



SPONSORSHIP PACKAGE

TRANSFORMING LIVES

38th ANNUAL WOMEN OF DISTINCTION AWARDS Thursday May 24, 2018 at the Fairmont Royal York

OUR STORY

At YWCA Toronto, we know that when women and girls succeed, our communities are stronger. By providing direct services and tackling systemic issues, YWCA Toronto helps women and girls escape violence, move out of poverty, and access safe and affordable housing. The **YWCA Toronto Women of Distinction Awards** is our largest annual fundraising event. Our corporate partnerships enable us to provide our vital services to over 13,700 of the most marginalized and disadvantaged women and girls in our city. Together, we create lasting change by ensuring that women and girls in Toronto have access to the services that transform their lives.

Last year, we celebrated the 37th Annual YWCA Toronto Women of Distinction. The event was a great success and over 1,000 guests and volunteers were inspired by our accomplished and outstanding Women of Distinction. Thanks to the commitment and support of our sponsors, the YWCA Toronto Women of Distinction Awards raised \$670,000 for YWCA Toronto programs.

This year's **38th Annual YWCA Toronto Women of Distinction Awards**, presented by Sun Life Financial, will welcome guests at Fairmont Royal York to present the YWCA Toronto Women of Distinction Awards and celebrate and recognize their work.

CREATING CHANGE TOGETHER The funds raised at the Women of Distinction Awards last year supported 32 programs in 12 sites across Toronto. Here are some examples of those served in 2016:

454

women and children at our violence against women and homeless shelters

7,00C women and 1,577

newcomers in our employment and training programs **1,833** participants in programs

at our Girls' Centre, Camp Tapawingo, and Teen Mothers' support programs 943

women and children in our safe affordable housing programs

BECOME A SPONSOR

YWCA Toronto needs your company's financial support to stay at the forefront of addressing issues affecting women and girls. By sponsoring **YWCA Toronto's Women of Distinction Awards**, your company will be creating a highly visible alignment with Canada's leading women's organization and joining other industry leaders in making a direct impact on the lives of women and girls in our city. By showing your commitment to women and girls, your company will build brand loyalty, retain more employees and engage new patrons.

Our sponsors support the **YWCA Toronto Women of Distinction Awards** year after year because they want to continue driving social change and empowering women and girls.

Join us on our journey in transforming the lives of women and girls in Toronto.



2018 YWCA TORONTO WOMEN OF DISTINCTION AWARDS

Presented by Sun Life Financial | May 24, 2018 | Fairmont Royal York

5.30 - 7:00 PM NETWORKING RECEPTION AND DINNER

Guests arrive for a pre-Awards Ceremony reception and dinner in Fairmont Royal York's elegant Canadian Room. Network, explore the silent auction, and indulge at delicious food stations.

7:00 PM AWARDS CEREMONY

Guests enjoy inspiring Awards Ceremony honouring extraordinary women.

NEW

8:30 PM AFTER PARTY

Continue networking, mingling and celebrating over dessert.

CHAMPION \$40,000

- Opportunity for on-stage acknowledgement of the Woman of Distinction Award that aligns best with your corporate giving focus AND/OR unique brand exposure opportunity
- Two reserved tables of ten
- A full page advertisement in program event book
- Opportunity for corporate volunteer engagement at the event or during the year at a chosen YWCA Toronto location

PATRON \$25,000

- Opportunity for on-stage acknowledgement of the Woman of Distinction Award that aligns best with your corporate giving focus OR unique brand exposure opportunity
- Two reserved tables of ten
- A full page advertisement in program event book

TRIBUTE \$15,000

- Unique brand exposure opportunity
- A half page advertisement in program event book
- One reserved table of ten

FUTURE LEADERS \$10,000

- A quarter page advertisement in program event book
- One reserved table of ten

SPONSORSHIP LEVELS

Our sponsorship levels begin at \$10,000. Sponsorship packages can be tailored to your specific marketing needs. Recognition will reflect your level of support and be in conjunction with further year round corporate engagement. This customized approach ensures that your message is delivered in line with your corporate social responsibility and marketing goals.

TABLES & TICKETS

Turning Point Partner Tables of ten (with priority seating) \$6,000

Community Supporter Table \$3,000

> Individual Ticket \$250

All sponsorship levels include the following core benefits:

- Corporate logo on event print materials, advertisements, media communications and onsite signage
- Corporate logo on www.ywcatoronto.org with hyperlink to corporate website
- Corporate logo listed in YWCA Toronto's Turning Point Newsletter (Fall 2018)
- Corporate name listed in YWCA Toronto's 2018 Annual Report
- Corporate logo displayed in sequence during large-screen media presentation
- Recognition on social media platforms leading up to, during and post-event
- Two invitations to the 2018 Women of Distinction Recipients Announcement in honour of International Women's Day

Let us help you meet your marketing goals. Please contact Phoebe Wong, Manager of Events, Sponsorships and Volunteers at or 416.961 .8101 x361 for more details.