

# OSLER FOUNDATION'S Awesome Auction



NOVEMBER 24 TO DECEMBER 3

## SPONSORSHIP OPPORTUNITIES

Your support of Osler Foundation's Awesome Auction will benefit the Build Back, Together campaign, which aims to raise \$10 million to help Osler hospitals, and the entire community, build back from the pandemic—better, stronger, and together.

### TITLE SPONSOR – \$50,000

- Exclusive recognition as Title Sponsor of Osler Foundation's Awesome Auction
- Logo recognition as Title Sponsor on Foundation website, on all digital and printed marketing materials, on text and email messages sent to registered bidders, and at Osler staff information sessions
- Sponsorship of grateful patient profiles utilized in digital marketing strategies
- Exclusive recognition on the Osler's Health Care Heroes Holiday Thank You Gift
- Opportunity to provide a 30-second video
- Corporate spotlight in one exclusive social media post on Osler Foundation's social channels
- Recognition in pre- and post-event media releases including quote from company executive
- Exclusive sponsorship of a future Osler Foundation Coffee Day
- Mention by comedian Jessica Holmes in promotional videos to be shared on Osler Foundation's social and digital channels
- Corporate gift basket sent to office/location of your choice
- Company executive included in recording thank you video for post event thank you email
- "Partner" level listing on Osler Foundation's donor wall at all three hospital sites
- Business receipt provided for the full amount of the sponsorship

### PRESENTING – \$25,000

- Exclusive recognition as the Presenting Sponsor of Osler Foundation's Awesome Auction
- Logo recognition as Presenting Sponsor on Foundation website, on all digital and printed marketing materials, on text and email messages sent to registered bidders, and at Osler staff information sessions
- Opportunity to provide a 30-second video
- Corporate spotlight in one exclusive social media post on Osler Foundation's social channels
- Recognition in pre- and post-event media releases
- Exclusive sponsorship of a future Osler Foundation Coffee Day
- Mention by comedian Jessica Holmes in promotional videos to be shared on Osler Foundation's social and digital channels
- Exclusive recognition during curbside item pickup after the auction
- Corporate gift basket sent to office/location of your choice
- Logo recognition in post-event thank you email
- "Companion" level listing on Osler Foundation's donor wall at all three hospital sites
- Business receipt provided for the full amount of the sponsorship

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## GOLD – \$10,000

- Logo and/or name recognition on all digital marketing materials
- Logo recognition as Gold Sponsor on Foundation website, with link back to sponsor's corporate website
- Opportunity to provide a 15-second video to be included in the digital marketing of the online auction, to be sent directly to over 33,000 email addresses including donors and subscribers
- Sponsorship of grateful patient profile
- Recognition in pre- and post-event media releases
- Mention by comedian Jessica Holmes in promotional videos to be shared on Osler Foundation's social and digital channels
- Mention as a sponsor at Osler staff information sessions where auction is promoted among staff
- One "Featured Item" sponsored by your company (minimum value \$1,000)
- Corporate gift basket sent to office/location of your choice
- Logo recognition in post-event thank you email
- "Friend" level listing on Osler Foundation's donor wall at all three hospital sites
- Business receipt provided for the full amount of the sponsorship

## SILVER – \$5,000

- Logo and/or name recognition on select digital marketing materials
- Logo recognition as Silver Sponsor on Foundation website, with link back to sponsor's corporate website
- Mention as a sponsor at Osler staff information sessions where auction is promoted among staff
- One "Featured Item" sponsored by your company (minimum value \$500)
- Corporate gift basket sent to office/location of your choice
- Logo recognition in post-event thank you email

*Option to receive either:* (A) a business receipt for the full cost of the event, or (B) a donation tax receipt for the eligible portion and a business receipt for the balance.

## BRONZE – \$1,000

- Name recognition in post-event thank you email
- Corporate gift basket sent to office/location of your choice

*Option to receive either:* (A) a business receipt for the full cost of the event, or (B) a donation tax receipt for the eligible portion and a business receipt for the balance.