



# HATSQUERADE!

15th Anniversary Gala

Help us break barriers

**15th Anniversary Hatsquerade Gala  
Sponsorship Opportunities**

Friday, October 18th, 2024  
Universal Event Space, Vaughan, ON



# About Hats On For Awareness



## Our Vision

You can talk about mental health all you want. We believe in moving beyond awareness by taking action that drives change and impacts lives.

Mental health services are a right, not a privilege. Yet, access to services is one of the most significant barriers to getting help. Hats On raises funds to invest in organizations breaking barriers to ensure local mental health and wellness programs can be offered to more individuals. Simply put, we all need better access to mental health services.

Hats On is committed to increasing funding to ensure better local mental health and wellness programs can be offered to more individuals needing help, more frequently.

We can't do it alone; we need your help to break barriers to support mental health.

## Your Impact

Each year proceeds from our annual Hatsquerade gala are donated to organization's who purpose, and vision align with ours. Our current support includes Jack.org and Humber River Hospital's Child and Adolescent Mental Health program.

## The Event

Hatsquerade is an evening of celebration that brings together supporters to create awareness and raise funds in support of breaking barriers and changing lives through accessibility to mental health services.

Our annual signature event attendees will enjoy cocktails, hors d'oeuvre, dinner, wine, live auction, live entertainment, and a Hat contest.

## The Details

Friday, October 18, 2024

Universal Event Space 6250 Hwy 7, Vaughan, ON L4H 4G3

Formal

Doors Open at 6pm





# The Need – Access To Services



- Wait times can be long in Ontario, especially for children and youth: \*
  - About 28,000 children and youth were on waiting lists for mental health treatment in January 2020. This number has more than doubled since 2017.
  - Average wait times for children and youth are 67 days for counseling and therapy and 92 days for intensive treatment.
  - Access to these services differs based on geographical area; in some areas, children and youth are able to access services almost immediately, while in others, wait times can be up to 2.5 years.
- Mental illness and substance use disorders account for between 11% and 15% of Ontario's disease burden, as measured in disability-adjusted life years.<sup>30</sup> However, it only receives about 7% of health care dollars.\*
- The Mental Health Strategy for Canada recommends raising the proportion of health spending that is devoted to mental health to 9% by 2022.<sup>32</sup> In Ontario, that would mean raising mental health spending to approximately \$5.7 billion.\*

## Why Sponsor?

### Build Brand Recognition

Hatsquerade signature event is attended by established business leaders, successful entrepreneurs, Hats On For Awareness supporters, advocates, fundraisers, philanthropists, and most importantly mental health ambassadors.

### Build Your Brand As A Dedicated Corporate Citizen

Position your organization as a committed corporate citizen that stands behind an important cause. Aligning your organization with Hats On For Awareness demonstrates your strong commitment to mental health and well-being.

### Engage Colleagues, Employees, Suppliers, Friends, And Family

Bring you most valued colleagues, employees, suppliers, friends, and family to attend this evening of celebration and strengthen their admiration for your organization's mission, vision, and values.

### Participants

Hatsquerade attendees consist of local and established business leaders, some of the most successful entrepreneurs, and a host of other well-established, high-net-worth individuals.





# Sponsorship Opportunities



## PRESENTING ANNIVERSARY SPONSOR – \$30,000

- Two (2) tables of ten (10)
- Preferred seating in dining room
- **Champagne Service at table**
- Opportunity to play a video message during the event
- Company representative to introduce emcee or guest speaker
- Company name mention by emcee
- Press Kit Message
- Press Kit Recognition
- Logo on all promotional materials
- Logo on event website
- Logo in multi-media presentation
- Centre Double-Page Spread (2 pages) Advertisement in event program

## PLATINUM ANNIVERSARY SPONSOR – \$25,000

- Two (2) tables of ten (10)
- Preferred seating in dining room
- **Champagne Service at table**
- Press Kit Message
- Press Kit Recognition
- Logo on all promotional materials
- Logo on event website
- Logo in multi-media presentation
- Full-Page Advertisement in event program

## DIAMOND ANNIVERSARY SPONSOR – \$15,000

- One (1) table of ten (10)
- **Champagne Service at table**
- Press Kit Message
- Press Kit Recognition
- Logo on all promotional materials
- Logo on event website
- Logo in multi-media presentation
- Full-Page Advertisement in event program



# Sponsorship Opportunities



## SILVER ANNIVERSARY SPONSOR – \$10,000

- One (1) table of ten (10)
- Champagne Service at table
- Logo in event program and entrance
- Logo in multi-media presentation
- Full-Page Advertisement in event program

## CORPORATE TABLE SPONSOR – \$6,000

- One (1) table of ten (10)
- Logo in event program
- Logo in multi-media presentation
- Half-Page Advertisement in event program

## EVENT FEATURE SPONSORSHIPS – \$6,000

Choose from one of the following event feature sponsorships:

- AUDIO-VISUAL SPONSOR
- CENTREPIECE SPONSOR
- FOOD STATION SPONSOR
- WINE SPONSOR
- 360 PHOTO BOOTH
- One (1) table of ten (10)
- Logo in event program
- Logo in multi-media presentation
- Half-Page Advertisement in event program

## BAR TV SPONSOR – \$3,500

- Feature your logo on the televisions located at the bar
- Logo in event program
- Logo in multi-media presentation
- Half-Page Advertisement in event program





# Sponsorship Opportunities



## INDIVIDUAL TICKET – \$400

- Your all-access pass to the 2024 Hatsquerde Gala!
- Includes all food, beverage and entertainment.

## DONATE OR PURCHASE AN ACCESS DOOR

Can't make it to the event but want to support?

With your donation you will receive the following benefits:

- A charitable tax receipt for your donation.

## GET IN TOUCH

For sponsorship inquiries, ticket sales and donations, please contact:

Franca Cannatella

Co-ordinator, Hats On For Awareness

905-850-3030 | [info@hatsonforawareness.com](mailto:info@hatsonforawareness.com)

For more information visit our website: [www.hatsonforawareness.com](http://www.hatsonforawareness.com)



# Sponsorship Opportunities



## SPONSOR COMMITMENT & REGISTRATION

Presenting Anniversary Sponsor, \$30,000

Platinum Anniversary Sponsor, \$25,000

Diamond Anniversary Sponsor, \$15,000

Silver Anniversary Sponsor, \$10,000

Corporate Table Sponsor, \$6,000

Audio Visual Sponsor, \$6,000

Centrepiece Sponsor, \$6,000

Food Station Sponsor, \$6,000

Wine Sponsor, \$6,000

Bar TV Sponsor, \$3,500

Donation Only

Access Door, \$1,000

360 Photo Booth

Company Legal Name:		
Address:		
City:	Province:	Postal Code:
Billing Address: (If same as above, leave blank)		
City:	Province:	Postal Code:
Primary Contact Name:		Primary Number:
Email:		

Individual Tickets - Number of tickets: \_\_\_\_\_ x \$400= \$ \_\_\_\_\_      Donation Only: \$ \_\_\_\_\_

The information provided on this application is true, correct and complete to the best of my knowledge

\_\_\_\_\_  
Sponsor Representative

\_\_\_\_\_  
Date Signed

Payment Type:	Master Card	Visa	Cheque	Amex
Cardholder Name (as shown on card):				
Card Number:				
Expiration Date (m/y):			CVV:	
I, _____, authorize <u>Hats On For Awareness</u> to charge my credit card for the agreed upon sponsorship offering.				

