

St. Joseph's Healthcare Foundation's 26<sup>th</sup> Annual Gala



# SAIL AWAY

A NAUTICAL NIGHT IN SUPPORT OF  
MENTAL HEALTH & ADDICTIONS CARE

Saturday November 4<sup>th</sup>, 2023  
LiUNA Station | 360 James St. N., Hamilton

St. Joseph's  
Healthcare & Hamilton  
FOUNDATION

HOPE HEALING **DISCOVERY**

[www.stjoesfoundation.ca/gala](http://www.stjoesfoundation.ca/gala)

ANCHOR SPONSORS



# AHOY!

Welcome to the sponsorship package for SAIL AWAY: A Nautical Night in Support of Mental Health & Addictions Care at St. Joe's. From raw bars in the lobby to bubbly on the bow, for this 26th Annual Gala, we're transforming LiUNA Station into a seafaring vessel and taking gala guests on a voyage they won't soon forget. Co-captaining this event are our illustrious gala chairs, Blair and Kathy McKeil. They know a thing or two about all things nautical, moreover, they understand that living with mental illness can make one feel adrift and alone. That's why we're allocating funds raised through this glamorous night to the Mental Health & Addictions Program at St. Joseph's Healthcare Hamilton. We hope you may join us on this passage and thank you for your support!



## **ANCHOR SPONSOR** || \$25,000

Multiple Available

**SOLD**

Recognition on all print, digital and social media promotions using *'Anchor Sponsor'* terminology and logos

Two 8-person tables (16 tickets) with premium placement at the Gala

Full-Page advertisement in printed Gala Program distributed to 450 guests

Logo recognition on custom-printed signage at the entrance to LiUNA Station

Logo recognition on all custom-printed signage throughout the event

Widespread promotion of your gala sponsorship leading up to, during, and following the event

On-screen recognition of your sponsorship in the Grand Ballroom of LiUNA Station

Recognition in a Thank You advertisement in *The Hamilton Spectator* following the event

Recognition on [www.stjoesfoundation.ca](http://www.stjoesfoundation.ca) and via our social media channels as appropriate



## \$20,000 || OPPORTUNITIES

### CAPTAIN'S DINNER **SOLD**

- Logo recognition on custom-printed dinner menu placed at each table setting
- Opportunity to address gala attendees before dinner

### GREEN RIBBON **SOLD**

- Logo recognition on custom-printed signage throughout the venue highlighting the mental health and addiction cause of this year's gala
- Logo recognition on custom-printed message to guests with enclosed mental health awareness pin at each place setting

### GANGWAY GALA ENTRANCE **SOLD**

- Exclusive recognition at the Gangway Gala Entrance to LiUNA Station
- Foundation co-branded step n' repeat backdrop at the entrance to LiUNA Station for photos, which will be shared post-event with guests

### LIVE AUCTION **SOLD**

- Logo recognition on custom-printed signage for each Live Auction item
- Brought-to-you by mention preceding and during the Live Auction

#### Each opportunity will also include the following recognition:

- Two 8-person tables (16 tickets) with premium placement at the Gala
- Full-Page advertisement in printed Gala Program
- Widespread promotion of your gala sponsorship leading up to, during, and following the event
- On-screen recognition of your sponsorship in the Grand Ballroom of LiUNA Station
- Recognition in a Thank You advertisement in The Hamilton Spectator following the event
- Recognition on [www.stjoesfoundation.ca](http://www.stjoesfoundation.ca) and via our social media channels as appropriate



## \$15,000 || OPPORTUNITIES

### DINNER WINE **SOLD**

- Logo recognition on custom-printed wine bottle neck tags
- Brought to you mention during dinner

### DINNER ENTERTAINMENT **SOLD**

- Sponsor of a LIVE performance by celebrated *Canadian Tenor John McDermott*
- Logo recognition on ballroom screens during the live gala concert
- Brought-to-you by mention preceding the live gala concert

### TECHNOLOGY **SOLD**

- Logo recognition incorporated into bidding device screens and auction websites
- Logo recognition near Technology Help Desk stations at the gala

### PHOTO BOOTH **SOLD**

- Logo recognition on custom-printed signs in the vicinity of the photo booth
- Logo recognition on printed photos handed out on event night

### BUBBLY ON THE BOW **SOLD**

- Logo recognition on custom-printed bubbly champagne flute stems
- Brought to you by mention preceding the Bubbly toast

#### Each opportunity will also include the following recognition:

- Premium Location Gala Table (8 tickets)
- Full-Page advertisement in printed Gala Program
- Widespread promotion of your gala sponsorship leading up to, during, and following the event
- On-screen recognition of your sponsorship in the Grand Ballroom of LiUNA Station
- Recognition in a Thank You advertisement in The Hamilton Spectator following the event
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## \$10,000 || OPPORTUNITIES

### VALET DOCKING **SOLD**

- Logo recognition on two large A-Frame signs in at the vehicle drop-off/pick-up area
- Logo recognition on key tags for guests

### RAW BAR **SOLD**

- Logo recognition on custom-printed napkins available throughout the Raw Bar station

### APPETIZER **SOLD**

- Logo recognition on custom-printed napkins accompanying each appetizer

### RECEPTION COCKTAIL **SOLD**

- Logo recognition on custom-printed coasters accompanying each cocktail

#### Each opportunity will also include the following recognition:

- Premium Location Gala Table (8 tickets)
- Full-Page advertisement in printed Gala Program
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- On-screen recognition of your sponsorship in the Grand Ballroom of LiUNA Station
- Recognition in a Thank You advertisement in The Hamilton Spectator following the event
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## \$10,000 || OPPORTUNITIES

### MEN'S LUXE BOX FROM THE CARGO HOLD **SOLD**

- Logo recognition on custom-printed signage in proximity to the men's Luxe Box of designer goods

### WOMEN'S LUXE BOX FROM THE CARGO HOLD **SOLD**

- Logo recognition on custom-printed signage in proximity to the women's Luxe Box of designer goods

### SILENT AUCTION **SOLD**

- Logo recognition on custom-printed signage at the entrance to the auction room

### VINTAGE WINE & SPIRITS AUCTION **SOLD**

- Logo recognition on custom-printed signage at the entrance to the auction room

#### Each opportunity will also include the following recognition:

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- Full-Page advertisement in printed Gala Program
- Widespread promotion of your gala sponsorship leading up to, during, and following the event
- On-screen recognition of your sponsorship in the Grand Ballroom of LiUNA Station
- Recognition in a Thank You advertisement in The Hamilton Spectator following the event
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## \$10,000 || OPPORTUNITIES

### DÉCOR **SOLD**

- Logo recognition on custom-printed signage placed in close proximity to major décor elements

### PRINT **SOLD**

- Logo recognition included on all print materials, including signage, Invitations and Program

### CAPPUCCINO/ESPRESSO BAR **SOLD**

- Logo recognition on custom-printed napkins

#### Each opportunity will also include the following recognition:

- Premium Location Gala Table (8 tickets)
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- Recognition in a Thank You advertisement in The Hamilton Spectator following the event
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## \$10,000 || OPPORTUNITIES

### LATE NIGHT BUFFET FROM THE GALLEY SPONSOR

- Logo recognition on gelato cups

### POOL DECK DJ **SOLD**

- Logo recognition on custom-printed signage placed in front of stage/DJ area

### AUCTION ITEM DELIVERY REGATTA **SOLD**

- Logo recognition on custom-printed bags or tags that auction items are delivered in/with

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- Premium Location Gala Table (8 tickets)
- Full-Page advertisement in printed Gala Program
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- On-screen recognition of your sponsorship in the Grand Ballroom of LiUNA Station
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## SHARED OPPORTUNITIES

### CORPORATE TABLE SPONSOR || \$7,500

- Gala Table (8 tickets)
- Half-Page advertisement in printed Gala Program

### PARTNER SPONSOR || \$5,000

- 4 Tickets
- Quarter-Page advertisement in printed Gala Program

### SUPPORTER SPONSOR || \$2,500

- 2 Tickets
- Quarter-Page advertisement in printed Gala Program

#### Each opportunity will also include the following recognition:

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- Recognition in a Thank You advertisement in The Hamilton Spectator following the event
- Recognition on [www.stjoesfoundation.ca](http://www.stjoesfoundation.ca) and via our social media channels as appropriate



# SPONSORSHIP CONFIRMATION FORM

**YES,** I would like to sponsor St. Joseph's Healthcare Foundation's 26th Annual Gala!  
Please select the category below you are electing to sponsor:

- |   |   |  |
|---|---|--|
| <input checked="" type="checkbox"/> ANCHOR SPONSOR - \$25,000               | <input checked="" type="checkbox"/> VALET DOCKING SPONSOR - \$10,000                        | <input checked="" type="checkbox"/> PRINT SPONSOR - \$10,000                         |
| <input checked="" type="checkbox"/> CAPTAIN'S DINNER SPONSOR - \$20,000     | <input checked="" type="checkbox"/> RAW BAR SPONSOR - \$10,000                              | <input checked="" type="checkbox"/> CAPPUCCINO/ESPRESSO BAR SPONSOR - \$10,000       |
| <input checked="" type="checkbox"/> GREEN RIBBON SPONSOR - \$20,000         | <input checked="" type="checkbox"/> APPETIZER SPONSOR - \$10,000                            | <input type="checkbox"/> LATE NIGHT BUFFET FROM THE GALLEY SPONSOR - \$10,000        |
| <input checked="" type="checkbox"/> GANGWAY ENTRANCE SPONSOR - \$20,000     | <input checked="" type="checkbox"/> RECEPTION COCKTAIL SPONSOR - \$10,000                   | <input checked="" type="checkbox"/> POOL DECK DJ SPONSOR - \$10,000                  |
| <input checked="" type="checkbox"/> LIVE AUCTION SPONSOR - \$20,000         | <input checked="" type="checkbox"/> MEN'S LUXE BOX FROM THE CARGO HOLD SPONSOR - \$10,000   | <input checked="" type="checkbox"/> AUCTION ITEM DELIVERY REGATTA SPONSOR - \$10,000 |
| <input checked="" type="checkbox"/> DINNER WINE SPONSOR - \$15,000          | <input checked="" type="checkbox"/> WOMEN'S LUXE BOX FROM THE CARGO HOLD SPONSOR - \$10,000 | <input type="checkbox"/> CORPORATE TABLE SPONSOR - \$7,500                           |
| <input checked="" type="checkbox"/> DINNER ENTERTAINMENT SPONSOR - \$15,000 | <input checked="" type="checkbox"/> SILENT AUCTION SPONSOR - \$10,000                       | <input type="checkbox"/> PARTNER SPONSOR - \$5,000                                   |
| <input checked="" type="checkbox"/> TECHNOLOGY SPONSOR - \$15,000           | <input checked="" type="checkbox"/> VINTAGE WINE & SPIRITS AUCTION SPONSOR - \$10,000       | <input type="checkbox"/> SUPPORTER SPONSOR - \$2,500                                 |
| <input checked="" type="checkbox"/> PHOTO BOOTH SPONSOR - \$15,000          | <input checked="" type="checkbox"/> DECOR SPONSOR - \$10,000                                |  |
| <input checked="" type="checkbox"/> BUBBLY ON THE BOW SPONSOR - \$15,000    |   |  |

Contact Person's Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: ( \_\_\_\_\_ ) \_\_\_\_\_ Fax: ( \_\_\_\_\_ ) \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Personal or Business Name as it will appear in the evening program: (please print clearly)

## Payment Options:

Enclosed is a cheque payable to: St. Joseph's Healthcare Foundation

Please send an invoice to the contact person and address above

Please charge to personal AMEX/Visa/MC (circle one)

# \_\_\_\_\_ Expiry \_\_\_\_\_ / \_\_\_\_\_

Please charge to business AMEX/Visa/MC (circle one)

# \_\_\_\_\_ Expiry \_\_\_\_\_ / \_\_\_\_\_

Signature: \_\_\_\_\_

Please return this form to: St. Joseph's Healthcare Foundation  
Attention: Mark Brogno  
224 James Street South  
Hamilton, ON L8P 3A9

PHONE: 905.521.6036  
FAX: 905.577.0860  
EMAIL: [mark@stjoesfoundation.ca](mailto:mark@stjoesfoundation.ca)  
Charitable Number BN 11918 3549 RR0001