Get Lit

IN SUPPORT OF

First Book Canada

APRIL 25TH, 2018
THE CHURCH AT BERKELEY
Get Lit is a one-of-a-kind fundraiser where a lineup of notable Canadians read from their favourite book and tell the story of how it impacted their lives. Since 2005, our audience and sponsors have returned to be entertained, inspired, wined and dined.

WHAT IS GET LIT?
Get Lit is a not-for-profit organization that hosts its signature annual event in Toronto to raise funds for First Book Canada. Two important milestones will be achieved at our 2018 event: Get Lit will be celebrating its 10th anniversary, First Book its 25th.

WHY DID WE CREATE GET LIT?
Words have the power to change lives. Nowhere is that more apparent than on the Get Lit podium. Once a year, Get Lit’s roster of notable speakers share passages from one of their favourite literary works. Although authors are often featured, we invite successful and inspiring Canadians of all professions to share their excerpts with hundreds of enthusiastic attendees. To date, our reader line-up has included architects, opera singers, musicians, doctors, artists and chefs. Each tells the story of one book that inspired them, altered their perspective or impacted their lives. We meet, mingle, share our stories and help First Book Canada deliver over 100,000 books each year.

WHO FOUNDED GET LIT?
Get Lit was founded Romina Tina Fontana in 2005. Inspired by Canadian poet Al Purdy’s famously intense and comic public readings, Romina decided to create a unique fundraising event and invite eminent Canadians to read from their favourite piece of writing.

Over the past fifteen years Romina has embarked on numerous creative projects including two collections of poetry, the Québec premiere production of Morris Panych’s play Lawrence & Holloman, and co-producing a short film based on Al Purdy’s poem “At the Quinte Hotel” in 2002 starring Gord Downie. The film was featured at the 2003 Sundance Film Festival. She was also a Co-Founder of Film North – The Huntsville International Film Festival.

WHAT IS FIRST BOOK CANADA?
First Book Canada is a charity committed to providing free new books and educational resources to schools and community-based programs across the country. Tom Best is the Executive Director of all Canadian operations and outreach.

WHY DOES GET LIT RAISE $ FOR FBC?
Because the majority of low-income families in this country do not have a single book to share with their children. First Book Canada is working hard to change that. It puts new books into the hands of children who need them most. And the need is great: literacy is critical in determining whether a child will finish school, the work they do and even their health. In some of Canada’s most underfunded communities, there is only one book for every 100 children.

WHO FOUNDED FIRST BOOK?
First book was founded in 1992 and is headquartered in Washington D.C. First Book’s President and CEO Kyle Zimmer, who was a corporate lawyer at the time, tutored children in reading at a local food pantry in her spare time. While traveling the country to represent the Navajo nation with colleagues Elizabeth Arky and Peter Gold, she met educators and community leaders working with kids from low-income families. She discovered nearly all lacked sufficient books and educational resources. Kyle, Elizabeth and Peter established First Book to provide books to schools and programs working with children from low-income families.

Since their founding in 1992, First Book has distributed more than 150 million books.
WHO ATTENDS GET LIT?
Get Lit attendees range in age from 8 to 80. They are drawn to us by their love of books and belief in the power of reading. They are engaged, influential, stylish, cosmopolitan and leaders in their personal and professional lives. They enjoy good food, fine wine, and a night on the town.

Many Get Lit fans have attended all nine of the events to date. This year, we are pleased to announce we will be returning to The Church at Berkeley and will host approximately 400 attendees.

WHY SHOULD I ATTEND?
It’s an extraordinary evening, full of surprises and moving, funny and heartfelt stories. Unlike any other event in the calendar, it draws together diverse readers who share their passion for the printed word and engage the audience with their journeys of self-discovery through literature.

And did we mention great food, great wine and great conversation in a fun and energetic setting? Bring your family, friends, colleagues and clients. Our guests and sponsors return year after year because it’s an amazing night for an important cause.

Check out our site, social media channels and videos from past years to get a feel for our unique event.

WHAT HAPPENS AT GET LIT?
5:00-6:00 // Readers & Sponsors Arrive
6:00 // Doors Open, Mix & Mingle, Food & Drink
6:45 // First Three Readers
8:00 // Intermission, Mix & Mingle, Food & Drink
8:30 // Next Three Readers
9:30 // Mix & Mingle, Food & Drink

MEDIA COVERAGE
National and local media attend each year to talk to our readers, photograph their interactions with the audience, and to absorb the amazing energy in the room. Get Lit has been featured in Toronto Life, The Globe and Mail, The National Post, The Best of T.O., Global TV, CBC Radio, and many more.

COMMITMENT TO EXCELLENCE
The amazing people who buy Get Lit tickets deserve an outstanding experience. From our slate of notable readers to the food and drink we offer, we strive to be the best.

WHO ARE THIS YEAR’S READERS?
Get Lit 2018 will feature six Canadian readers. Stay tuned for the full list released in the coming months!

WHO HAS READ IN THE PAST?
Kamal Al-Solaylee
The Hon. Mitzie Hunter
Molly Johnson
Sarah Keenlyside
Betsy Williamson
Mayor John Tory
Dave Bidini
Kevin Newman
Dr. Jean Marmoreo
Gaëtane Verna
Matt James
Jen Agg
Ian Brown
Jack Diamond
Rahul K. Bhardwaj
Jennifer Keesmaat
Julie Nesrallah
Ziya Tong
Damian Abraham
Frank Viva
Amanda Lang
Jeremy Laing
Perdita Felicien
Robyn Doolittle
Dr. Carolyn Bennett, MP
Marianne McKenna
Margaret Wente
Michael Bryant
Carol Off
Neil Hetherington
Adam Van Koeverden
Hedvig Alexander
Terry O’Reilly
Noel Edison
WHY SHOULD I SPONSOR?

First Book Canada knows that literacy is critical to a child’s success. Children and adults with low literacy skills must also navigate poor educational, employment and health outlooks. Reliable access to high-quality books can help break that cycle, but most children from low-income families do not have access to those crucial resources. To fill that gap, First Book Canada donates books and other educational materials – more than 6 million so far – to the schools and community-based programs that serve those families most in need. Sponsoring Get Lit is a proven way to connect your desire to achieve real social impact with tangible outcomes from First Book Canada.

CORPORATE & FOUNDATION SPONSORSHIP OPPORTUNITIES

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<th>OPTION</th>
<th>LEVEL</th>
<th>2018 DONATION</th>
<th>3-YEAR DONATION</th>
<th>TAX RECEIPT</th>
<th>EVENT TICKETING, PREFERRED SEATING</th>
<th>WELCOME COCKTAIL WITH READERS</th>
<th>ACTIVATION OPPORTUNITIES WITH FBC</th>
<th>GET LIT WEB, PROGRAM, SOCIAL MEDIA RECOGNITION</th>
<th>TORONTO LIFE MAGAZINE BENEFITS</th>
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<td>Customized Sponsorship of Your Choosing</td>
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INDIVIDUAL GIVING OPPORTUNITIES

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<th>GET LIT WEB, PROGRAM, SOCIAL MEDIA RECOGNITION</th>
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<td>Row Sponsor (Great for clients or employees)</td>
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<td>Club Sponsor (Great for groups &amp; book clubs)</td>
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<td>Friends of Get Lit (Great for couples, siblings &amp; best friends)</td>
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Please note: In the spirit of honesty, commitment and collaboration, all Get Lit Committee and Board members donate each year, too.
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