



IN SUPPORT OF



# 2023 SickKids Gala

## Sponsorship Package

We can't wait to see you ON THE FLOOR!



# WELCOME!

**On The Floor** (OTF), Canada's hottest dance competition, is a big believer in giving back and taking time to make a difference. Later this year, we will proudly host our 10th annual fundraising events for **The Hospital for Sick Children**.

Health care basics are covered by public funding, however, **SickKids** provides much more than basic care. It is because of the annual generosity of thousands of donors and volunteers that the hospital continues to be a model for the world, displaying exemplary standards of care. This year, more than ever, the hospital needs our help to continue raising funds so that they can continue to offer best in class treatment and support to the children who need it most.

Through On The Floor's fundraising event, **A Night for SickKids Gala**, we are able to accomplish so much. Funds raised are allocated to the Child Life Department to fund dance programming, parties, events, and other activities for patients at the hospital. In the past we have been able to work closely with the **SickKids Foundation** and the **ChildLife** staff to plan special events and put smiles on the faces of these brave and special children.

**To date, On The Floor has grossed over \$435,000 for this cause!**

Enclosed are details about the marketing value associated with sponsorship of our events. We look forward to speaking with you about partnering with **On The Floor** in support of **SickKids** and thank you for your consideration.



OTF Brand Ambassadors





# WHAT WE DO

## A NIGHT FOR SICKKIDS GALA

On The Floor brings competitive and professional dancing together in a performance like no other with **A Night for SickKids Gala**. We are very excited to be celebrating our 10th year in 2023 and are making plans to welcome you to a live and in-person event at the **Richmond Hill Performing Arts Theatre** on **Sunday September 24, 2023**.

Select **Ultimate Dancers** from each **On The Floor** competition are given an opportunity to perform in the Gala each year along with our industry dancers, performing pieces choreographed by some of the biggest names in the business. These performances provided an incredible platform to showcase our amazing faculty, local professional dancers from across the GTA, and our top-ranking finalists. It's a unique opportunity for competitive winners to rub shoulders with a wealth of professional talent and really get to see firsthand how the pros prepare and perform.

## BENEFITS OF SPONSORSHIP

When you make the decision to sponsor an On The Floor event, you are instantly connecting your organization with your target audience. You'll gain the opportunity to heighten your organization's brand recognition within your community. Sponsoring an event shows your commitment to corporate citizenship while giving you direct access to people with whom you may develop long-standing business relationships.

In return for investing in **A Night for SickKids Gala**, you have the opportunity to be promoted alongside OTF, exposing your organization to an audience of young dancers, their families, and extended families. Network with and promote your product or service to the men, women, boys, and girls within the dance community.

Showcase your organization in a new and innovative way. Position yourself as a friend to the dance community. Most importantly, associate your organization with **SickKids**, a world-class hospital dedicated to improving the health of children.



# PUBLICITY CAMPAIGN

## A Night for SickKids Gala and #GiveBack Video Shoot

promotional campaigns will be aimed directly at dance studios in the GTA and surrounding area, with the goal of recruiting individuals to participate in the events.

## Target Audiences Identified Are:

- Dance Studios
- Dancers
- Dancewear Stores
- Dance Studio Owners
- Dancers' Family Members

## Promotional Strategies Include, But Are Not Limited To:

- Flyers circulated in dancewear stores
- Appearances at summer intensive workshops
- OTF faculty teaching at studios and spreading the word
- Extensive use of social media and live streaming of events
- Press releases to local media, requests for interviews, and strong story placement

## ONLINE OUTREACH

Our audience is very active online and we take full advantage of all opportunities to connect with our dancers, faculty, and fans through social media and online streaming of our dance events. For our corporate sponsors this means much more exposure, as messages get shared not only by **On The Floor**, but also by our wide network of followers.

OTF's online reach includes more than **17,500** direct fans and followers of our social media channels. Our faculty members - including dance stars Jordan Clark, Jennie Pappas, Briar Nolet, Derek Piquette, and Mitchell Jackson - share OTF posts to a combined audience of over 1,000,000 (yes, that's **ONE MILLION**) fans in their social media networks.







## SPONSORSHIP CONDITIONS

Sponsorship funds will contribute to the promotion, planning and operation of the event. Funds will be used to subsidize cost components such as printing, promotion, purchasing of supplies, prizes, etc.

Sponsorship conditions are negotiable and the event organizers are open to discussion of special requirements or sponsor benefits. Sponsors are responsible for producing and providing their own promotional materials. Sponsorship dollars are required to be paid in full within seven business days of signing the sponsorship agreement.

We accept sponsorship all year round; however, due to program printing deadlines, we may carry on your sponsor advertising in the following year if received after our printing deadline.

## SPONSORSHIP VS. SUPPORTER

We appreciate all sponsors and supporters of the **Gala**; however, it is important to set out the difference between the two.

A **sponsor** of the event is providing a sponsorship dollar amount to assist with the running of the event (as set out above). Sponsorship dollars help with the printing, promotion, and purchasing of supplies to run the event. As a sponsor, you can receive a **Gift Confirmation Letter** from the SickKids Foundation for your sponsorship, as well as receiving the benefits of sponsorship from **On The Floor** (see chart on page 6). A sponsor would make their cheque payable to **On The Floor**.

A **supporter** of the event is a company or individual who provides an in-kind donation (ie. decorations/food for the event, promotion draw, or auction prize). A company or individual who provides an in-kind item will receive a **Gift In Kind Letter** or **Gift Confirmation Letter** from **SickKids Foundation** for business expense purposes.

On The Floor does our best to acknowledge all of our sponsors and supporters; however, only sponsors will receive sponsorship benefits as set out on page 6.





# SPONSORSHIP LEVELS

## 2023 GALA CORPORATE SPONSORSHIP LEVELS

Corporate sponsorship dollars and in-kind donations are helpful when organizing a successful event and maximizing the dollars that can be donated to **SickKids**. Below is a table of **On The Floor's** sponsorship types, levels, investments and benefits.

### Sponsorship Types, Levels, Investments, and Benefits

Level of benefits you receive will depend on your contribution.

Sponsor Benefit	Title Sponsor \$5,000	Platinum \$3,000	Gold \$2,000	Silver \$1,500	Bronze \$500
Recognition as an exclusive title sponsor of the event	●				
Opportunity to make opening remarks before the show begins	●				
Behind the scenes at SickKids (space, availability, and ongoing restrictions permitting)	●				
Opportunity to insert business promotional material into program	●				
Logo placement on event step & repeat wall	●	●			
Logo/Name in pre & post-event marketing materials (if applicable)	●	●	●		
Acknowledgment in media releases	●	●	●		
Two complimentary tickets to our Gala Performance <i>(subject to availability)</i>	●	●	●		
Social media shout out	●	●	●	●	
Logo placement on OTF's website	●	●	●	●	●
Logo placement in event program	●	●	●	●	●
Logo on event thank you board	●	●	●	●	●





# SPONSORSHIP ALTERNATIVES

## IN-KIND DONATIONS

In-kind donations, as well as any dollar amount of sponsorship are always welcome and appreciated. Please contact us if you are able to donate promotional draw prizes, silent auction items, giveaways for the performers or contribute to our 'treat table'. We are always open to other ideas and suggestions so please feel free to speak with Kerri if your company has another way you would like to help us out.

*\* Donated items are not eligible for a tax receipt, but a gift in kind letter for corporations, confirming that an item was donated for a SickKids event and the total value of the item may be used as documentation for business expense purposes. There is no tax benefit to an individual for in-kind donations.*

## DIRECT DONATIONS TO SICKKIDS

OTF will accept direct contributions/donations to the **SickKids Foundation**. Cheques should be payable directly to **SickKids Foundation** and forwarded to our **On The Floor** offices. A tax receipt will be provided if the dollar amount is more than \$25.00 (**Note: you must provide mailing address and an email address in order to receive a tax receipt**). If you wish to receive a tax receipt directly from the hospital, please indicate that to us and provide your full name and mailing address. Tax receipts are prepared directly by the **SickKids Foundation** and not OTF.

## DONATE ONLINE

Alternatively, you can donate directly via **On The Floor's** donation link at <https://fundraise.sickkidsfoundation.com/anightforsickkidsgala2023> or by scanning the QR code on the right hand side of this page, which will see all donations sent to the **ChildLife Department**, and will generate an automatic tax receipt for your files.





# GALA SPONSORSHIP FORM

Thank you for joining On The Floor in our effort to support SickKids.

Please fill out the form below and email it to [kerri@onthefloor.ca](mailto:kerri@onthefloor.ca)

Business Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

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

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

☐ Yes, we will sponsor this event to support **A Night for SickKids Gala**.

Sponsorship Level (please circle one):

**Title Sponsor**

\$5,000

**Platinum**

\$3,000

**Gold**

\$2,000

**Silver**

\$1,500

**Bronze**

\$500

**Other**

\$ \_\_\_\_\_

☐ **Donation In-Kind** (please circle one):

PROMOTIONAL DRAW PRIZES

SILENT AUCTION ITEM

OTHER

PRIZE ITEM: \_\_\_\_\_

PRIZE VALUE: \$ \_\_\_\_\_

Delivery/Pickup: ☐ I will mail my donation

☐ I would like to arrange for pickup

Donation arranged by \_\_\_\_\_

*Please contact Kerri Gallinger at [kerri@onthefloor.ca](mailto:kerri@onthefloor.ca) or 416-477-5490  
to arrange mailing or pickup of your donation.*





# FAQS

## What kind of items are you accepting for the silent auction and raffle table?

- Electronics
- Tickets to Broadway shows
- Make Up
- Gift Cards (in any denomination, for any business)
- Dancewear Gift Cards
- Experiences
- Tickets to sporting events
- Hotel stays
- Designer items
- Dancewear Items
- Dance Scholarships
- Household Items

We aim to have the value of each raffle item over \$150.00 if possible, either on its own or combined

## Do you still accept items on the day of?

YES. We accept items, donations and sponsorship dollars all year round.

## What is the program deadline for the gala?

The program deadline is two weeks before the event. All logos or ads must be received before this deadline date in order to be included in that year's program.

## When do I receive my sponsorship tickets?

If you are a Silver Level Sponsor (or up), you will receive two complimentary tickets. You must reserve your tickets when you submit your sponsorship forms and they are only available on a first come first serve basis (while quantities last).

## What is the difference between a sponsor and a supporter?

A **sponsor** of the event is providing a sponsorship dollar amount to assist with the running of the event (as set out above). Sponsorship dollars help with the printing, promotion, and purchasing of supplies to run the event. As a sponsor, you can receive a **Gift Confirmation Letter** from the SickKids Foundation for your sponsorship, as well as receiving the benefits of sponsorship from **On The Floor** (see chart on page 6). A sponsor would make their cheque payable to **On The Floor**.

A **supporter** of the event is a company or individual who provides an in-kind donation (ie. decorations/food for the event, promotion draw, or auction prize). A company or individual who provides an in-kind item will receive a **Gift In Kind Letter** or **Gift Contribution Letter** from **SickKids Foundation** for business expense purposes..



### **Will I get a tax receipt?**

OTF will accept direct contributions/donations to the SickKids Foundation. Cheques in this case should be made payable directly to SickKids Foundation and forwarded to our On The Floor offices. A tax receipt can be provided if the dollar amount is more than \$25.00. If you wish to receive a tax receipt, please indicate that to us and provide your full name and mailing address. Tax receipts are prepared directly by the SickKids Foundation and not OTF.

Donated items are not eligible for a tax receipt, but a gift in kind letter for corporations, confirming that an item was donated for a SickKids event and the total value of the item may be used as documentation for business expense purposes. There is no tax benefit to an individual for in-kind donations.

### **Do supporters get recognition in the program?**

We do our best to recognize all supporters in the program; however, depending on printer deadline, program outlines and our volunteer timeframes we may not get everyone in. If you want your logo included in the program as a supporter, please ensure you have supplied us with your logo at least three weeks prior to the program printing deadline.

### **What forms of payment do you accept for sponsorship?**

Sponsorship dollars will be accepted by cheque or e-transfer to [lisa@onthefloor.ca](mailto:lisa@onthefloor.ca).

### **What forms of payment do you accept for direct SickKids donations?**

We will accept donations by cash and/or cheques made payable to SickKids Foundation.

### **Who do we make our cheques out to?**

Sponsorship cheques are to be made out to On The Floor. Direct donation cheques are to be made out to SickKids Foundation.

### **Where do we mail our cheques?**

Cheques can be mailed to our head office at 80 Rustle Woods Avenue, Markham, Ontario L6B 0V2.