

Malachy's Soiree

Sponsorship Package



TINY LIVES.
big hearts.

IN SUPPORT OF
THE **URBAN
ANGEL**
St. Michael's Foundation

2019



Malachy's Soiree
in support of St. Michael's Hospital | Neonatal Intensive Care Unit



**Join us on
Thursday, September 26, 2019
for Malachy's Soiree**

REBEL NIGHTCLUB, 11 POLSON STREET, TORONTO, ON

We invite you to support Malachy's Soiree.

Now in its fourth year, this noteworthy event benefits a cause close to our hearts – the St. Michael's Hospital Neonatal Intensive Care Unit (NICU). The evening promises to be full of fun, food, dancing and world-class entertainment.



St. Michael's Foundation supports the work of St. Michael's Hospital.

Known as Toronto's Urban Angel, the hospital treats patients from Bay Street to Regent Park and St. Jamestown to Rosedale. Tax dollars pay for most health care services, but not all.

That's why our fundraising efforts are critical.

The hospital operates a 20-bed Neonatal Intensive Care Unit (NICU) that cares for 550–600 infants each year who are either born at the hospital or transferred for specialized care from centres across the province. Babies who need care in the unit are often born prematurely or show signs of a serious health issue during delivery or in the first few days of life. Our current facilities to care for mothers and their at-risk newborns are not at the standard required to support an often challenging patient population. Building a state-of-the-art NICU that supports family-integrated care in the new Peter Gilgan Patient Care Tower, and revitalizing the current space, will allow us to provide the optimal care our patient population requires.

Through Malachy's Soiree, your support will allow the NICU to continue to provide world-class neonatal care to Toronto's at-risk infants and mothers. Together, we can ensure that the birth of each vulnerable and critically ill child does not determine their future.

VISION

The gala party goes definitively urban, and decidedly un-gala at the fourth edition of **Malachy's Soiree**.

Think: supper club meets an impromptu party in the alleyway. With edge. With energy. With colour.

Expect to see top talent across the board—from the headline hip-hop entertainment to the street-food-style chef stations. Anchored in black, with hits of chrome, and punctuated by fresh bursts of colour—all artfully executed.

Meet us where graffiti marries with sparkling stilettos. Where the dance party is as sophisticated as it is feverishly-energized.

This is where passion for **tiny lives** culminates in play-time among the **big hearts** for one exciting night of FUNdraising!

Tag your calendar — this is a not-to-be-missed party.





PRESENTING SPONSOR

\$50,000.00

At the Event:

- Lounge seating for 20 at Malachy's Soiree September 26, 2019
- 2 bottle service hosts
- Guest NICU expert of your choice at your lounge
- Verbal recognition

To donate or sponsor, please contact **Ali Blasioli** at BlasioliA@smh.ca
For ticket information or questions, please contact
Rebecca Trafford at TraffordR@smh.ca
malachysoiree.ca

Recognition:

- Presenting Sponsor logo placement on all Invitation, Event Reminder, and Thank You email communication
- Logo placement on event website
- Ability to promote your support for one year
- Thank you ad in a major newspaper or publication (based on availability)
- Logo on video screens at the event
- Inclusion in appropriate social media activity
- Onsite recognition and brand activation
- 10' x 10' Activation space and designated signage
- Recognition in Annual Report
- Inclusion in media release



LITTLE ENTERTAINER SPONSOR

\$25,000.00

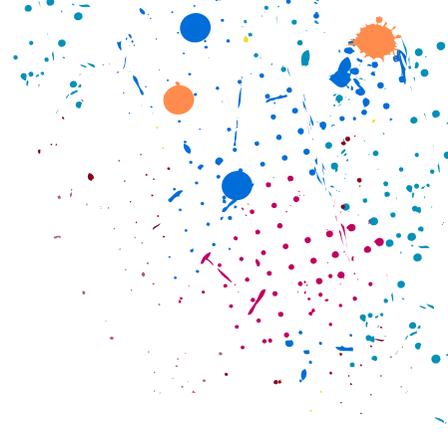
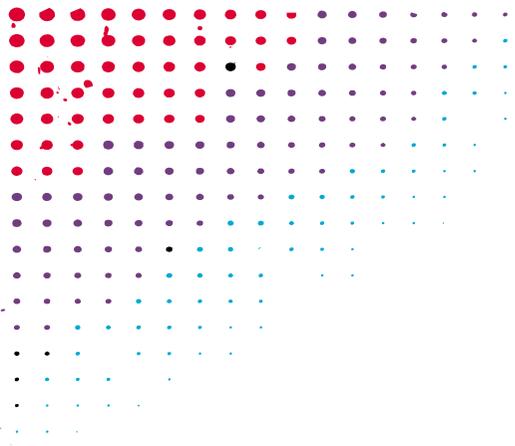
At the Event:

- Lounge seating for 15 at Malachy's Soiree September 26, 2019
- 1 bottle service host

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For ticket information or questions, please contact
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malachysoiree.ca

Recognition:

- Tier 1 logo recognition in email communications (Invite, Reminder, and Thank You Email)
- Tier 1 logo placement on Event website
- Ability to promote your support for one year
- Thank you ad in a major newspaper or publication (based on availability)
- Logo on video screens at the event
- Designated signage at the event
- Verbal recognition at the event
- Recognition in Annual Report



JUNIOR SPONSOR

\$15,000.00

At the Event:

- Lounge seating for 10 at Malachy's Soiree September 26, 2019
- 1 bottle service host

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For ticket information or questions, please contact
Rebecca Trafford at TraffordR@smh.ca
malachysoiree.ca

Recognition:

- Tier 2 logo placement on Invitation, Event Reminder and Thank You email communication
- Tier 2 logo placement on event website
- Ability to promote your support for one year
- Thank you ad in a major newspaper or publication (based on availability)
- Logo on video screens at the event
- Designated signage at the event
- Recognition in Annual Report



KIN SPONSOR

\$10,000.00

At the Event:

- Reserved seating for 10 at Malachy's Soiree September 26, 2019

To donate or sponsor, please contact **Ali Blasioli** at BlasioliA@smh.ca

For ticket information or questions, please contact

Rebecca Trafford at TraffordR@smh.ca

malachyssoiree.ca

Recognition:

- Tier 3 logo placement on Invitation, Event Reminder, and Thank You email communication
- Inclusion on on-site Thank You signage
- Tier 3 logo placement on event website

Thank You



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