Be Part of a Special Evening

The 76th Conn Smythe Sports Celebrities Dinner & Auction



March 11th, 2027

at the Fairmont Royal York Hotel

Easter Seals™ Ontario

Helping Kids with Physical Disabilities Succeed

Seventy-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 Conn Smythe Sports Celebrities Dinner & Auction.

An exclusive night with sports celebrity interviews, a delicious meal and beverages, an online silent auction, and grand raffle, the 2027 event promises an unforgettable night with access to a unique group of high-profile individuals.

Approximately 700 guests are expected to attend this entertaining event which raises funds to help children with physical disabilities in Ontario. The evening will include the Conn Smythe Lifetime Achievement Award ceremony and the introduction of the 2027 Easter Seals Ontario Provincial Ambassadors.

We hope you join us on March 11th at the Fairmont Royal York Hotel for a memorable evening, all in support of children and youth 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, makes a lasting transformative difference.

Independence

Equipment like a walker gives a child the independence to move around their home on their own and provides them with the motivation to try 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 accessible camps offer kids with physical disabilities a 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, 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 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, Connor McDavid, Wendel Clark, Darryl Sittler

Baseball
Joe Carter, Cito Gaston, Paul Molitor, Tommy Lasorda

Tennis
John McEnroe, Daniel Nestor, Denis Shapovalov

Football
Joe Theismann, Doug Flutie, Michael “Pinball” Clemons

Motor Racing
Mario Andretti, Scott Goodyear, James Hinchcliffe

Olympic Champions
Rosie MacLennan, Adam van Koeverden, Penny Oleksiak, Tessa Virtue, Marnie McBean

In 2026, our celebrity head table guests included:

Wendel Clark Doug Gilmour Paul Bissonnette Renata Fast
Renee Foessel Rachel Homan Lloyd Moseby

2026 Sponsors & Corporate Tables

Presenting Sponsors
Bruce Power
Provincial Building and Construction Trades Council of Ontario

Media Sponsors
Post Media
Sportsnet - 590 The FAN

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AMJ Campbell
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CCR Solutions Inc.
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Labatt Breweries of Canada
MLSE
NHL
Iron Workers District Council of Ontario
Royal Bank of Canada
The Toronto Police Association

Gold Sponsors & Corporate Tables
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Gluckstein Personal Injury Lawyer
LiUNA Ontario Provincial District Council
Miller Thomson LLP
Motion
Jackson Events Inc.
Nancy and John McFadyen
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Rakuten Canada
Scotiabank Power & Utilities / Wealth Management
TD Wealth Private Investment Counsel
Toronto Firefighters Association
Spirit of York Distillery Co.
Toronto Maple Leaf Alumni Association
Waugh Family Foundation
Woodley Care Services

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 we can provide to ensure your investment in our event satisfies your community social responsibility commitments and priorities.

Event Recognition	Celebrity Head Table Sponsor $30,000	Auction Sponsor $25,000	VIP Pre & Post Reception Sponsor $20,000	Platinum Sponsor $10,000	Gold Sponsor $7,500
Logo on Table Tent Cards	✓	✓	✓	✓	✓
# of tickets to the dinner	10	10	10	10	10
# of tickets to the VIP pre & post reception	10	10	10	10	10
Best table assignment	✓	✓	✓	✓	
Verbal recognition	✓	✓			
Logo on event print signage	✓	✓	✓		
Logo on digital sponsor reel	✓	✓	✓	✓	✓
Easter Seals Website	✓	✓	✓	✓	✓
E-newsletter sponsorship recognition	✓	✓	✓	✓	✓
Logo on Toronto Sun ads (TBC)	✓	✓	✓	✓	✓
Recognition in Annual Report	✓	✓	✓	✓	✓
Industry exclusivity within Sponsor Level	✓	✓	✓		
Employee volunteering with Easter Seals	✓	✓	✓	✓	✓
Auction item	✓	✓	✓	✓	✓

***Corporate Tables are available. $5,000 per Table of 10

***In-kind donations of $2,500+ are welcome. Benefits include 2 complimentary tickets to the event.

For sponsorship & table sales information, please contact

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