



22<sup>nd</sup> ANNUAL   
**Starlight**  
Children's Foundation  
**Gala**

**Saturday, April 8th, 2017**

The Fairmont Royal York Hotel, Toronto

Presenting Sponsor

**TOYS  US**

**BABIES  US**



# Celebrating 22 Years!



Please join us and show your support for Starlight Children's Foundation Canada as we celebrate Twenty Two years of fundraising through the annual Gala!

The 22<sup>nd</sup> Anniversary Starlight Gala on Saturday, April 8<sup>th</sup>, 2017 will be our most lavish fundraiser ever! This magical and moving evening, with a vibrant *"Venetian Masquerade Ball"* theme, will not only celebrate the Foundation's work in Canada for over twenty-five 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 \$800,000 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:

<p><b>Gala Sponsor</b></p>  <p>Choose from <b>7</b> levels of participation!</p> 	<p><b>Purchase a Table</b></p> <p>Receive recognition as a <b>Table Sponsor</b></p> 	<p><b>Individual Tickets</b></p>  <p>Purchase tickets to attend the Gala</p>	<p><b>Monetary Donation</b></p> <p>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</p>	<p><b>Grant a WISH</b></p> <p>Make a Wish come true for a child!</p> 	<p><b>Donate Products &amp; Services</b></p> <p>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.)</p>
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DESIGN BY: DISCOTOAST STUDIOS

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



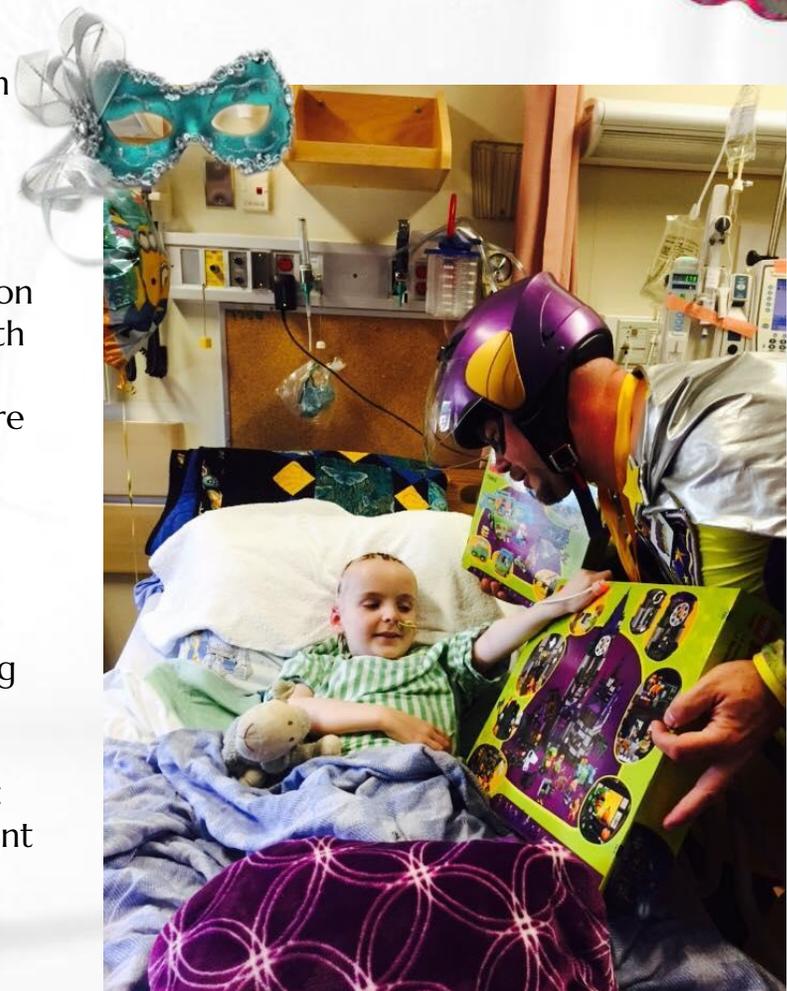
# About

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.



DESIGN BY: DISCOTOAST STUDIOS



## Starlight is there from hospital to home



fondation pour l'enfance  
**starlight**  
children's foundation canada



# 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 Treasure Chest
- Starlight Fun Centers™
- Starlight Tablet Program
- Starlight Sites
- 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**



The title is centered on a dark red background with a subtle pattern of stars and a faint image of a woman's face in profile. The text is arranged vertically: '21<sup>ST</sup>' is inside a gold star, 'ANNUAL' is to its right, 'Starlight' is in a large, light blue, stylized font, 'CHILDREN'S FOUNDATION' is in a smaller, white, sans-serif font below it, 'Gala' is in a large, purple-to-blue gradient font with a gold star on the 'a', and '2016' is in a large, white, sans-serif font below that. The word 'About last year's Starlight Gala' is in a white, sans-serif font at the bottom.

21<sup>ST</sup> ANNUAL  
Starlight  
CHILDREN'S FOUNDATION  
Gala  
2016

About last year's Starlight Gala



# A Look Back...



## “Under The Sea”

The 21st Annual Starlight Gala, which took place on Saturday, April 16, 2016 at Toronto's Fairmont Royal York Hotel, was our splashiest fundraiser ever! This magical and moving evening, with a vibrant **“Under The Sea”** theme, raised over \$860,000 in much needed funds to support Starlight's vital in and out-of-hospital programming across Canada.

Our returning celebrity host, **Rick Campanelli from ET Canada**, entertained **more than 750 guests** from the **corporate, social & philanthropic elite** and the **entertainment industry**. Guests took part in a vast **silent auction**, a **raffle** for incredible prizes, a rousing **live auction**, as well as various activities throughout the evening. The **Universal Boogie Band** had guests out of their seats and dancing between tables and mermaids and lobsters alike added to the fun aquatic atmosphere.

The Gala continues to be a media darling attracting pre, onsite and post-event coverage from **CityTV News, Toronto Star, Toronto Sun, Lifestyles Magazine** and many others. Over the last 4 years, the Gala has garnered **over 100,000,000 media impressions**.



# Last Year's Gala Supporters

Presenting Sponsor



Diamond Sponsor



Gold Sponsors



Silver Sponsors



Unique Sponsors





# Sponsorship Opportunities

Starlight Children's Foundation Canada



# Diamond Sponsor



# \$50,000



## “The Colombina”- 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 Volto" - 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
- 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 Dama" - Gold Sponsor

- Name & logo hyperlinked on Gala website
- Full page ad in event program (black & white)
- Inclusion in one media release
- Inclusion in one social media post
- 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





# Silver Sponsor



# \$12,500



## "The Bauta" - 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 post
- 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 Gatto” - 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 post
- Recognition by Gala Emcee
- Inclusion in multi-media presentations
- Included on select signage at event
- 10 VIP tickets (1 table) with priority seating
- After Party VIP Passes
- Recognition in post-event acknowledgements





# Table Sponsor



## \$4,750



### “The Jester” - Table Sponsor

- Name on Gala website
- 10 VIP tickets (1 table)
- Inclusion in one media releases
- Inclusion in one social media post
- 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.





# After Party Sponsor



# \$20,000



## “The Arlecchino” - After Party 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
- One mention in social media post
- Recognition by Gala Emcee
- Featured in multi-media presentations
- Prominently featured on all signage at event
- 10 VIP tickets (1 table)
- 2 After Party VIP Tables
- 2 After Party Drink Tickets for every guest (tickets to be branded for additional exposure)
- Recognition in post-event acknowledgements





# 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

**\*NOTE:** Tax receipts are distributed based on Canada Revenue Agency (CRA) Guidelines and will be issued post-event for: the full amount of monetary donations (\$10 or more); a portion of each ticket or table purchased; the fair market value of in-kind donations.

### \*Tax Receipt Guidelines:

- In order to receive a gift in kind tax receipt, proof of purchase is required with the item (i.e. receipts or invoice)
- A service, timeshare or gift certificate(s) do not qualify for tax receipts (receipts for gift cards are accepted)
- For complete CRA Guidelines, please click [here](#) and [here](#)





# 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 to the event or hotel stay

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 **22nd** 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, 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!



DESIGN BY: DISCOTONST STUDIOS

**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!**



Ricardo Hoyos from Degrassi with Team Wishes (Courtney, Kayla, Daniella & Alexandra)

Are you ready  
to mark our  
**TWENTY SECOND**  
ANNIVERSARY &  
Make a huge impact  
on a Child?

Join us at the 2017 Starlight Gala on Saturday, April 8th & be inspired by the strength, courage & spirit of some very extraordinary children & their families.

[starlightcanadagala.com](http://starlightcanadagala.com)



# Thank You for Making Wishes come True!

Starlight Children's Foundation  
200 Consumers Road, Suite 809  
Toronto, On. M2J 4R4

Contact Information:

Krystine Ross, Special Events Officer

[www.facebook.com/starlightcanada](http://www.facebook.com/starlightcanada)



[www.twitter.com/StarlightCanada](http://www.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)



[www.instagram.com/starlightcanada](http://www.instagram.com/starlightcanada)



Phone: 1.800.880.1004 ext. 2210

Fax: 416.642.5667

Email: [krystine.ross@starlightcanada.org](mailto:krystine.ross@starlightcanada.org)

[starlightcanadagala.com](http://starlightcanadagala.com)



# 2017 Sponsorship/Monetary Commitment



Company Name:

Contact Name:

Address:

City:  Province:  Postal Code:

Email Address:  Phone Number:

Corporate Website:

## Please check one of the following:

- |  |   |
|--|---|
| <input type="checkbox"/> Diamond Sponsor ( \$50,000)           | <input type="checkbox"/> Table of 10( \$4,750)          |
| <input type="checkbox"/> Platinum Sponsor ( \$27,500)          | <input type="checkbox"/> Single Ticket ( \$500)         |
| <input type="checkbox"/> Gold Sponsor ( \$17,500)              | <input type="checkbox"/> After Party Sponsor (\$20,000) |
| <input type="checkbox"/> Silver Sponsor ( \$12,500)            | <input type="checkbox"/> Donation (Amount: \$ _____)    |
| <input type="checkbox"/> Unique Opportunity Sponsor ( \$7,500) | <input type="checkbox"/> Friend of the Foundation       |
| <input type="checkbox"/> Starlight Family Sponsor ( \$1,250)   | (Donations of \$250 or more)                            |
| <input type="checkbox"/> Grant a Wish ( \$3,500)               | (Amount: \$ _____)                                      |
| <input type="checkbox"/> Partial Wish Donation                 |   |
| (Amount: \$ _____)   |   |

**TOTAL: \$**

Credit Card Payments: (circle one)

VISA

MASTERCARD

AMEX

Name as it appears on card:

Card Number:  CVS:  Expiry Date:

Amount: \$  Card Holder Signature:

Address linked to card:

Do you require a tax receipt?

Yes  No

**\*NOTE - Tax Receipts** are distributed based on Canada Revenue Agency Guidelines (CRA) and will be issued post-event for the full amount of monetary donations of \$10 or more, and for a portion of each ticket or table purchased.

Pay by Cheque

Please make cheques payable to:

**Starlight Children's Foundation**  
200 Consumers Road, Suite 809  
Toronto, ON M2J 4R4

Charitable Registration#:  
13129 5693 RROOO1

In order to guarantee the inclusion of your support in the Gala program, kindly ensure that your commitment is received by **Starlight Children's Foundation Canada**, no later than **March 10<sup>th</sup>, 2017**. However, donations will still be accepted after this date.

To confirm receipt of your commitment, please contact **Krystine Ross**, Special Events Officer  
Phone: 1.800.880.1004 ext. 2210 | Fax: 416.642.5667 | Email: [krystine.ross@starlightcanada.org](mailto:krystine.ross@starlightcanada.org)





# 2017 In-Kind Commitment



Company Name:

Contact Name:

Address:

City:  Province:  Postal Code:

Email Address:  Phone Number:

Corporate Website:

## Item #1

Product Name:

Product Description (i.e. make, model, colour, size, etc.):

Fair Market Value (excluding taxes):

## Item #2

Product Name:

Product Description (i.e., make, model, colour, size, etc.):

Fair Market Value (excluding taxes):

Delivery Details:

**Starlight Children's Foundation Canada reserves the right to combine donated items to create a unique auction package.**

In order to guarantee the inclusion of your support in the Gala program, kindly ensure that your commitment is received by **Starlight Children's Foundation Canada, no later than March 10<sup>th</sup>, 2017.** However, donations will still be accepted after this date.

**Do you require a tax receipt?**

Yes  No

**\*NOTE - Tax Receipts** are distributed 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.

Charitable Registration#: **13129 5693 RROOO1**

To confirm receipt of your commitment, please contact **Vanessa Savelli**, Special Events Officer  
 Phone: 1.800.880.1004 ext. 2245 | Fax: 416.642.5667 | Email: [vanessa.savelli@starlightcanada.org](mailto:vanessa.savelli@starlightcanada.org)

