

Be Part of a Special Evening

71st Anniversary of the Rogers Conn Smythe
Sports Celebrities Dinner & Auction



February 2022

The Fairmont Royal York Hotel
or virtually from the comfort of your home.



100 YEARS 2022
Helping Kids with
Physical Disabilities
Succeed

ROGERS
**CONN
SMYTHE**

SPORTS CELEBRITIES DINNER & AUCTION

In Support of Easter Seals Kids

Presented By

BrucePower
Innovation at work



Seventy 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.

An exclusive night with sports celebrity interviews, a delicious meal and beverages, and an online silent auction, 50/50 raffle, the 2022 Rogers Conn Smythe Sports Celebrities Dinner & Auction promises an unforgettable night with access to a unique group of high-profile individuals. This year you can join us in person or virtually from the comfort of your home.

Our 2022 dinner will be an extra special evening as we will also be celebrating Easter Seals Ontario's 100th anniversary! Easter Seals has a long and proud history of accomplishments made possible by our donors and sponsors. With your support kids with physical disabilities today have far greater opportunities to experience independence, freedom and dignity. We hope you join us in celebrating a century of changing the lives of kids with physical disabilities.



Invest in a Child's Future

The children Easter Seals Ontario serves have lifelong physical disabilities. Many of their families face tremendous emotional and financial strain and need somewhere to turn for help.

Not only does your support have a positive impact on the day-to-day lives of children with physical disabilities and their families, in many instances your impact is life-changing.

Independence

Equipment like a walker gives children the independence to move around their home on their own and provides them with the motivation to try other new things.

Dignity

Over and above independence, items such as commodes and bathing chairs provide kids with privacy and dignity which is equally important.

Inclusiveness and Social Connection

Everyone wants to belong. Our camps offer kids with physical disabilities the chance to connect and make friends in a fun, inclusive environment.

Safety at Home

Having the proper equipment at home means there is less risk of injury from repetitive lifting, and parents can take comfort in knowing their child is safer, more comfortable and has greater independence.

By becoming a sponsor, you can make a life-changing impact and help kids with physical disabilities overcome obstacles and achieve their dreams.

Align Yourself With Success

An event that consistently garners high media interest, 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

Joe Carter, Paul Molitor, Tommy Lasorda

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 2021, our celebrity head table guests included:

Michael Clemons Paul Coffey Dwayne Gretzky (the band) Wayne Gretzky Pat Hentgen
Connor McDavid Joe Thornton Hayley Wickenheiser

2021 Corporate Sponsors

2021 Title Sponsor

Rogers Communications

2021 Presenting Sponsors

Bruce Power

Provincial Building and Construction

Trades Council of Ontario

2021 Media Sponsors

Post Media - The Toronto Sun

Sportsnet

SN - 590 The FAN

Platinum Sponsors

Air Canada Foundation

AMJ Campbell

Colio Estate Wines

Labatt Breweries of Canada

Ontario Ironworkers District Council

NHL

Power Workers' Union

Gold Sponsors

Bloom Lanys Professional Corporation

CUSW

LiUNA Ontario Provincial District Council

The Toronto Blue Jays

The 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 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 community social responsibility commitments and priorities.

Event Recognition	Presenting Sponsor \$25,000	Media Sponsor \$20,000	Platinum Sponsor \$10,000	Gold Sponsor \$7,500
Ad in program	Full Page	Full Page	Full Page	Half Page
Logo in program	✓	✓		✓
# Of tickets to the dinner	20	10	10	10
# Of tickets to the 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				
Logo on all pre-event materials	✓			
E-newsletter sponsorship highlight	✓	✓	✓	Name Only
Logo on Toronto Sun ads (TBC)	✓	✓	✓	✓
Recognition in Annual Report	✓	✓	✓	✓
Industry exclusivity within sponsor level	✓			
Employee volunteering with Easter Seals	✓	✓	✓	✓
Auction item	✓	✓	✓	✓

For sponsorship or ticket package information, please contact:

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