course of their care journey.

We understand what families go through when a child is sick, and how important it is to find relief from worry and isolation. Our programs have been proven to distract children from their pain, help them better understand and manage their illness, and connect families with others facing similar challenges.

Children fighting serious illnesses often feel like they are alone. They do not get to see their friends as often as they would like. Most of their time is spent shuffling between hospital rooms or meeting with physicians. With so much commotion on the outside, it can be easy to forget that there is a child on the inside. Starlight makes sure that never happens.



Starlight is there from hospital to home

# In and Out-of-Hospital Programs.



## IN-HOSPITAL PROGRAMS

It's generally not a lot of fun for anyone to be in a hospital, but it's especially tough on kids. Sometimes because of long or complicated treatments it just can't be helped. While doctors and nurses focus on treatments, Starlight is there to bring a much needed distraction from the seriousness of an illness. Starlight's entertainment activities give children something fun to do while they're stuck in the hospital. From activity kits and interactive gaming stations to toy-filled playrooms, Starlight offers a comprehensive menu of in-hospital programs that bring fun, joy and laughter where it's needed most.



- STARLIGHT COMFORT KITS
- STARLIGHT TABLET PROGRAM
- STARLIGHT TREASURE CHEST
- STARLIGHT SITES
- STARLIGHT FUN CENTERS™
- STARLIGHT HOSPITAL HAPPENINGS

## OUT-OF-HOSPITAL PROGRAMS

The journey for a seriously ill child does not end when they are released from the hospital. Through every step of the journey, from diagnosis, ongoing treatments and surgeries to recovery, Starlight is there to support the child and family. We are proud to offer out-of-hospital programs that give children and their families the opportunity to laugh, play and enjoy time together where illness does not interfere.



STARLIGHT WISHES



STARLIGHT ESCAPES



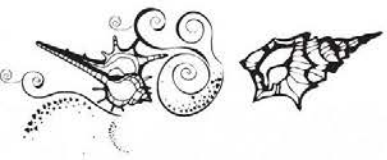
DAY BRIGHTENERS

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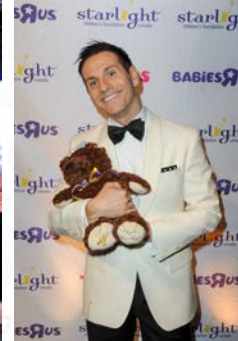


2015

ABOUT LAST YEAR'S  
STARLIGHT GALA



# A Look Back...



## THE 20TH ANNUAL STARLIGHT CHILDREN'S FOUNDATION GALA TOOK PLACE ON APRIL 18TH, 2015.

With **more than 700 guests** from the **corporate, social, and philanthropic elite** of Toronto and surrounding area present, the event raised **\$500,000** for programming!

Our celebrity host, **Rick Campanelli from ET Canada**, entertained the audience for the entire evening as we celebrated **Starlight Gala's 20th year!** The Gala, with a raucous theme of **"Roaring in our 20s"**, saw celebrities and guests alike fully embracing the style of Prohibition Times.

The event featured live performances from **Divine Brown**, our own **Starlight Child, Emily Hurd**, and **Bellicious** in a special dance performance with adorable kids!

We welcomed such famous faces such as R&B sensation **Dru**, recording artists **Manic Drive, Love it or List It's Hilary Farr**, and Guests took part in a vast **silent auction**, a **raffle** for an incredible prize, a rousing **live auction**, as well as various activities throughout where everyone could be part of the **1920's charm!** A roaming brass band played throughout the space and costumed volunteers offered fedoras, pearls, boas and chocolate cigars for sale.

**With nearly 24,000,000 media impressions**, the 20th Anniversary Starlight Gala was covered by **National Post, Huffington Post, Global News, CBC News Toronto** and many others. **In total, we had 86 featured stories** about the Gala in various mediums.



# Last Year's Gala Supporters

PRESENTING SPONSOR



DIAMOND SPONSOR



PLATINUM SPONSOR



GOLD SPONSORS



SILVER SPONSORS



UNIQUE SPONSORS







# Sponsorship Opportunities

STARLIGHT CHILDREN'S FOUNDATION CANADA



# Diamond Sponsor



# \$50,000

## “THE BLUE WHALE”- DIAMOND SPONSOR

- CORPORATE NAME INCLUDED ON PRINT MATERIALS
- FULL PAGE AD IN EVENT PROGRAM (BLACK & WHITE)
- PROMINENTLY FEATURED IN ALL MEDIA RELEASES
- NAME & LOGO HYPERLINKED ON GALA WEBSITE
- FULL RECOGNITION THROUGH SOCIAL MEDIA
- ONE TARGET MENTION IN SOCIAL MEDIA
- RECOGNITION BY GALA EMCEE
- PROMINENTLY FEATURED IN MULTI-MEDIA PRESENTATIONS
- PROMINENTLY FEATURED ON ALL SIGNAGE AT EVENT
- 30 VIP TICKETS (3 TABLES) WITH PRIORITY SEATING
- CHOICE OF 3 CELEBRITIES FOR DINNER SEATING (OPTIONAL)
- AFTER PARTY VIP PASSES
- 6 HOTEL ROOMS AT THE ROYAL YORK HOTEL, TORONTO (ONE NIGHT STAY)
- RECOGNITION IN POST-EVENT ACKNOWLEDGEMENTS



# Platinum Sponsor



# \$27,500



## “THE BELUGA” - PLATINUM SPONSOR

- CORPORATE NAME INCLUDED ON PRINT MATERIALS
- FULL PAGE AD IN EVENT PROGRAM (BLACK & WHITE)
- INCLUSION IN ONE MEDIA RELEASE
- NAME & LOGO HYPERLINKED ON GALA WEBSITE
- FULL RECOGNITION THROUGH SOCIAL MEDIA
- ONE TARGET MENTION IN SOCIAL MEDIA
- RECOGNITION BY GALA EMCEE
- FEATURED IN MULTI-MEDIA PRESENTATIONS
- PROMINENTLY FEATURED ON ALL SIGNAGE AT EVENT
- 20 VIP TICKETS (2 TABLES) WITH PRIORITY SEATING
- CHOICE OF 2 CELEBRITIES FOR DINNER SEATING (OPTIONAL)
- AFTER PARTY VIP PASSES
- 2 HOTEL ROOMS AT THE ROYAL YORK HOTEL, TORONTO (ONE NIGHT STAY)
- RECOGNITION IN POST-EVENT ACKNOWLEDGEMENTS





# Gold Sponsor



# \$17,500



## “THE MANATEE” - GOLD SPONSOR

- **NAME & LOGO** HYPERLINKED ON GALA WEBSITE
- **FULL PAGE AD IN EVENT PROGRAM** (BLACK & WHITE)
- **INCLUSION IN ONE MEDIA RELEASE**
- **FULL RECOGNITION THROUGH SOCIAL MEDIA**
- **ONE TARGET MENTION IN SOCIAL MEDIA**
- **RECOGNITION** BY GALA EMCEE
- **FEATURED IN MULTI-MEDIA PRESENTATIONS**
- **PROMINENTLY FEATURED ON ALL SIGNAGE AT EVENT**
- **10 VIP TICKETS** (1 TABLE) WITH PRIORITY SEATING
- **CHOICE OF 1 CELEBRITY** FOR DINNER SEATING (OPTIONAL)
- **AFTER PARTY VIP PASSES**
- **1 HOTEL ROOM AT THE ROYAL YORK HOTEL, TORONTO** (ONE NIGHT STAY)
- **RECOGNITION IN POST-EVENT ACKNOWLEDGEMENTS**

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# Silver Sponsor



**\$12,500**

## “THE SEAHORSE” - SILVER SPONSOR

- **NAME & LOGO** HYPERLINKED ON **GALA WEBSITE**
- **HALF PAGE AD IN EVENT PROGRAM** (BLACK & WHITE)
- **INCLUSION IN ONE MEDIA RELEASE**
- **INCLUSION IN ONE SOCIAL MEDIA**
- **RECOGNITION BY GALA EMCEE**
- **INCLUSION IN MULTI-MEDIA PRESENTATIONS**
- **INCLUDED ON ALL SIGNAGE AT EVENT**
- **10 VIP TICKETS** (1 TABLE)
- **AFTER PARTY VIP PASSES**
- **1 HOTEL ROOM AT THE ROYAL YORK HOTEL, TORONTO** (ONE NIGHT STAY)
- **RECOGNITION IN POST-EVENT ACKNOWLEDGEMENTS**





# Unique Sponsor



# \$7,500

## “THE STARFISH” - UNIQUE SPONSOR

FOR DECOR, ENTERTAINMENT, COCKTAIL RECEPTION, SILENT & LIVE AUCTION, RAFFLE, ETC.

- NAME & LOGO HYPERLINKED ON GALA WEBSITE
- QUARTER PAGE AD IN EVENT PROGRAM (BLACK & WHITE)
- INCLUSION IN ONE SOCIAL MEDIA
- RECOGNITION BY GALA EMCEE
- INCLUSION IN MULTI-MEDIA PRESENTATIONS
- INCLUDED ON SELECT SIGNAGE AT EVENT
- 10 VIP TICKETS
- (10 VIP TABLE) WITH PRIORITY SEATING
- AFTER PARTY VIP PASSES
- RECOGNITION IN POST-EVENT ACKNOWLEDGEMENTS



# Table Sponsor



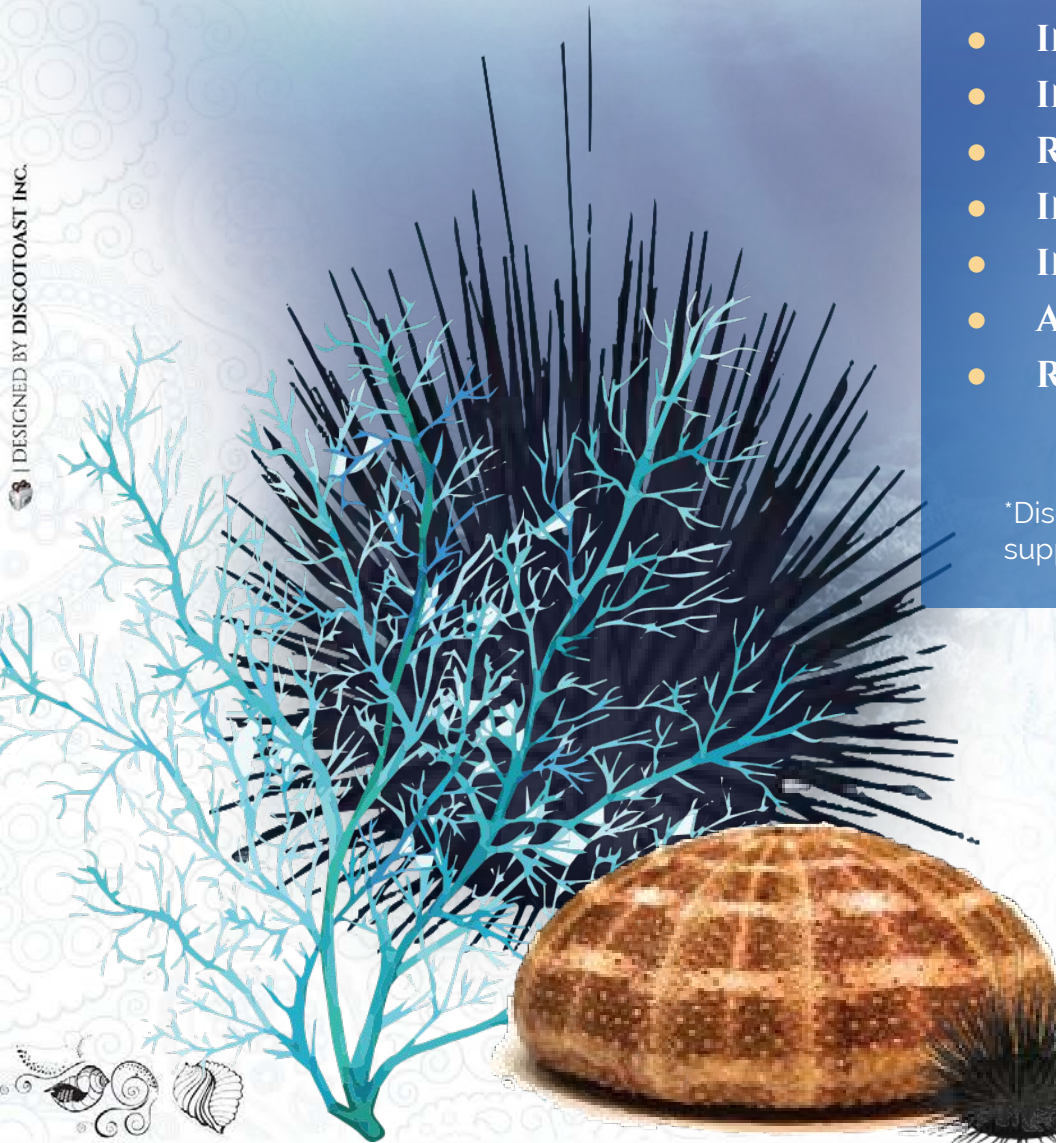
# \$4,750



## “THE SEA URCHIN” - TABLE SPONSOR

- NAME ON GALA WEBSITE
- 10 VIP TICKETS (1 TABLE)
- INCLUSION IN ONE MEDIA RELEASES
- INCLUSION IN ONE SOCIAL MEDIA
- RECOGNITION BY GALA EMCEE
- INCLUSION IN MULTI-MEDIA PRESENTATIONS
- INCLUDED ON ALL SIGNAGE AT EVENT
- AFTER PARTY VIP PASSES
- RECOGNITION IN POST-EVENT ACKNOWLEDGEMENTS

\*Discounted from \$5,000 to \$4,750 for Starlight's corporate supporter; individual guest tickets valued at \$500 each.





# In-Kind Donations

## ITEMS NEEDED TO RAISE FUNDS INCLUDE:

- SPORTING TICKETS / BOXES
- GIFT CERTIFICATES FOR RESTAURANTS, HOTELS, SPAS, ETC.
- ELECTRONICS SUCH AS IPADS, PCs, SMART PHONES, TVS, ETC.
- TRIPS
- DESIGNER ACCESSORIES SUCH AS PURSES, SCARVES, HATS, GLOVES, ETC.
- APPLIANCES
- FURNITURE
- SPORTING GOODS
- JEWELRY



\***Tax Receipts** will be available based on Canada Revenue Agency Guidelines (CRA) and will be issued post-event for in-kind donations for the amount of their fair market value.



# Donations & Friends of the Foundation'

## MAKE A DIFFERENCE - DONATE!

### 'STARLIGHT FAMILY SPONSOR' - \$1,250

Admission and seating for 2 Starlight Family Members along with transportation or hotel stay to the event

NAME RECOGNITION IN GALA PROGRAM

A CHARITABLE TAX RECEIPT FOR THE FULL DONATION

### 'FRIENDS OF THE FOUNDATION'

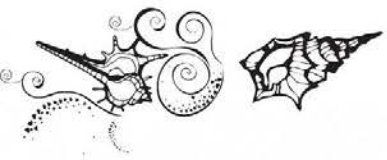
Donations of \$250 or more receive the following benefits:

NAME RECOGNITION IN GALA PROGRAM

A CHARITABLE TAX RECEIPT FOR THE FULL DONATION

To make a contribution, please complete and return the 'Sponsorship & Monetary Commitment' form at the end of this document.

THANK YOU FOR YOUR COMMITMENT AND WILLINGNESS TO MAKE A DIFFERENCE IN THE LIVES OF SICK CHILDREN AND THEIR FAMILIES.



# Grant a Wish



**THIS IS YOUR CHANCE TO ENSURE THAT THE 21ST ANNUAL STARLIGHT GALA IS OUR MOST SUCCESSFUL FUNDRAISER YET! PLEASE CELEBRATE THIS MILESTONE BY SHOWING YOUR SUPPORT IN ADVANCE TO MAKE A CHILD'S WISH COME TRUE!**

**Starlight Wishes** provide a unique and once-in-a-lifetime experience to children and teens between 4 and 18 years of age (up to their 19<sup>th</sup> birthdays) who are seriously ill. The enchanting nature of Starlight's Wish process is a multi-step adventure, involving doctors, wish granting volunteers and children and their families.

**Support Wishes like Neo's:**

Eight year old Neo had a wish to go to DisneyLand, with the support of organizations, corporate representatives, and individuals like you we were able to send him and his family on a once-in-a-lifetime experience. For just \$3,500, you can help a child and his family take a short reprieve from the rigour of medical treatment and build a memory that will last forever!



**OUR GOAL IS TO GRANT 60 WISHES FOR 60 STARLIGHT CHILDREN**



**DONATE BEFORE THE GALA**



**DONATE LIVE AT THE GALA**



**DONATE A PARTIAL WISH**

**THANK YOU FOR MAKING WISHES COME TRUE!**

DESIGNED BY DISCOTOAST INC.





ARE YOU READY TO MARK  
OUR TWENTY FIRST  
ANNIVERSARY & MAKE A  
HUGE IMPACT ON A CHILD?

JOIN US AT THE 2016 STARLIGHT GALA ON  
SATURDAY, APRIL 16TH & BE INSPIRED BY  
THE STRENGTH, COURAGE & SPIRIT OF  
SOME VERY EXTRAORDINARY  
CHILDREN & THEIR FAMILIES.

[STARLIGHTCANADA.ORG/GALA](http://STARLIGHTCANADA.ORG/GALA)

Performing Artist **Nikki Yanofsky** with Starlight Child **Emily Hurd**

An underwater scene with a woman in the center, looking towards the camera. To her left is a large, glowing jellyfish. The background is filled with various sea creatures, including smaller jellyfish and fish, and coral reefs. The overall color palette is shades of blue and green.

# Thank You for Making Wishes come True!

**STARLIGHT CHILDREN'S FOUNDATION**  
200 CONSUMERS ROAD, SUITE 809  
TORONTO, ON. M2J 4R4

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[TWITTER.COM/STARLIGHTCANADA](https://TWITTER.COM/STARLIGHTCANADA)



[WWW.YOUTUBE.COM/USER/CANADASTARLIGHT](http://WWW.YOUTUBE.COM/USER/CANADASTARLIGHT)



[WWW.LINKEDIN.COM/COMPANY/STARLIGHT-CHILDREN'S-FOUNDATION](http://WWW.LINKEDIN.COM/COMPANY/STARLIGHT-CHILDREN'S-FOUNDATION)



[HTTP://WWW.INSTAGRAM.COM/STARLIGHTCANADA](http://WWW.INSTAGRAM.COM/STARLIGHTCANADA)



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children's foundation canada