

# Join us.



**70<sup>th</sup> ANNIVERSARY OF THE ROGERS CONN SMYTHE SPORTS CELEBRITY  
DINNER & AUCTION – VIRTUAL EDITION**

**THURSDAY, MAY 6, 2021  
THE COMFORT AND SAFETY  
OF YOUR HOME.**



Helping Kids with  
Physical Disabilities  
Succeed

## **INVEST IN A CHILD'S FUTURE**

Seventy ago, a small but dedicated group of people took one special night and turned it into a time-honoured tradition that is known today as the Rogers Conn Smythe Sports Celebrities Dinner & Auction.

An exclusive night in with celebrity interviews, a delicious meal and beverages, and an online silent auction, the Virtual Conn Smythe Sports Celebrities Dinner & Auction promises an unforgettable night with access to a unique group of high-profile individuals. Don't miss this significant opportunity for your company or family to become involved with one of Toronto's most unique and talked about fundraising events while supporting Easter Seals Ontario and our commitment to helping children with physical disabilities succeed.

### **WHO BENEFITS? KIDS WITH PHYSICAL DISABILITIES!**

The objective of Easter Seals' funding is to help families with the costs not covered by government, insurance and funding from other sources. Easter Seals acts as a third party funder to families for the purchase of equipment, up to a maximum of \$3,000 a year, for each child or youth registered with Easter Seals.

Easter Seals helps with the cost of the following types of essential mobility and accessibility equipment:

- Mobility equipment (walkers, wheelchairs)
- Orthotics (ankle knee orthotics (AKO) or knee ankle foot orthotics (KAFO))
- Bathing and toileting aids (commodes, bath chairs, handrails)
- Communications devices (voice output systems, writing aids)
- Accessibility devices (portable and fixed lifts, ramps, van lifts)

The need is even greater this year! Emergency conditions during COVID-19 have suspended out-of-home services - therapeutic, educational, social and recreational - while also interrupting in-home support services (personal support and respite workers). As a result, our target population has become more physically and socially isolated, and deprived of many necessary supports and developmental opportunities. Due to the COVID-19 crisis, we have been forced to cancel summer camps, which normally provide enriching opportunities for young people and a respite for parents and siblings.

## 69<sup>TH</sup> + 1 VIRTUAL ROGERS CONN SMYTHE SPORTS CELEBRITY DINNER & AUCTION

# ALIGN YOURSELF WITH SUCCESS

An event that consistently maintains a high media profile, the Rogers Conn Smythe Sports Celebrities Dinner & Auction is a smart sponsorship choice for companies of any size or in any sector. With multiple opportunities to network with business, community and sports leaders, your sponsorship offers you the chance to impress partners and clients, reward employees and make valuable professional connections.

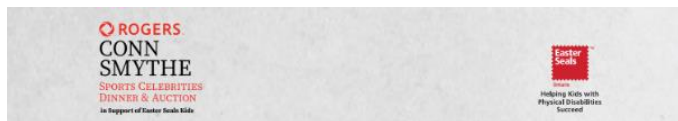
### SOME OF THE ATHLETIC GREATS WHO HAVE GRACED OUR "STAGE":

- Hockey - Wayne Gretzky, Johnny Bower, Gordie Howe
- Baseball - Paul Molitor, Tommy Lasorda
- Boxing - Lennox Lewis, Rubin "Hurricane" Carter
- Tennis - John McEnroe, Daniel Nestor, Denis Shapovalov
- Football - Joe Thiesmann, Doug Flutie, Michael "Pinball" Clemons
- Motor racing - Mario Andretti, Scott Goodyear, James Hinchcliffe
- Olympic Champions - Rosie MacLennan, Adam Van Koeverden, Penny Oleksiak, Tessa Virtue

### IN 2020, OUR CELEBRITY HEAD TABLE GUESTS INCLUDED:

- Jennifer Botterill
- Brad Bowden
- Michael Clemons
- Bob Cole
- Doug Flutie
- Doug Gilmour
- Nick Kypreos
- Alvin Williams
- Host, Brad Smith

### Our 2020 corporate partners:



### 2020 PREMIUM CORPORATE TABLES:

- Arbor Memorial
- BIRD Construction
- Bloom Lanys Professional Corporation
- BMO
- CBRE
- Central Ontario Building Trades Council
- CIBC
- ColdHaus Direct
- Dome Productions
- Ironworkers Ontario District Council
- LiUNA Provincial District Council
- Maple Leaf Sports & Entertainment
- McCam Insurance
- Nancy McFadyen
- NHL Foundation
- Ontario Sports Hall of Fame
- Rigobon, Carli Law Firm
- Scotiabank
- Serpa Automotive
- Stellick Communications
- Toronto Blue Jays Baseball Club
- Toronto Maple Leafs Alumni
- Toronto Police Association

# MAKE AN IMPACT

We offer a wide-range of sponsorship opportunities to suit all budgets. Below you will find the recognition and deliverables offered for each sponsorship level. However, we also recognize that in today's lean landscape it is important that your community investment is made strategically and efficiently. We therefore invite you to let us know if there are any customizations or optimizations we can provide to ensure your investment in our event satisfies your CSR commitments and priorities.

PRESENTING SPONSOR \$25,000	MEDIA SPONSOR \$20,000	PLATINUM SPONSOR \$10,000	GOLD SPONSOR \$7,500
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## EVENT RECOGNITION

	FULL PAGE	FULL PAGE	FULL PAGE	HALF PAGE
Ad in program	★	★		★
Logo in program	★	★		★
# of tickets to the dinner	20	10	10	10
# of tickets to VIP pre & post reception	20	10	10	10
Best table assignment	★		★	
Verbal recognition in virtual room	★			
Logo on digital sponsor reel	★	★	★	
EastersealsON Social Media Spotlights	★	★	★	
Easter Seals Website	★	★	★	
Sponsor Spotlights				

## OTHER RECOGNITION

Logo on all pre-event materials	★			
Logo on all post-event materials	★	★	★	★
E-newsletter sponsorship highlight	★	★	★	NAME ONLY
Logo on Toronto Sun ads (TBC)	★	★	★	★
Recognition in Annual Report	★	★	★	★
Industry exclusivity within sponsor level	★			

## OTHER OPPORTUNITIES

Employee volunteering with Easter Seals	★	★	★	★
Auction item	★	★	★	★

For sponsorship or ticket package information, please contact:

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