



Starry Night Gala

2024 PARTNERSHIP OPPORTUNITIES
FAIRMONT ROYAL YORK | SATURDAY, AUGUST 10, 2024

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ABOUT US & THE STARRY NIGHT GALA

The Prospects by Sports Illustrated Scholarship Foundation is dedicated to recognizing young athletic leaders in the community and provide comprehensive support to both the deserving as well as the underserved, with a focus on education and empowerment. **The PSI Scholarship Foundation** awards well-rounded, talented young athletes who have overcome obstacles, shown strength in the face of adversity, and who are eager to make an impact, learn, and build a better tomorrow for themselves and society. Our mission is to create a positive and lasting impact on young athletes while fostering a sense of unity and opportunity for all.

The Starry Night Gala is a fundraising event that brings together celebrities, corporations, philanthropists, and individuals who are passionate about creating positive change in the lives of deserving youth. Through a night of celebration, networking, and entertainment, this event seeks to generate both the awareness and financial resources to drive our programs forward while acknowledging our deserving athletes.

Join us for an exclusive night out with our incredible head table guests, a delicious meal and beverages, and a silent auction, **The Starry Night Gala** promises an unforgettable evening with access to a unique group of NHL superstars, celebrities and high-profile individuals, not to mention the real stars of the evening, our award winners! Don't miss this significant opportunity for your company and/or family to become involved with one of Toronto's most unique and talked about fundraising events of the year!



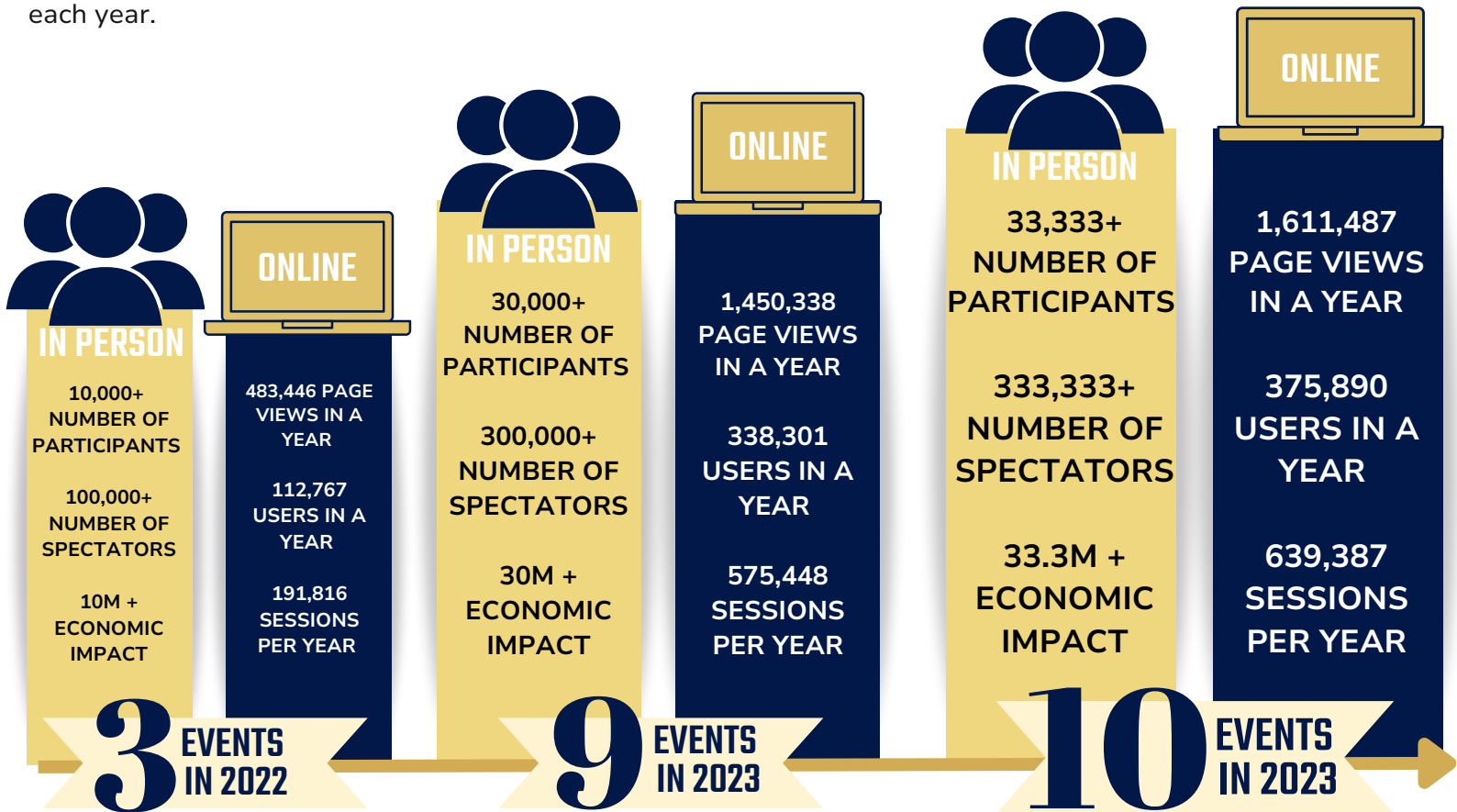
WHY CHOOSE US

The success of this gala and all our events is our ability to effectively utilize our channels to reach and engage our target audience, driving attendance, achieving and surpassing our goals annually as shown by our growth of 333.33% in a three-year window!

Partnering with PSI gives us a wide outreach with a proven track record of realizing its goals as evidenced by the sold-out successes of their events each year.

BRAND RECOGNITION! PSI is trending upwards each year with continuous new partnerships around North America, and recently at the international level as well!

The statistics below are based on THREE events in 2022. That number grew to NINE in 2023 and will increase to TEN in 2024 with the World Cup Event held which will bring 20 North American teams and 26 European teams to Canada to participate, garnering the attention of Toronto for its multicultural and inclusive nature.



The PSI Scholarship Foundation will utilize its various channels to promote the event and reach a broader audience:

Social Media: Utilize Facebook, Instagram, and TikTok for event promotion, updates, and engagement.

Email Marketing: Send newsletters and targeted emails to donors and supporters, encouraging gala attendance.

Website: Create a gala-dedicated webpage with event details, registration, and donation options.

Traditional Media: Partner with local/national media for press coverage, interviews, and articles.

Networking: Leverage leaders' and supporters' networks to spread gala awareness.

Partnerships: Collaborate with aligned organizations, sponsors, and influencers to expand reach.

Direct Mail: Send physical invitations and promotional materials to select individuals.

Community Engagement: Engage the local community through outreach, workshops, and partnerships for support.

Starry Night Gala

2024 PREMIER PARTNER OPPORTUNITIES

PLATINUM SPONSOR

3 available

\$10,000

- 10 VIP Tickets with 5PM Entry to the Exclusive VIP Reception Room (includes a dedicated host for the night and whiskey tastings from local distillers)
- Early Access to celebrities, with exclusive meet & greets, photo op's and signings
- 1 VIP Dinner Table (premium table placement) for your 10 guests
- 3-course gourmet dinner with wine service
- Shared primary logo placement (tickets, screens, programs, etc.)
- Early access to the Silent Auction
- Late Night Snacks delivered to your table at 10PM
- Social media recognition, website placement, e-blast mentions
- Access to the VIP Reception Room before and after the formal portion of the evening
- One member of your party receives a complimentary stay that night in the Royal York with a champagne breakfast
- Thank you gift, including photo of table attendees
- First right of refusal to sponsor in 2025

GOLD SPONSOR

5 available

\$7,500

- 10 VIP tickets with 6PM Entry
- Exclusive Cocktail Reception from 6-7pm
- 3-course gourmet dinner with wine service
- Late Night Dessert & Snacks delivered to your table at 10PM
- Late Night Access to the exclusive VIP Reception Room
- Shared primary logo placement (tickets, screens, programs, etc.)
- Access to celebrity guests
- Early Access to the Silent Auction with over 100 items
- Social media recognition and e-blast mentions (combined)

SILVER SPONSOR

10 available

\$5,000

- 10 VIP tickets with 6PM Entry
- Exclusive Cocktail Reception from 6-7pm
- 3-course gourmet dinner with wine service
- Late Night Dessert & Snacks delivered to your table at 10PM
- Shared primary logo placement (tickets, screens, programs, etc.)
- Access to celebrity guests
- Early Access to the Silent Auction with over 100 items
- Social media recognition + e-blast mentions (combined)

BRONZE SPONSOR

10 available

\$3,500

- 10 VIP tickets with 6PM Entry
- 3-course gourmet dinner with wine service
- Late Night Dessert & Snacks delivered to your table at 10PM
- Shared primary logo placement (tickets, screens, programs, etc.)
- Access to celebrity guests
- Access to the Silent Auction with over 100 items
- Social media recognition + e-blast mentions (combined)

MARKETING PARTNER OPPORTUNITIES

We offer exclusive partnership opportunities for your company. Each opportunity is unique to your needs. Claim them while they last!

Only one sponsoring partner is available for each item (excluding silent auction partner).

**All Marketing Partner Opportunities to include: Your Logo on all Email Communications to Guests, Individual social media post highlighting your Sponsorship, Emcee announcement of your Sponsorship during event, Your Logo shown during Sponsor slideshow, Option to donate a unique item for Silent Auction for EXTRA promo, Option to provide promotional materials or product samples in all swag bags.*



DINNER SPONSOR (\$10,000)

Where Good Food meets Great Support! Guests will savour the flavour with your company as our Dinner Sponsor!

Your Logo on every menu at each place setting and design a **FULL PAGE** ad to be included in the program guide



BAR SPONSOR (\$7,500)

Guests at the bar will lift their glasses to you with your company on cocktail napkins given out with each drink.

Your Logo on every cocktail napkin and design a **HALF PAGE** ad to be included in the program guide



WINE SPONSOR (\$7,500)

Guests will toast the night away as they sip on your company's featured wine!

Tags with your Logo on each bottle of wine on the tables and Design a **HALF PAGE** ad to be included in the program guide



ENTERTAINMENT SPONSOR (\$7,500)

Let the DJ turn his beats into your brand and spin your company into success!

Your Logo on the DJ Booth with continual announcements by DJ throughout the event and design a **HALF PAGE** ad to be included in the program guide



DECOR SPONSOR (\$5,000)

No one will miss your grand entrance!

Your Logo suspended from the balloon arch entrance and design a **QUARTER PAGE** ad to be included in the program guide



GLAM CAM SPONSOR (\$5,000)

Guests will clamour for the glamour when they smile for the camera at your photo booth!

Your Logo on the photo booth and design a **QUARTER PAGE** ad to be included in the program guide



CANDY BAR SPONSOR (\$3,500)

Your company will be the sweet treat of the night!

Your Logo on the custom candy bar wrappers and design a **QUARTER PAGE** ad to be included in the program guide



SWAG BAG SPONSOR (\$3,500)

You get a swag bag and you get a swag bag! Everyone gets their gifts in a bag courtesy of you!

Your Logo on the gala swag bags and design a **QUARTER PAGE** ad to be included in the program guide



ONLINE AUCTION SPONSOR (\$1,000)

One of the most engaging aspects of the event, the online auction creates excitement and a stir as guests outbid one another.

Your Logo on the Silent Auction Table and design a **QUARTER PAGE** ad to be included in the program guide

2024 PARTNERSHIP COMMITMENT FORM

PARTNER INFORMATION

Company or Donor Name

Contact Name (if different than Donor Name)

Street Address

City

Province/State

Postal/Zip

Phone

Email

Website

Signature

PREMIER PARTNER OPPORTUNITIES

- Platinum Sponsor | \$10,000
- Gold Sponsor | \$7,500
- Silver Sponsor | \$5,000
- Bronze Sponsor | \$3,500
- Individual Ticket | \$269 each

MARKETING PARTNER OPPORTUNITIES

- Dinner Sponsor
- Bar Sponsor
- Wine Sponsor
- Entertainment Sponsor
- Decor Sponsor
- GlamCam Sponsor
- Candy Bar Sponsor
- Swag Bag Sponsor
- Silent Auction Sponsor

TOTAL COMMITMENT \$ _____

PAYMENT INFORMATION

- Cheque enclosed Please send invoice Credit card (We will contact you to make a credit card payment)

Please make cheques payable to: The PSI Scholarship Foundation
Mailing Address: 6840 Pacific Circle, Mississauga, ON L5T 1N8

Please return your completed form, together with your company name and logo by APRIL 30, 2024.