



goldstandardproject.com
@goldstandardproject

Gold Party 2024 Sponsorship Package

Support our journey to elevate the standard of care for childhood cancer patients.

Join us in raising funds and awareness for the intersection of childhood cancer care and mental health resources, through introducing philanthropic events to young adults in our community.

THE
2024
EVENT

8 June 2024
The Great Hall, Toronto, ON



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Thank you for your interest in partnering with us for our second annual Gold Party!

We sincerely appreciate any contribution you can provide. Please be aware that everything outlined in this package is open to negotiation, and we are enthusiastic about collaborating with you to tailor assets that align perfectly with your generosity and objectives!

About Us

The experience of a cancer diagnosis during childhood or adolescence, through to survivorship often comes with long-term effects that are both physical and mental. ***And yet, access to resources remains limited.***

45% of families say their child's diagnosis severely impacts the patient's mental health.

Childhood cancer patients are at a significant risk of developing mental illnesses compared to their peers.

33% of families with a child battling cancer experience a mental-health related event within the family.

Our Mission

Elevate the standard of childhood cancer care with regard to mental health. We believe everyone affected by childhood cancer deserves adequate mental health resources.



Our Partners

We have partnered with the *Pediatric Oncology Group of Ontario (POGO)*, and the *Centre for Addiction and Mental Health (CAMH)* to raise money and awareness for the intersection of mental health and childhood cancer.

POGO
PEDIATRIC ONCOLOGY GROUP OF ONTARIO

camh
Centre for Addiction and Mental Health



Why Gold?

Gold symbolizes strength, courage, resilience, and hope.

The childhood cancer community stands united in **GOLD**.

The gold ribbon, recognized globally as the symbol of childhood cancer awareness, is a powerful emblem of solidarity and unity among this brave community.



Inspired by gold, we launched the Gold Party in 2023-- a charitable fundraising event aimed at empowering the young generation of leaders. Through this initiative, we strive to engage young leaders in our community, raising funds and awareness for the critical need for state-of-the-art mental health resources for childhood cancer patients.

Gold Party 2023: Event Summary

The Gold Standard Project (TGSP), in partnership with POGO & CAMH, aims to enhance childhood cancer care, particularly focusing on mental health. We are a team of young ambitious women with a mission to ensure that all individuals affected by childhood cancer have access to state-of-the-art mental health resources.

On March 25th 2023, TGSP hosted the inaugural Gold Party, targeting young adults in our community to join us in raising funds and awareness for the intersection of childhood cancer care and mental health resources. Given the huge success of last years event, we are excited to announce The Gold Party 2024.

\$18,000+

Raised for POGO & CAMH

Exceeded fundraising target by 80%



200+ ATTENDEES

Introducing young professionals to philanthropy, underscoring the significance of giving back to the community.

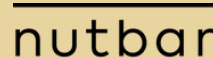
70+ SPONSORS

An emphasis on local businesses and providing a range of offerings, including food, beverages, entertainment & raffle prizes.

100% FEMALE-LED

Our executive committee is composed entirely of young women who are committed to effecting positive change.

2023 SPONSORS



***and many other incredible sponsors that are referenced on our website!*

Gold Party 2024: Event Details

Following the success of last year, we are excited to announce the return of the second annual Gold Party! Through the support of amazing sponsors and thorough planning from our passionate committee, we aim to inspire and engage young minds in philanthropy. Specifically, the Gold Party aims to raise awareness and funds that allow us to further our mission: to elevate the standards of childhood cancer care with regard to mental health.

Save the Date

June 8 2024

2024 Fundraising Target

\$25,000

2024 Venue: The Great Hall

The Great Hall is a premier event venue in the heart of Toronto's West End (1087 Queen Street West). The Main Hall, where we'll be hosting The Gold Party 2024, boasts a fully accessible main floor, elevated stage, and capacity of 480 people - plenty of room for signage, live event activations, dancing, and more!



In-Kind Sponsorship Opportunities

We have a variety of in-kind sponsorship opportunities that help us minimize the costs of the event, while increasing the value for our guests, allowing us to deepen our impact on the children and families we are supporting.

The Gold Party would not be possible without the generous support of our in-kind sponsors!



In-Kind Sponsorship Opportunities Include:

Raffle prizes

e.g. gift cards, vouchers, products, prize packs - we are open to any items that your organization can contribute!

Donation of **live event activation**

e.g. photobooth, entertainment, photography/videography etc.

Donation of **food & beverage**

Donation of **decor items**

Items to be included in **attendee gift bags**

In-kind sponsorship recognition will reflect both the value and nature of the gift. We are happy to create a customized recognition plan that best suits your needs!

*Please refer to **the monetary tiers below** to give you a better idea of the assets we may offer you!*



Monetary Sponsorship Opportunities

In addition to in-kind sponsorship, we are also looking for a range of monetary sponsors to join us in supporting the Gold Party 2024, as we strive toward an elevated standard of mental health care for childhood cancer patients & their families.

Please note: These tiers serve as general guidelines. We are willing to work with you through any sponsorship tier to tailor assets that align perfectly with your generosity and objectives!

Tier 1: Presenting Platinum Sponsor (Exclusive) \$1500+ -FULFILLED

| Asset | Explanation |
|-------------------------|---|
| Naming Rights | Sponsor mentioned in all references to event name (Gold Party Presented by X) |
| Website Coverage | Large logo on event website and landing page |
| Social Media | Name and logo in 2 Instagram posts |
| Signage | Name and logo on all Gold Standard Project produced signage |
| Promotional Space/Items | Option for promotional opportunities at event |
| Media Mentions | Name in any earned media |

FULFILLED

Tier 2: Yellow Gold Sponsor - \$1,000 - \$1,499

| Asset | Explanation |
|-------------------------|--|
| Naming Rights | Naming rights for an event activation (e.g. Live Music Presented by X) |
| Website Coverage | Scaled logo on event website |
| Social Media | Name and logo in 1 static Instagram post |
| Signage | Name and logo on 1 Gold Party produced sign |
| Promotional Space/Items | Option for promotional opportunities at event |

Tier 3: White Gold Sponsor \$500 - \$999

| Asset | Explanation |
|------------------|---|
| Website Coverage | Scaled logo on event website |
| Social Media | Name and logo in 1 exclusive Instagram post |
| Signage | Name and logo on 1 shared Gold Party sign |

Tier 4: Rose Gold Sponsor - \$250 - \$499

| Asset | Explanation |
|------------------|---|
| Website Coverage | Scaled logo on event website |
| Social Media | Name and logo in 1 shared Instagram story |
| Signage | Name and logo on 1 shared Gold Party sign |

Tier 5: Silver Sponsor \$100 - \$249

| Asset | Explanation |
|------------------|------------------------------|
| Website Coverage | Scaled logo on event website |



Thank you for your interest in partnering with us!

We greatly appreciate all sponsorship opportunities and are committed to integrating your contribution into our event. Your support means a lot to us, and we will make every effort to ensure your involvement is highlighted and valued.

Thank you once again, and we eagerly await hearing from you!

Please see our team directory below to contact our team with any questions.



Team Directory



Eloise McIntosh | Co-Chair

Co-Founder & President, Good Hood Club
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Olivia Fitzpatrick | Co-Chair

Film/Television Industry
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Sponsorship Team

Greer Pickford | Sponsorship Coordinator

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Team Directory

Cont.



Events & Logistics Team

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Team Directory

Cont.



Marketing Team

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Finance Team

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