

# HATS OFF to HARRY



A Tribute to Harry Rosen

## Top Hat Sponsor - \$75,000

### 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

- One (1) page of advertisement in event program
- Corporate name listed as "Top Hat 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\* presented on *Hats Off to Harry* webpage ([www.hatsofftoharry.ca](http://www.hatsofftoharry.ca))
- Corporate logo\* presented on MCRM website ([www.mcewencentre.com](http://www.mcewencentre.com)) and TGWHF website ([www.tgwhf-uhn.ca](http://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

- One (1) table 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