

HATS ON FOR AWARENESS



HATSQUERADE *Gala* 2018



FRIDAY, OCTOBER 26, 2018
UNIVERSAL EVENT SPACE
VAUGHAN, ON

10
YEARS
2009 - 2018

MENTAL WELLNESS FOR ALL



WEAR A HAT. SHOW YOUR SUPPORT.

RAISE AWARENESS



Hats On For Awareness' primary fundraising event is the annual Hatsquerade Gala. To date, the Hatsquerade has generated more than \$750,000 which has been distributed to programs and initiatives that support a vision of mental wellness.

At this memorable evening guests don their most creative and fancy hats to show support for those living with and affected by mental illness and addiction. The 2017 Gala sold out in record time with close to 1,000 guest in attendance.

THIS YEAR'S GALA IS ON FRIDAY OCTOBER 26, 2018

UNIVERSAL EVENT SPACE

6250 Highway 7, Vaughan ON

DETAILS:



Delectable Starter Food Stations



Sit Down Main Course



Specialty Drinks



Entertainment and Dancing

DEMOGRAPHICS:



Anticipate 1,000 guests



70% corporate tables



Average age 30-50

byPeterandPauls.com
hospitality & entertainment group • est. 1982





HOW YOU CAN HELP

| | PRESENTING | DIAMOND | PLATINUM | GOLD | SILVER |
|---|------------|---------|----------|------|--------|
| PARTNER BENEFITS | | | | | |
| Unique engagement opportunity with HOA benefactors | 2 | 1 | | | |
| Feature article in HOA electronic newsletter | ▪ | ▪ | | | |
| Logo on HOA website | ▪ | ▪ | ▪ | ▪ | ▪ |
| Logo on HOA website with link to corporate website | ▪ | ▪ | ▪ | ▪ | |
| Logo on HOA website includes 50 word description | ▪ | | | | |
| HATSQUERADE GALA RECOGNITION | | | | | |
| Logo on all event advertising / promotional communications* | ▪ | ▪ | ▪ | | |
| Event Day – Logo on venue’s 6’ x 8’ outdoor LED screen | ▪ | | | | |
| Logo recognition on scrolling rotation video | ▪ | ▪ | ▪ | ▪ | ▪ |
| PROGRAM | | | | | |
| Logo on front cover | ▪ | | | | |
| Full page colour ad on inside cover | ▪ | | | | |
| Full page colour ad | | ▪ | ▪ | | |
| Half page colour ad | | | | ▪ | |
| Logo recognition on contributors page | ▪ | ▪ | ▪ | ▪ | |
| Logo on thank you advertisements published in local media | ▪ | ▪ | ▪ | | |
| NUMBER OF SEATS INCLUDED (TABLES OF 10) | 20 | 20 | 10 | 10 | 10 |
| THE VIP EXPERIENCE | | | | | |
| Premier table location with recognition | ▪ | ▪ | ▪ | | |
| VIP table service | ▪ | | | | |
| Recognition by the Master of Ceremonies from the podium | ▪ | | | | |



HATSQUERADE

PRESENTING SPONSOR

PLEASE CONTACT US FOR PRICING DETAILS AT 905-850-3030.

EXCLUSIVE 2018 BENEFITS:

- Unique engagement opportunity with two HOA benefactors
- Feature article in HOA electronic newsletter
- Logo on HOA website as the Presenting Sponsor, 50 word description, with link to corporate website

HATSQUERADE GALA RECOGNITION

- Logo included as the Presenting Sponsor on all event advertising and promotional communications*
- Logo included as the Presenting Sponsor on thank you advertisements published in local media
- Logo recognition as the Presenting Sponsor on scrolling rotation video
- Event Day – Logo as the Presenting Sponsor posted on venue’s 6’ x 8’ outdoor LED screen

EVENING PROGRAM

- Logo on front cover as the Presenting Sponsor
- Full page colour ad on inside cover
- Logo recognition as the Presenting Sponsor on contributors page

THE VIP EXPERIENCE

- Two tables of 10 Seats in premier location, with private VIP service and table recognition
- Exclusive Courtesy Room - Available to your 20 VIP guests, private coat check
- Recognition by the Master of Ceremonies from the podium



*Advertising is received by HOA in kind and is subject to availability. Logo files and artwork to be received no later than September 14, 2018. Logos and advertising must be a minimum of 300 dpi in an EPS, PDF or Jpeg format.



HATSQUERADE

DIAMOND HAT \$15,000

DIAMOND HAT BENEFITS:

- Unique engagement opportunity with one HOA benefactor
- Feature article in HOA electronic newsletter
- Logo on HOA website as a Diamond Hat with link to corporate website
- Charitable tax receipt for \$5000

HATSQUERADE GALA RECOGNITION

- Logo included as a Diamond Hat on all event advertising and promotional communications*
- Logo included as a Diamond Hat on thank you advertisements published in local media
- Logo recognition as a Diamond Hat on scrolling rotation video

EVENING PROGRAM

- Full Page colour ad
- Logo recognition as a Diamond Hat on Sponsor Page

THE VIP EXPERIENCE

- Two tables of 10 Seats in premier location, with table recognition



*Advertising is received by HOA in kind and is subject to availability. Logo files and artwork to be received no later than September 14, 2018. Logos and advertising must be a minimum of 300 dpi in an EPS, PDF or Jpeg format.



HATSQUERADE

PLATINUM HAT \$10,000

PLATINUM BENEFITS

- Logo on HOA website as a Platinum Hat with link to corporate website
- Logo recognition as a Platinum Hat on scrolling rotation video
- Charitable tax receipt for \$3,300

HATSQUERADE GALA RECOGNITION

- Logo included as a Platinum Hat on all event advertising and promotional communications*
- Logo included as a Platinum Hat on thank you advertisements published in local media

EVENING PROGRAM

- Full Page colour ad
- Logo recognition as a Platinum Hat on Sponsor Page

THE VIP EXPERIENCE

- One table of Ten Seats in premier location, with table recognition



*Advertising is received by HOA in kind and is subject to availability. Logo files and artwork to be received no later than September 14, 2018. Logos and advertising must be a minimum of 300 dpi in an EPS, PDF or Jpeg format.



HATSQUERADE

GOLD HAT \$5,500

GOLD BENEFITS

- Logo on HOA website as a Gold Hat with link to corporate website
- Charitable tax receipt for \$1,800

HATSQUERADE GALA RECOGNITION

- Logo may be included as a Gold Hat on thank you advertisements published in local media, space permitting
- Logo recognition as a Gold Hat on scrolling rotation video

EVENING PROGRAM

- Half Page Colour Ad
- Logo recognition as a Gold Hat on Sponsor Page
- One table of 10 seats



HATSQUERADE

SILVER HAT \$3,500

SILVER BENEFITS

- Logo on HOA website as a Silver Hat
- Charitable tax receipt for \$1,155

HATSQUERADE GALA RECOGNITION

- Logo recognition as a Silver Hat on scrolling rotation video

EVENING PROGRAM

- Logo recognition as a Silver Hat on Sponsor Page
- One table of 10 seats



CORPORATE TABLE

\$1,800

- One table of 10 seats



*Advertising is received by HOA in kind and is subject to availability. Logo files and artwork to be received no later than September 14, 2018. Logos and advertising must be a minimum of 300 dpi in an EPS, PDF or Jpeg format.



 **ADVERTISING OPPORTUNITIES**

RESTROOM - \$1,000

Your ad will be displayed the entire evening in main men’s and women’s restrooms each with 4 LED screens located above wash stations.

BAR TV - \$1,000

Your ad will be displayed on a bright LED screen above our bars (6 available).

FULL PAGE PROGRAM AD - \$1,500

Artwork due September 14, 2018

 **ONSITE SPONSOR OPPORTUNITIES**

HEADLINE ENTERTAINMENT - Exclusive and co-sponsor opportunities available. Please call 905-850-3030.

RED CARPET - \$5,000 (Welcome guests on your branded red carpet)

CENTREPIECES - \$2,500 (Exclusive)

PHOTO BOOTH - \$2,000 (Exclusive)

WINE - \$1,500 (2 Available. Your branded wine tag and message on every bottle. Select red or white wine)

SPECIALTY DRINK - \$1,500 (Exclusive)

FOOD STATION - \$1,000 (3 Available)



*Advertising is received by HOA in kind and is subject to availability. Logo files and artwork to be received no later than September 14, 2018. Logos and advertising must be a minimum of 300 dpi in an EPS, PDF or Jpeg format.



HATSQUERADE COMMITTEE

Domenica DeSantis
Board Director

Laurie DeBiasio
Volunteer

Michelle Francis
Volunteer

Stephanie Lane
Board Director

Benny Caringi
Co-Founder

7695 Jane Street, Unit 11, Vaughan, ON L4K 1A8 • 905.850.3030 • info@hatsonforawareness.com • hatsonforawareness.com

Charitable Registration No. 83699 0804 RR0001

Name: Company:
Telephone: Email:
Address: City:
Province: Postal Code:

Signature:

ALTERNATE CONTACT

Name: Company:
Telephone: Email:



2018 HATSQUERADE SPONSORSHIP

\$15,000 Diamond Hat \$10,000 Platinum Hat \$5,500 Gold Hat \$3,500 Silver Hat

- Advertising is received by HOA in kind and is subject to availability ▪ Logo files must be received no later than September 14, 2018
- Logos and advertising must be a minimum of 300dpi in an EPS, PDF or Jpeg format. ▪ Full Page Colour Ad: 5" w x 7.75" h with a .25" bleed and no crops. ▪ Half Page Colour Ad: 5" w x 3.875" h with a .25" bleed and no crops.



ADVERTISING AND ONSITE SPONSORSHIP OPPORTUNITIES

\$5,000 Red Carpet \$2,500 Centrepieces \$2,000 Photo Booth \$1,500 Wine
 \$1,500 Specialty Drink \$1,000 - **Select:** Restroom Bar TV Food Station



ADVERTISING AND EVENT SPONSORSHIP OPPORTUNITIES

Tables of 10 x \$1,800 per table \$ I am unable to attend, but wish to make a donation of: \$
 Tickets x \$180* each \$



PAYMENT

Total amount \$ Visa Master Card Cheque
Card Number CSV: Expiry Date:
Cardholder Name Date: Signature:

HATS ON FOR AWARENESS



HATSQUERADE *Gala* 2018



FRIDAY, OCTOBER 26, 2018
UNIVERSAL EVENT SPACE
VAUGHAN, ON

#TALKHATSON



10
YEARS
2009 - 2018

MENTAL WELLNESS FOR ALL

7695 Jane Street, Unit 11, Vaughan, ON L4K 1A8 • 905.850.3030 • info@hatsonforawareness.com • hatsonforawareness.com

Charitable Registration No. 83699 0804 RR0001