

INTRODUCING

One
Night
Only

starlight[™]
children's foundation canada



Welcome to The Starlight Club



For one night only, the Starlight Children's Foundation welcomes guests to The Starlight Club.

On Saturday, February 20, 2010 step back in time to an era of glitz, glamour and unending entertainment.



The Starlight Club shines

The NEW Allstream Centre will be transformed into The Starlight Club – a step back in time featuring a fusion of fine dining & entertainment in a luxurious art deco-inspired atmosphere. Imagine an oasis of luxe lounges and unparalleled entertainment.

With cues taken from the hottest spots from the golden age of Hollywood where movie stars and music legends celebrated and let loose – think hybrid of The Stork Club, The Copacabana, The Polo Lounge - The Starlight Club will offer guests an unexpected evening of style and substance.

The club's mandate is to provide patrons gathered to support The Starlight Children's Foundation with a most memorable experience and build a renewed legacy of support for years to come.





A Grand Entrance

From the moments guests arrive, the electric energy will not go unnoticed. Reminiscent of a Hollywood premiere, the action starts outside on the red carpet.

Guests will check-in at the glittering cocktail lounge. While meeting friends, they'll enjoy the sounds of our resident piano player taking requests (for a small donation, of course), enjoy a classic cocktail and savour sumptuous fare.



The Gala: Glitz, Glam and Unending Entertainment



From the cocktail reception, guests will then enter into the main room – a stylish nod to times past. Rich and elegant, the atmosphere will set the tone for the lively night that lies ahead.

Our special guest hosts will take a lead role in setting the tone for the night acting more as the evening's emcee. Entertaining in their own right, they will engage and inspire the audience.



Memorable, moving moments

Paying tribute to the important beneficiaries of the successful evening, The Starlight Club patrons will be informed of the importance of their attendance and will learn how the funds raised will directly benefit seriously ill children and their families all across Canada.

Video montages, songs, and stirring speeches will serve to create memorable, moving moments, inspiring guests to act on the many calls to action.



Featured Fundraising



Cigarette-style girls (and guys) will roam the crowd with their offering of mystery envelopes, raffle tickets, and charity bears.



As the Sun Sets

As the decadent dinner winds down, a new wave of guests will enter into The (Samsung) Sunset Lounge @ The Starlight Club. Moody, chic and full of charm, The Sunset Lounge will house a hub of activity like interactive elements, music, conversation nooks, games.

More than just a bar, the lounge will feature a host of fun fundraising stations such as:

- The Hollywood Hair Bar: Inviting women to get their glamour look on
- The Charity Casino: An intimate area featuring a small selection of tasteful game tables
- Stars of the Silver Screen: Sponsored photo station



Let Us Entertain You



After giving guests time to explore the best of both worlds, the moment will come when the two become one and everyone will be invited to the main stage to enjoy an outstanding performance.

The entertainment will continue on stage through the night as DJs, dancers and more take to the stage in a series of surprise performances.



Sponsor Support

The Starlight Children's Foundation gala is proudly supported by such blue-chip brands as Toy's 'R Us, Cineplex, Samsung, TD Financial, Infiniti, Nintendo, Hasbro, Deloitte, The Royal Bank and many, many more.



Making Children Smile

Founded in 1989, the Starlight Children's Foundation Canada is an international charitable organization dedicated to helping seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities.

While medical and emotional needs may be complex, often times the biggest challenge can be to simply feel "normal" and enjoy "normal" childhood experiences. Ordinary is something that these children and their families can only dream about.

We are proud to say that Starlight programs significantly enhance the well being of a child and their family throughout the journey of their illness.



Taking the gala to a new stage

To date the Starlight Gala has raised more than \$TBC. However, after 14 successful gala events evolution is necessary. This year, in addition to welcoming more than 650 guests for dinner, afterwards we look forward to hosting an additional 500 young philanthropists to The Starlight Club. Ushering in a new energy, the party will engage, inspire and entertain all our attendees.

The gala presents an opportunity to showcase your brand to an enthusiastic audience of supporters.

All funds raised will directly support Starlight's mission to bring fun and laughter to children no matter what their illness. Research studies conducted on select Starlight programs indicate incredible benefits for children who engage with these programs, including:

- Decreased pain and anxiety
- Alleviation of stress, loneliness and isolation that often accompany prolonged illness
- Increased knowledge and sense of responsibility for managing disease
- Decreased need for pain medication
- A greater willingness to return for treatment
- A greater sense of peer support



The Starlight Club Target Audience

Gala Dinner Guests

Established and active members in their communities

Long-time supporters of The Starlight Children's Fund

Significant disposable income

Local influencers

Afterparty Attendees

Modern lifestyle-savvy individuals interested in new ideas, products and experiences

Young philanthropists

Considerable disposable income

Targeted tastemakers



THANK YOU

We appreciate the opportunity to introduce you to The Starlight Club.

We look forward to hosting a unique and impressive event. One that will engage and inspire patrons to support the incredible work of The Starlight Children's Foundation and made possible thanks to the generous support of some of Canada's and the world's leading brands.

