

SQUARE ONE

Presents



LAUGH OUT LOUD



Trillium  
Health Partners  
Foundation

# ABOUT LAUGH OUT LOUD



LOL is Mississauga and west Toronto's largest, most prominent event of the gala season.



Raised over \$10 million from the community



1,200+  
Guests

## Attendees Include:



Healthcare professionals, lawyers, community philanthropists, political leaders, social influencers, corporate executives



Social media event promotion (Facebook, Twitter, Instagram) with an outreach of close to 10,000 followers combined

## Media Presence Includes:



> TORONTO STAR <



# 8th

This year marks our eighth annual Laugh Out Loud Gala

# 2020 LAUGH OUT LOUD SPONSORSHIP BENEFITS

## BENEFITS

	PRESENTING: \$100,000	PLATINUM: \$75,000	DIAMOND: \$50,000	GOLD: \$25,000	SILVER: \$15,000
<b>PRE-EVENT MARKETING</b>					
Sponsor category exclusivity	•				
Corporate logo embedded in event logo	•				
Corporate logo on event website	•	•	•	•	•
Corporate logo on all print promotional materials and electronic signage	•	•	•		
Recognition on the Foundation's social media outlets (8,000 + followers)	•	•	•		
Acknowledgement in event media release	•	•	•		
Corporate name/logo on all event ad placements	•	•	•	•	•
Invitation to exclusive Launch Event	•	•	•	•	•
<b>EVENT PRESENCE</b>					
Table in VIP seating section	3	2	1	1	1
Table in Applause seating section			1		
Invitation to exclusive VIP reception	30	20	20	10	10
Invitations to the sponsors-only backstage pass with Wayne Brady, including photo opportunity	30	20	20	10	10
Onstage verbal recognition from event host	•	•			
Corporate logo included on main photograph portrait backdrop	•	•			
Recognition in evening program	•	•	•	•	•
Corporate logo on all event signage	•	•			
Dedicated sponsor-related signage at event	•	•	•	•	•
Logo on multi-media presentation in dining room and throughout venue	•	•	•	•	•

Sponsorship opportunities are on a first-come, first-served basis.  
Please be sure to commit soon to receive your level of choice.

# 2020 LAUGH OUT LOUD SPONSORSHIP PACKAGES

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## **PRESENTING SPONSORSHIP: \$100,000**

Corporate logo embedded in the event logo and maximum media exposure surrounding the event, allowing for optimum brand awareness within the Mississauga and Greater Toronto region.

## **PLATINUM SPONSORSHIP: \$75,000**

### **DINNER SPONSOR**

As our exclusive Dinner Sponsor, your logo will be prominently displayed on 1,200+ menus and affiliated with a succulent menu prepared by Toronto Congress Centre, with the opportunity to participate in the event menu tasting.

### **ENTERTAINMENT SPONSOR**

Exclusive opportunity to sponsor our headline talent, the one-and-only Wayne Brady! As our exclusive entertainment sponsor, your logo will be included on stage both immediately before and after our headliner's performance.

### **COCKTAIL RECEPTION SPONSOR**

Help us kick-off the event by participating as our exclusive Cocktail Reception Sponsor, while guests mix and mingle. Your corporate logo will be prominently displayed throughout the Cocktail Reception area.

## **DIAMOND SPONSORSHIP: \$50,000**

### **VIP RECEPTION SPONSOR**

Take advantage of capturing the attention of a select group of VIPs by participating as our exclusive VIP Reception Sponsor. Designated logo recognition will be tastefully displayed on the bars in the VIP Reception area, along with exclusive recognition on electronic invitations sent to VIP guests attending the VIP Reception.

### **PHOTO BOOTH SPONSOR**

Receive logo recognition in our LOL photo booth area, including logo placement on 1,200+ photo booth portraits that each guest take home as a keepsake.

### **HAUTE COUTURE SPONSOR**

An exclusive opportunity to interweave the theme of elite fashion throughout the entire Laugh Out Loud event.

# 2020 LAUGH OUT LOUD SPONSORSHIP PACKAGES

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## **GOLD SPONSORSHIP: \$25,000**

### **SILENT AUCTION SPONSOR**

Align your brand with a high-end silent auction that utilizes electronic bidding tablets placed at each table during dinner and in the silent auction room. Your logo will be placed on signage in the silent auction room, along with logo placement on all 290 electronic bidding tablets.

### **LIVE AUCTION SPONSOR**

Participate as our exclusive Live Auction Sponsor with onstage recognition while raising funds for a great cause. Your logo will be included on digital screens throughout the reception space during this much-anticipated fundraising activity.

### **DÉCOR SPONSOR**

Partner with décor elements that are uniquely tailored to our event theme and iconic legend, Wayne Brady. Your company logo will be prominently displayed throughout the lobby and dining room areas.

### **REGISTRATION SPONSOR**

Exclusive opportunity to have your corporate logo displayed at the registration desk, on our seating charts situated in the main lobby, along with the option to provide registration staff with your company pens and/or other collateral at the registration table (provided by sponsor).

### **RED CARPET SPONSOR**

As guests arrive through the doors, be the first to make an impression by being recognized as our Red Carpet Sponsor at the entrance of the Toronto Congress Centre.

### **VALET SPONSOR**

Dedicated signage at valet parking drop-off and pick-up, including the opportunity to leave a small branded token behind in each car (provided by sponsor).

### **AFTER-PARTY SPONSOR**

Be a part of the festivities as the party continues with live entertainment, open bar and late night snacks. Your corporate logo will be prominently placed on all after-party signage.

### **GOURMET BREW SPONSOR**

Logo placement on designated signage at the Espresso Bar as guests mix and mingle in the main lobby.

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## SILVER SPONSORSHIP: \$15,000

### COAT CHECK SPONSOR

With a February chill in the air, guests arrive at LOL seeking a place to leave their evening coats. Gain exclusive exposure to guests as they enter the venue to check-in their coats and have your logo placed on designated signage as the exclusive Coat Check Sponsor.

### CASH DESK SPONSOR

An exclusive opportunity to have your corporate logo displayed at the cash desk in the main lobby, along with the option to provide cash desk staff with your company pens and/or other collateral (provided by sponsor).

### CORPORATE PATRON SPONSOR

An affordable option for companies looking to attend the event while receiving brand recognition in the common venue space.

**Sponsorship opportunities can be customized to best suit the interests of your organization. Please contact us to discuss how we can develop a mutually-beneficial partnership.**

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Thank you for your consideration in partnering with us on the comedy event of the year!

If you have additional ideas on how we can best suit your business needs through sponsorship or promotion, we would appreciate the opportunity to discuss them with you.

For more information, please contact:

### JESSICA BERZINS

Manager, Community Activation  
Trillium Health Partners Foundation  
905-848-7580, ext. 3299  
Jessica.Berzins@thp.ca

**TRILLIUMLOL.CA**

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