

2024



SISTEMA SPIRIT GALA

SPONSORSHIP PACKAGE

Sip, Sample & Savour with
Sistema Toronto

www.sistema-toronto.ca
Charity No. 819256603 RR0001

ABOUT SISTEMA TORONTO

Sistema Toronto is an intensive after-school music and social development program for young people in underserved communities, offered at no cost to families. We build stronger communities by transforming the lives of children and youth, enabling them to grow and thrive as engaged citizens and future leaders. We work in four neighbourhoods across Toronto: Parkdale, Jane-Finch, Lambton Park, and East Scarborough, where up to **59% of children live below the poverty line**. Children and youth who would otherwise not have access to music lessons learn together for 10 hours each week where they beat on drums, play together in orchestras, and sing in choirs, while developing important life skills



Sistema Toronto is a registered charity that relies entirely on donor support. Without the generosity of the individuals, corporations, and foundations that support this program, none of our work would be possible.

400+ Students in
4 Priority neighbourhoods
Receive **10** hours per week of instruction
Every week for **37** weeks.
No auditions. No barriers. No cost.

ABOUT THE EVENT

Support the local arts & hospitality sector.
Boost your brand visibility.
Change a child's life.

Sistema Toronto invites you to make meaningful change in the lives of young people by sponsoring the 2024 Sistema Spirit Gala, being held at Hotel Ocho on May 8, 2024. The Sistema Spirit Gala is an exclusive evening bringing together like minded philanthropists from across Toronto in celebration and support of music education for children and the power of music. With locally celebrated hosts and hosted by drag performers Fay & Fluffy, this signature annual gala is a night where supporters come together to enjoy good food, beverages, live music, and an auction to raise funds for music education and social action.

As a Sistema Spirit Gala Sponsor, you are helping to bring the Sistema Spirit Gala to life while supporting the development of future generations and Canadian music.

By becoming a sponsor, you will also build brand loyalty, engage new patrons, and demonstrate your company's commitment to strengthening underserved communities across Toronto.

As a Sistema Spirit Gala Sponsor, you will be a part of the movement that is giving over 400 children and youth in underserved communities access to free social and music education. Our sponsors support Sistema Toronto because they want to join our mission to enact social action through music education and make a positive, long-lasting impact on families.

Support the local arts.
Boost your brand visibility.
Change a child's life.



ABOUT THE OPPORTUNITY



Title sponsor - Orchestra - \$10,000

Forte, Choir, Ensemble and Quartet perks listed below *plus...*

- Title Sponsor - 2024 *Sistema Spirit Gala Presented By (Your Company's Name)*
- 2 additional tickets to share with your team (12 tickets in total)
- Brand Activation Photobooth
- Option for a personalized blog post and media release

Forte \$7,500

Choir, Ensemble, Quartet, and Crescendo perks listed below *plus...*

- 2 additional tickets to share with your team (10 tickets in total)
- One additional personalized thank you social media post (2 in total)
- Opportunity for sponsor representative to speak during event
- Corporate logo on paid advertisements, promotional video, and digital and print event posters
- Corporate logo and hyperlink in our quarterly newsletter
- Kiosk - Your company will be given a kiosk as part of your brand awareness. You can display your products, pamphlets, brochures etc. for guest to explore!



(continued on next page)

ABOUT THE OPPORTUNITY



Choir \$5,000

Ensemble, Quartet and Crescendo perks listed below *plus...*

- 2 additional tickets to share with your team (8 tickets in total)
- One personalized thank you social media post
- Visible branding at the event (ie. pop-up banner or other)
- Full-page ad in the event program (instead of ½ page)
- Verbal thanks from hosts during the event

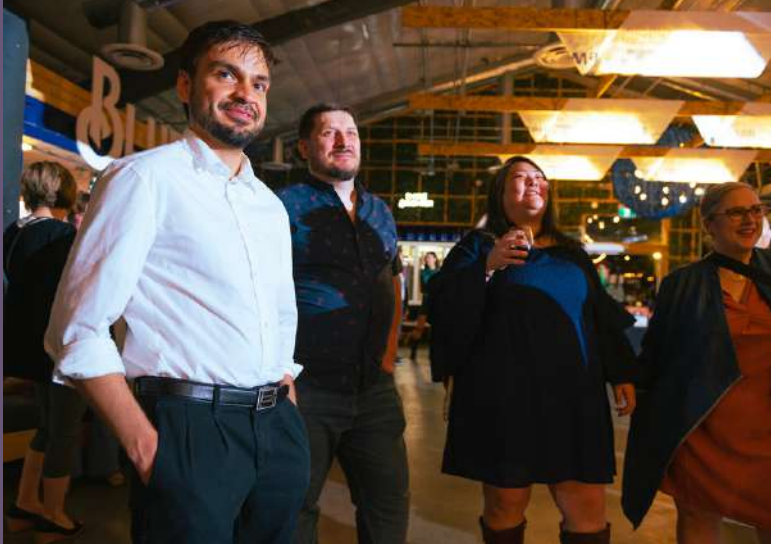
Ensemble \$2,500

Quartet and Crescendo perks listed below *plus...*

- 2 Additional tickets to the event to share with your team (6 tickets in total)
- Corporate logo and hyperlink on Sistema Toronto's website
- Listing in Sistema Toronto's Annual Report
- ½ page ad in the event program (artwork provided by sponsor)
- Branded materials (marketing collateral) at the event



ABOUT THE OPPORTUNITY



Quartet - \$1,000

Crescendo perks listed below *plus...*

- 2 Additional tickets to the event (4 tickets in total)
- Corporate logo on event poster
- Social media recognition pre, during, and post event (grouped)
- 1/2 page ad in event program instead of 1/4 page ad (artwork provided by the sponsor)

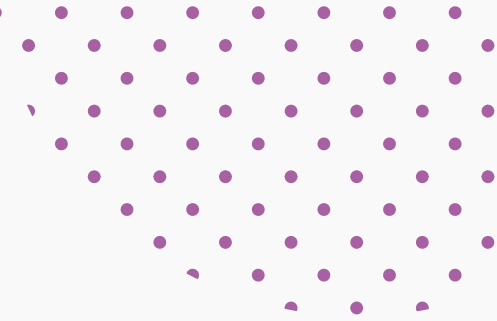
Crescendo - \$500

- 2 Tickets to the event (2 tickets in total)
- Corporate logo on event poster
- 1/4 page ad in event program (artwork provided by the sponsor)

*If you have specific marketing goals that are not listed, please let us know so that we can discuss a custom sponsorship package that best suits your needs!



MARKETING PERKS: AUDIENCE REACH



When you become a sponsor, you can let your network know that you're an official supporter of Sistema Toronto.

We'll share with our network too:

200+ Event Attendees

Upbeat! Sistema Toronto Newsletter's **1,750+ subscribers**

Our **media list** of bloggers, journalists, and influencers

Our Social Media Followers **@sistematoronto**



Instagram



3,100+ followers



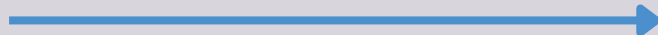
X (formerly Twitter)



1,100+ followers



Facebook



2,350+ followers

ABOUT OUR REACH



Thank you for your time and interest in sponsoring **Sistema Spirit Gala!** Your support will be a tremendous addition to our community in enriching the lives of our students. We look forward to sharing your brand and work at our celebration!



**LET'S WORK TOGETHER TO
SUPPORT CHILDREN AND
FAMILIES IN NEED!**

Land Acknowledgement

We acknowledge the land our program is held on is the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples and is now home to many diverse First Nations, Inuit and Métis peoples. We also acknowledge that Toronto (T'karonto) is covered by Treaty 13 with the Mississaugas of the Credit, and the Williams Treaties signed with multiple Mississaugas and Chippewa bands.

CONTACT

Jordana de Bloeme
Director of Development
jordana.debloeme@sistema-toronto.ca
416-545-0200