



connsmythedinner.com

67TH ANNUAL ROGERS CONN SMYTHE SPORTS CELEBRITY DINNER & AUCTION

Invest in a child's future

Sixty-six years 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.

More than half a century later, Canada's most successful and prestigious sports dinner has raised more than \$9.9 million for youth and young adults with physical disabilities. None of this would be possible without our sponsors.

By participating in the Rogers Conn Smythe Sports Celebrities Dinner & Auction, you simultaneously build brand awareness and give back to your community. Our exclusive sponsorship opportunities will enable you to increase your company's visibility at this high profile event, network with business, community and sports leaders and align your brand with a respected and recognized children's charity. More importantly, the funds you provide will directly impact the lives of the kids and families who depend on the support of Easter Seals.

An exclusive night out with pre and post VIP receptions, celebrity interviews, a gourmet meal and silent and live auctions, the 67th Annual 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 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.

Wednesday, February 7, 2018

Fairmont Royal York Hotel
100 Front St. West, Toronto

For sponsorship or corporate table information, please contact:

Lauren Squizzato
Development Manager, Special Events
Easter Seals Ontario
One Concorde Gate, Suite 700
Toronto, Ontario M3C 3N6
Tel: 416.421.8377 ext. 316 Fax: 416.696.1035
Toll-free: 1.800.668.6252



Helping Kids with
Physical Disabilities
Succeed



connsmythedinner.com

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.

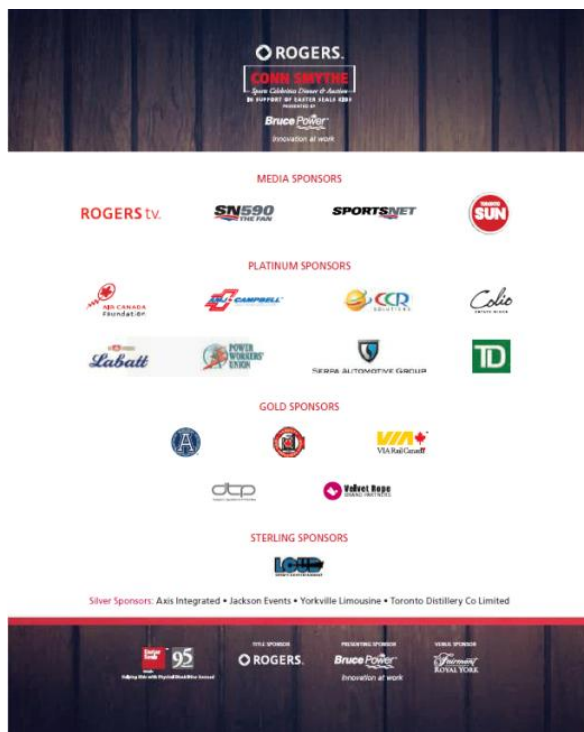
Some of the athletic greats who have graced our stage:

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

In 2017, our celebrity head table guests included:

- Jamie Campbell
- Gregg Zaun
- Paul Beeston
- Johnny Bower
- Cito Gaston
- Rachel Homan
- Eric Lindros
- Penny Oleksiak
- Denis Shapovalov
- Curtis Thom
- Adam Van Koeverden

Our 2017 corporate partners:



2017 Premium Corporate Tables:

- Bloom Lany's Professional Corporation
- Comstor
- D. Petit Home Improvements
- Maple Leaf Sports & Entertainment
- McCarthy Tetrault
- Nancy McFadyen
- Scotiabank
- Slight Communications
- Toronto Blue Jays Baseball Club



Helping Kids with Physical Disabilities Succeed

Make an impact

We offer a wide-range of sponsorship opportunities to suit all budgets. Below you will find the many high-impact 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	Media Sponsor	Platinum Sponsor	Gold Sponsor	Premium Table	Corporate Table
\$25,000	\$20,000	\$10,000	\$5,000	\$5,000	\$3,500

Event Recognition

	Full page	Full page	Full page	1/4 page		
Ad in program	✓	✓	✓	✓	✓	Name only
Logo in program	20	10	10	10	10	10
# of tickets to the dinner	20	10	10		10	
# of tickets to VIP pre & post reception	✓	✓	✓			
Best table assignment	✓	✓	✓	✓	✓	
Table signage	✓					
Verbal recognition from stage	✓	✓	✓	✓	✓	Name only
Logo on digital sponsor reel	✓	✓	✓	✓		
Logo on event signage	✓	✓	✓			
Opportunity for additional corporate signage	✓	✓	✓			

Other Recognition

Logo on all pre-event materials	✓					
Presenting sponsor recognition in press release	✓					
Logo/link on Conn Smythe website	✓	✓	✓	✓	Name only	Name only
E-newsletter sponsorship highlight	✓	✓	✓	Name only	Name only	
Logo on Toronto Sun ads (TBC)	✓	✓	✓	✓		
Recognition in Annual Report	✓	✓	✓	✓	✓	
Industry exclusivity within sponsor level	✓					

Speaking Opportunities

Live interview and co-presentation of Conn Smythe Dinner cheque presentation at 2018 Easter Seals Telethon	✓					
Private interview of head table guest		✓				

Other Opportunities

Employee volunteering with Easter Seals	✓	✓	✓	✓	✓	✓
Auction item	✓	✓	✓	✓	✓	✓
Promotional guest gift	✓					
Business receipt letter					✓	

Thank you for making a commitment to the success of children and youth with physical disabilities!

About Easter Seals Ontario

Easter Seals Ontario

For the past 95 years, Easter Seals has played an important role in providing support for children and youth with physical disabilities from all ethnic and religious backgrounds. Thanks to its generous donors, Easter Seals continues to offer programs to allow kids to experience freedom, independence and a sense of accomplishment. Easter Seals helps by providing financial assistance for mobility equipment, communication devices and summer camp opportunities at its two fully accessible properties, Camp Merrywood and Camp Woodeden. Together we are helping kids BE KIDS.

Core Programs

- Financial Assistance for Equipment
- Camping and Recreation
- Special Educational Information Resources for Parents
- Post-secondary Scholarships

Who We Serve

Easter Seals helps kids with a variety of disabilities and medical conditions, including cerebral palsy (CP), spina bifida, muscular dystrophy (MD), spinal muscular atrophy (SMA), Rett syndrome, and spinal cord injuries. The causes of many medical conditions resulting in physical disabilities vary. Some are hereditary; some occur during pregnancy or at birth through no fault of the mother, and some are still unknown.

Regardless of the cause, these children share a common desire for independence, acceptance and achievement. Often children with disabilities live with feelings of isolation. Many spend most of their time at home or at school, with very little social interaction with others their age. For many of these children, camp or other recreational experiences are their only chance to establish independence, expand their personal boundaries, and explore their abilities.

The Need

Children with physical disabilities require costly equipment to meet basic needs, live safely, and strive for independence. The families of these children face not only personal sacrifice, but also a heavy financial burden. It can cost families more than \$40,000 a year to care for a child with a disability, and as children grow, equipment must be replaced. Government agencies cover only partial costs of certain pieces of equipment necessary to these children for personal safety, mobility, and communication, and for some pieces, not at all.

Extra family expenses can include: home renovations, adaptive equipment and devices, special schooling, special transportation and adapted vehicles, time away from work for medical appointments and surgeries, plus the cost of care givers, to name a few.

Of the families who requested financial assistance from Easter Seals and self-reported their annual income in 2016, 61% reported a total family income under \$60,000. In addition, 45% of families had a total annual household income under \$40,000; and 24% had a total family income under \$20,000.