

COME TO SLEIGH


A brighter future
for youth with disabilities



EVENT SPONSORSHIP

THURSDAY, OCTOBER 10, 2024

SCOTIABANK POND, TORONTO, ON

JOIN US AS WE CHANGE LIVES



Since 1987, Shine Foundation has transformed the lives of more than 8,800 young people living with severe physical disabilities by providing them with a customized Shine Experience to help them imagine new possibilities, inspire them to reach their future goals, and develop a sense of purpose that can last a lifetime. Life-changing Shine Experiences are centered around helping young people see a future full of possibility and contribution, personal development, expanding education and career opportunities, while addressing emotional stresses and helping combat mental health challenges like depression for both the recipient and their family, friends and caregivers.

I am thrilled to announce the first ever Come to Sleigh tournament in support of Shine Foundation. Come to Sleigh will be taking place Thursday, October 10, 2024 at Scotiabank Pond in Toronto. This event will welcome top executives from major corporations across Ontario to experience Canada's beloved sport like never before. Come to Sleigh will encourage Senior Leaders to step outside of their comfort zone as they show their colleagues, staff and community their commitment to accessibility.

We invite you to join us as a sponsor for the 1st annual Come to Sleigh tournament and showcase your dedication to reducing barriers and inequalities for young people living with severe physical disabilities.

Our mission has always been focused on helping children and youth see a future full of possibility and contribution. **By joining us as a sponsor for Come to Sleigh your business can change the trajectory of a young person's life.**

As we create partnerships for our inaugural Come to Sleigh event, we are driven to align with organizations that have a long-term, dedicated commitment to diversity, equity, inclusion **AND** accessibility. We welcome a conversation with you to discuss how we can build a partnership that makes a meaningful impact in our communities while meeting your business objectives.

Shine strives to help young people facing unimaginable challenges discover a world where possibilities shine brighter but we couldn't do it without our supportive community. I invite you to join us!

With gratitude,

Chief Executive Officer, Shine Foundation

TOURNAMENT SPONSOR | \$40,000



Exclusive opportunity

Marketing and Engagement

- Presenting tournament rights
- Prominent recognition as Tournament Sponsor throughout event
- Company logo featured on event website and signage
- Prominent placement of company logo on team jersey
- Verbal recognition during in-game announcements
- Verbal recognition during After Party
- Company link promoted in three (3) event communications
- Social media post dedicated to sponsor recognition
- Company logo on tournament trophy

Hospitality

- Exclusive opportunity for one (1) top executive of your organization to participate
- Four (4) complimentary tickets to the After Party

Additional Recognition Benefits

- On-site company activation
- Speaking opportunity during After Party
- Opportunity to provide company branded merchandise to participants
- Logo featured in Shine Community Report (published in spring of 2025)
- Logo recognition on Shine website

TOP SHELF SPONSOR | \$25,000

Exclusive opportunity

Marketing and Engagement

- Special recognition as Top Shelf sponsor throughout event
- Company logo featured on event website and signage
- Special placement of company logo on team jersey
- Verbal recognition during in-game announcements
- Verbal recognition during After Party
- Company link promoted in two (2) event communications
- Social media post dedicated to sponsor recognition

Hospitality

- Exclusive opportunity for one (1) top executive of your organization to participate
- Four (4) complimentary tickets to the After Party

Additional Recognition Benefits

- Signature cocktail during After Party
- On-site company activation
- Opportunity to provide company branded merchandise to participants
- Logo featured in Shine Community Report (published in spring of 2025)
- Logo recognition on Shine website

HAT TRICK SPONSOR | \$20,000

Two (2) opportunities

Marketing and Engagement

- Special recognition as Hat Trick sponsor throughout event
- Company logo featured on website and event signage
- Verbal recognition during in-game announcements
- Verbal recognition during After Party
- Company link promoted in two (2) event communications
- Social media post dedicated to sponsor recognition

Hospitality

- Exclusive opportunity for one (1) top executive of your organization to participate
- Two (2) complimentary tickets to the After Party

Additional Recognition Benefits

- On-site company activation
- Opportunity to provide company branded merchandise to participants
- Logo featured in Shine Community Report (published in spring of 2025)
- Logo recognition on Shine website

GEAR SPONSOR | \$20,000

Two (2) opportunities

Marketing and Engagement

- Special recognition as Gear Sponsor throughout event
- Company logo featured on website and event signage
- Verbal recognition during in-game announcements
- Verbal recognition during After Party
- Company link promoted in two (2) event communications
- Social media post dedicate to sponsor recognition

Hospitality

- Exclusive opportunity for one (1) top executive of your organization to participate
- Two (2) complimentary tickets to the After Party

Additional Recognition Benefits

- On-site company activation
- Opportunity to provide company branded merchandise to participants
- Logo featured in Shine Community Report (published in spring of 2025)
- Logo recognition on Shine website



FUEL SPONSOR | \$15,000

Limited opportunities

Marketing and Engagement

- Recognition as Fuel Sponsor throughout event
- Company logo included on event website and signage
- Verbal recognition during After Party
- Company link promoted in one (1) event communications
- Social media post dedicated to sponsor recognition

Hospitality

- Two (2) complimentary tickets to the After Party

Additional Recognition Benefits

- Opportunity to provide company branded merchandise to participants
- Logo featured in Shine Community Report (published in spring of 2025)
- Logo recognition on Shine website

BREAKAWAY SPONSOR | \$10,000

Limited opportunities

Marketing and Engagement

- Recognition as Breakaway Sponsor throughout event
- Company logo included on event website and signage
- Verbal recognition during after party
- Company link promoted in one (1) event communications

Hospitality

- Two (2) complimentary tickets to the After Party

Additional Recognition Benefits

- Opportunity to provide company branded merchandise to participants
- Company name recognition in Shine Community Report (published in spring of 2025)
- Logo recognition on Shine website

COURAGE SPONSOR | \$5,000

Multiple opportunities

- Recognition as Courage Sponsor during event
- Recognition as the courage kit sponsor
- Company logo featured on event signage
- Verbal recognition during After Party
- Company name in Shine Community Report (published in spring of 2025)
- Company name recognition on Shine website

COME TO SLEIGH SPONSORSHIP OVERVIEW



	Tournament \$40,000	Top Shelf \$25,000	Hat Trick \$20,000	Gear \$20,000	Fuel \$15,000	Breakaway \$10,000
Tournament presenting rights	X					
Event recognition	Prominent recognition	Special recognition	Special recognition	Special recognition	Recognition	Recognition
On-site activation	X	X	X	X		
Recognition in event communications	X	X	X	X	X	X
Social media recognition	X	X	X	X	X	
Company logo on jersey	Prominent placement	Special placement	Special placement	Special placement		
Verbal recognition during event	-In game -During after party	-In game -During after party	-In game -During after party	-In game -During after party	-In game -During after party	-During after party
Spot held in tournament for top executive	X	X	X	X		
Complimentary After Party tickets	4	4	2	2	2	2
Recognition on Shine website	Logo	Logo	Logo	Logo	Logo	Name
Recognition in Shine Community Report	Logo	Logo	Logo	Logo	Logo	Logo

If you don't see what you're looking for, we would love to work with you on customizing a sponsorship opportunity that is right for your business.

For more information, please contact:

Kayla Primm, Manager, Partnership
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WHY PARTNER WITH SHINE FOUNDATION



A brighter future starts with opportunities for youth!

Your support of Shine, will help us move closer to achieving a vision of true accessibility and inclusion for all young people living with severe physical disabilities. With no government or United Way funding, Shine relies on community events, individuals, and organizations like yours to help change lives. With your support, we can create an opportunity that leads to a brighter, more hopeful and engaged future.

Benefits to your business:

- Demonstrates your commitment to championing diversity, inclusion, equity and accessibility in your community
- Leading by example, you will show your clients, employees and community that you invest in causes they care about
- Build trust and brand equity amongst consumers and stakeholders
- Encourage employee loyalty and goodwill

Come to Play, Come to Sleigh:

Should you be interested in joining us on the ice on October 10th, please visit www.CometoSleigh.ca for event registration details.

There is no cost to register, however each participant is required to raise a minimum of \$6,000 – the average cost of a Shine Experience. Register today! Spots are limited.

SPONSOR COME TO SLEIGH TODAY!

To secure your sponsorship, or for more information, please contact:

Kayla Primm

Manager, Partnerships

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