29TH CIBC Celebration of HOPE
SUNDAY, NOVEMBER 11, 2018

BENEFITING CANCER CARE AT MARKHAM STOUFFVILLE HOSPITAL
WHAT IS CELEBRATION OF HOPE?
Celebration of Hope is an annual Luncheon, hosted by the Markham Stouffville Hospital Foundation. Now in its 29th year, this esteemed event brings together the community to celebrate, educate and bring awareness about cancer and the people it affects. The CIBC Celebration of Hope Luncheon will be held Sunday, November 11, 2018 at the Hilton Toronto/Markham Suites Conference Centre & Spa. Guests will shop at a variety of on-site boutiques, enjoy outstanding live entertainment, participate in an exciting live auction and various other draws included in the afternoon’s festivities unfolding why even Santa loves pink!

WHY SPONSOR?
Because of you, cancer care at Markham Stouffville Hospital (MSH) is being transformed. Your support of the CIBC Celebration of Hope is helping improve the lives of those affected by cancer right here in our own community.

MSH’s oncology program – which now includes the breast health centre, chemotherapy clinic, symptom management clinic, colon health services, clinical trials and radiation consultative services – was created in response to demand from area residents who want cancer treatment within their own community, close to home. As our community continues to grow, so too, does the need for cancer treatment and support. MSH has been experiencing a 12 per cent annual increase in new oncology consults within recent years, currently treating upwards of 30 chemo patients daily. Most days all 14 chemo treatment chairs are full, and the clinics are operating at capacity. The program has already outgrown its new, expanded space. MSH’s cancer care must continue to expand and grow to keep up with the increasing demand.

More clinic space is needed to accommodate the rapid growth of these programs and in an effort to improve efficiency, patient flow and the overall patient experience, a renovation of the Cancer Clinic’s registration and reception area is being recommended. A relocation of the Breast Health Centre will also enable growth of the cancer programs, clinics and trials. Government can’t fund all equipment and priority needs, which is why your support is so vital.

While cancer care has advanced significantly in the last decade, we must remain vigilant and not lose sight of the number of people still lost every year. Your commitment as a sponsor today will help ensure that MSH delivers on the promise of continued excellence, extraordinary patient-centered care and innovation. We hope you will join us!
## Sponsorship Opportunities

### Levels of Investment

#### Gold Sponsor of Hope $10,000
- Corporate identification on event website
- Corporate logo to appear on sponsor recognition page in event program
- Full page colour advertisement in Luncheon program
- On-stage acknowledgement
- Prominent recognition in the Luncheon video
- Post-Luncheon recognition in local print media
- Two tables of 10 at Luncheon, premium location

#### Silver Sponsor of Hope $5,000
- Corporate identification on event website
- Corporate logo to appear on sponsor recognition page in event program
- Half page colour advertisement in Luncheon program
- Corporate recognition in the Luncheon video
- Post-Luncheon recognition in local print media
- One table of 10 at Luncheon, preferred location

#### Corporate Table of Hope $2,500
- Corporate listing in event program and website
- Corporate listing in Luncheon video
- Post-Luncheon recognition in local print media
- One table for 10 at Luncheon, priority placement

#### Bronze Sponsor of Hope $1,500
- Corporate listing in event program
- Corporate listing in Luncheon video
- Post-Luncheon recognition in local print media
- Four tickets to Luncheon, priority seating

#### Pink Sponsor of Hope $1,000
- Corporate listing in event program
- Corporate listing in Luncheon video
- Post-Luncheon recognition in local print media
- Two tickets to Luncheon, priority seating

#### Coat Check Sponsor $750
- Corporate recognition in event program
- Corporate recognition on coat check signage

### Special Ways You Can Make a Difference...

#### Miracles of Hope $500
- Your name listed in our event program acknowledging your generous contribution
- Recognition in the Luncheon video
- Post-Luncheon recognition in local print media

#### Rays of Hope $250
- Your name listed in our event program acknowledging your generous contribution
- Post-Luncheon recognition in local print media

#### Friends of Hope $100
- Your name listed in our event program acknowledging your generous contribution

### Other Ways to Help
- As always, gifts “in-kind”; live and silent auction items and door prizes are gratefully accepted

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JOIN US BY BECOMING A SPONSOR; YOU’LL BE GLAD YOU DID
EVENT FEATURES

- Erin Davis, Canadian Radio Icon
- Shopping at a variety of on-site boutiques!
- Enjoy outstanding entertainment
- Participate in exciting live and silent auctions
- Opportunity to win fabulous prizes!
- Presentation of the Eighth Annual Hope Awards

Highlights

This event is attended by over 800 guests annually. From this event alone over $2.1 million has been raised over the past 10 years!

Exposure

Sponsors benefit from broad media promotion and recognition opportunities associated with the Luncheon. Over 800 guests from local and surrounding communities are in attendance, providing an excellent opportunity to showcase your company’s brand.

Our Host and Honorary Chair

Canadian Radio Icon Ms. Erin Davis, has hosted our event for the last 25 years. It is because of her genuine dedication to the cause that our Luncheon is so successful.