

HATS OFF to HARRY



A Tribute to Harry Rosen

Media Sponsor - \$100,000 – SOLD

Promotional Rights & Benefits

- Opportunity to participate in Toronto General & Western Hospital Foundation's (TGWHF) Donor Recognition Program, as appropriate to giving history
- TGWHF Main Donor Recognition Wall
- McEwen Centre for Regenerative Medicine (MCRM) Donor Recognition Program Wall

Advertising / Marketing / Printing

- Recognition in the Media Release
- Two (2) pages of advertisements in event program
- Corporate name listed as "Media Sponsor" in event program
- Corporate logo* presented in the Tribute Video to be played at the event
- Corporate logo* presented in a full-page Thank You advertisement in The Globe and Mail
- Corporate logo* presented on event Video Screen
- Corporate logo* acknowledgement on Table Cards
- Corporate logo* presented on *Hats Off to Harry* webpage (www.hatsofftoharry.ca)
- Corporate logo* presented on MCRM website (www.mcewencentre.com) and TGWHF website (www.tgwhf-uhn.ca)
- Corporate logo* presented on all Event Signage
- Corporate name, phone and web listing in Sponsor Directory
- Corporate logo* presented on Exterior Hospital Events Banner
 - Banner posted on University Avenue side of Toronto General Hospital for one month following the event (north-bound view) ~ 25,000 views per day

On-Site Opportunities

- Two (2) tables of ten (10) prominently positioned at the Tribute Dinner
- Invitation to the exclusive bi-annual "Behind the Scenes" tour at McEwen Centre for Regenerative Medicine

All corporate sponsors receive a business receipt for the full amount of sponsorship

* Corporate logo presentation size as appropriate to sponsorship level