
SPONSORSHIP PACKAGE

Starlight Gala



**Saturday,
February 20th, 2010**
Allstream Centre, Toronto

PRESIDENT'S MESSAGE

The **Starlight Children's Foundation Canada** is going Hollywood! We invite you to join us as we transform the NEW Allstream Centre into **The Starlight Club** to create a red carpet worthy evening of outstanding entertainment, memorable moments and unending glamour. In celebration of 20 years in Canada, we look forward to taking guests on a trip through time as we recreate the alluring ambiance of legendary supper clubs of days past. **Starlight's origin can be traced back to Hollywood, so what better way to celebrate and support our important mission.**

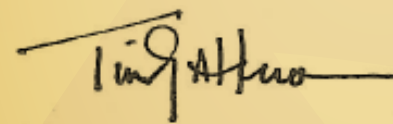
For two decades, the **Starlight Children's Foundation** has been developing programs that uplift spirits, foster a sense of community and help children with their illnesses. Whether it is our wish program, our Great Escapes program or one of our many in hospital programs, Starlight touches the lives of children all across Canada.

Starlight has proven that distracting children from their pain helps them better understand and manage their illnesses. It helps connect families with others facing similar challenges so that no one feels alone. Our array of outpatient, hospital-based and web offerings enables us to provide ongoing support for children and families – before, during and after medical treatment.

Through the generosity of companies like yours, the Annual Gala plays an important role in the financial support of these programs and services. To date, this event has raised over \$4.5 million dollars towards making a world of difference for seriously ill children and their families. We are continually honoured by the generosity of our supporters, volunteers, and guests each year.

If you require additional information about the Gala or the **Starlight Children's Foundation**, please contact Nancy Ford at 905-752-7827, ext. 236. On behalf of these very special children and their families, I thank you for your consideration.

Very Best Wishes,



Tim Herron

President, Board of Directors
Starlight Children's Foundation Canada

ABOUT STARLIGHT

When a child is diagnosed with a serious illness, the day-to-day joys of childhood take a back seat to the rigors of treatment and hospitalization.

For 20 years, **Starlight Children's Foundation Canada** has been dedicated to improving the quality of life for children with serious medical conditions by providing entertainment, education and family activities that help them cope with the pain, fear and isolation of prolonged illness.

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 illnesses, and connect families with others facing similar challenges so that no one feels alone.

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 uniquely offers a comprehensive menu of outpatient, hospital-based and Web offerings, which enable us to provide ongoing support for children and families – before, during and after medical treatment. **These programs include:**

★ GREAT ESCAPES

Fun-filled events provided for Starlight families, including ball games, holiday parties, spa days and movie premieres, that provide important time for families to relax, regroup and return home with a renewed sense of strength and hope. These events help forge valuable connections between families struggling with similar issues.

★ FUN CENTERS®

Mobile entertainment units that contain a flat-screen television, DVD player and a Nintendo Wii™ gaming system. An important visitor to hospitalized children, the Starlight Fun Center can be moved around a hospital to wherever it is needed most.

★ WISHES

Once-in-a-lifetime experiences for seriously ill children, a Starlight wish often helps give a family the opportunity to spend quality time together outside the reality of long-term treatment.

★ EDUCATIONAL PROGRAMMING

Delivered via online games, ezines, webisodes, a comic book and websites – these illness specific programs are designed to help sick children understand common hospital procedures and learn how to better manage their illness through the magic of play.

★ HOSPITAL HAPPENINGS

Cheerfully themed activities or therapeutic programs designed to help distract hospitalized children from the daily realities of medical treatment.

PLATINUM STAR SPONSOR: \$50,000

- ★ Event naming – Corporate name and logo (i.e. The Starlight Club sponsored by...)
- ★ Recognition by the Gala host
- ★ Corporate logo on tickets and in the program booklet
- ★ Distinctive signage at the gala entrance
- ★ Full page ad in program booklet
- ★ Hyperlink from Gala page on Starlight Website
- ★ Priority multimedia presentation
- ★ Sponsorship of a Starlight Wish and special recognition plaque (Wish cost \$3,000)

ON THE DAY OF THE EVENT, YOU AND YOUR GUESTS WILL ENJOY:

- ★ 3 guest tables (30 tickets) – prime seating location (value \$10,500)
- ★ Special table recognition signage
- ★ Limousine service for all guests to and from the event*
- ★ 10 complimentary hotel rooms at the Park Hyatt, Toronto

*(Restrictions apply – service is limited to the GTA area and surrounding areas)





GOLD STAR SPONSOR: \$25,000

- ★ Corporate name and logo in the program booklet
- ★ Distinctive signage at the gala entrance
- ★ Full page ad in program booklet
- ★ Hyperlink from Gala page on Starlight Website
- ★ Inclusion in multimedia presentation
- ★ Sponsorship of a Starlight Wish and special recognition plaque (Wish cost \$3,000)

ON THE DAY OF THE EVENT, YOU AND YOUR GUESTS WILL ENJOY:

- ★ 2 guest tables (20 tickets) – prime seating location (value \$7,000)
- ★ Special table recognition signage
- ★ Limousine service for all guests to and from the event*
- ★ 5 complimentary hotel rooms at the Park Hyatt, Toronto

*(Restrictions apply – service is limited to the GTA area and surrounding areas)

SILVER STAR SPONSOR: \$10,000

- ★ Corporate name and logo in the program booklet
- ★ Distinctive signage at the gala entrance
- ★ Full page ad in program booklet
- ★ Recognition on Gala page on the Starlight website
- ★ Inclusion in multimedia presentation
- ★ Sponsorship of a Starlight Wish and special recognition plaque (Wish cost \$3,000)

ON THE DAY OF THE EVENT, YOU AND YOUR GUESTS WILL ENJOY:

- ★ 1 guest table (10 tickets) – optimum seating location (value \$3,500)
- ★ Special table recognition signage
- ★ Limousine service for all guests to and from the event*
- ★ 2 complimentary hotel rooms at the Park Hyatt, Toronto

*(Restrictions apply – service is limited to the GTA area and surrounding areas)



UNIQUE STAR SPONSORS



LIMOUSINE SPONSOR \$7,500

- ★ 1 guest table (10 tickets) and a special recognition plaque
- ★ Distinctive signage in limousines, if you secure your sponsorship by December 31st, 2009
- ★ Distinctive signage at event and in the program booklet
- ★ ½ page ad in the program booklet
- ★ Limousine service for all guests to and from the event*
- ★ 1 complimentary hotel room at the Park Hyatt, Toronto

TABLE SPONSOR \$5,000

- ★ 1 guest table (10 tickets) – priority seating location (value \$3,500)
- ★ Distinctive recognition at event and in the program booklet
- ★ ½ page ad in the program booklet
- ★ Limousine service for all guests to and from the event*
- ★ 1 complimentary hotel room at the Park Hyatt, Toronto

DÉCOR SPONSOR \$5,000

- ★ 4 tickets and a special recognition plaque
- ★ Distinctive signage at event and in the program booklet
- ★ ½ page ad in the program booklet
- ★ Limousine service for all guests to and from the event*

ENTERTAINMENT SPONSOR \$5,000

- ★ 4 tickets and a special recognition plaque
- ★ Distinctive signage at event and in the program booklet
- ★ ½ page ad in the program booklet
- ★ Limousine service for all guests to and from the event*

SILENT AUCTION SPONSOR \$5,000

- ★ 4 tickets and a special recognition plaque
- ★ Distinctive signage at event and in the program booklet
- ★ ½ page ad in the program booklet
- ★ Limousine service for all guests to and from the event*

UNIQUE EVENT SPONSOR TBD

Working with the Gala Committee, you may incorporate the promotion of you own brand or business at this sponsorship level. The gala presents an optimal opportunity to highlight a vast array of products, services and experiences.

*(Service is limited to the GTA area and surrounding areas – some restrictions apply)



Thank You To Our 2008 Sponsors



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