



HATSQUERADE

YOU
you

Sponsorship Package

HATSQUERADE

YOU

The Story of YOU

Hats On For Awareness has consistently been a champion for Mental Health and Addiction within the GTA. Since 2009, our annual Hatsquerade gala, has raised almost \$1,000,000 for Mental Health Initiatives. We could not have done this without the passion and hard work of our amazing supporters dedicated to being a beacon for change. Supporters, just like you.

Many of us wear numerous hats. We are parents, business people, students, friends, sisters/brothers and husbands/wives. Regardless of the time of day, we show up for the ones we love, for our businesses, for the world.

And if the COVID-19 pandemic has done anything, it has shed light on the importance of addressing our personal mental health challenges to ensure that we are able to persevere and thrive for our families, our friends and ourselves.

This year at **Hats On For Awareness**, we decided that it was time to shift our focus. This year's Hatsquerade Experience will all be about **YOU**.

Join us on Friday, October 22, 2021 for the event of the year; Hatsquerade 2021 Experience: **YOU**. Hatsquerade 2021 Experience: **YOU** will be an unforgettable night where you will be able to let your hair down, forget about your day to day troubles, and truly celebrate **YOU**. It is time now to make your own mental health a priority.

Come prepared to enjoy a night of live performances from artists such as: Armando, DJ Danny D, and more. Hosted by Tony Monaco from Z103.5, this event will not only get your body moving and your belly filled with laughter, it will give your own mental health a much needed boost!

At this year's Hatsquerade 2021 Experience, you will be able to celebrate with men and women who, like you, have been enduring extraordinary pressures throughout the last year. This event is an opportunity to let go, enjoy and re-energize all while bringing awareness to Mental Health Issues in our communities.

Join us for our Hatsquerade 2021 Experience: YOU. This time, it is all about YOU.

Sponsorship Levels	TOP HAT	PLATINUM	GOLD	DIAMOND	CORPOARTE	DIGITAL	AUCTION	TABLE	AUCTION
	\$25,000	\$20,000	\$15,000	\$10,000	\$5,000	\$5,000	\$5,000	\$3,500	Any Item
Guest	20	20	15	10	10	10	10	10	0
Press Kit Message									
Press Kit Recognition									
Break Out Room									
Electronic Newsletter Profile Article									
Digital Marketing Promotion									
Virtual Event Recognition									
Event Promotion Advertisement	Full Page	Full Page	Full Page	Full Page	1/2 Page	1/2 Page	1/2 Page	1/4 Page	Logo

HATSQUERADE

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Sponsorship Offerings

TOP HAT Sponsor (Presenting) \$25,000

- 20 entrance passes to the event*
- Press Kit Message
- Press Kit Recognition
- Break Out Room
- Electronic Newsletter Profile Article
- Digital Marketing Promotion
- Virtual Event Recognition
- Full Page Event Promotion Advertisement
- Matching promotional benefits at Mental Health Conference
- Participation at in-person event if Ministry guidelines permit

PLATINUM Sponsor (Platform) \$20,000

- 20 entrance passes to the event*
- Press Kit Recognition
- Break Out Room
- Electronic Newsletter Profile Article
- Digital Marketing Promotion
- Virtual Event Recognition
- Full Page Event Promotion Advertisement
- Matching promotional benefits at Mental Health Conference
- Participation at in-person event if Ministry guidelines permit

GOLD SPONSOR (Entertainment) \$15,000

- 20 entrance passes to the event*
- Press Kit Recognition
- Break Out Room
- Electronic Newsletter Profile Article
- Digital Marketing Promotion
- Virtual Event Recognition
- Full Page Event Promotion Advertisement
- Matching promotional benefits at Mental Health Conference
- Participation at in-person event if Ministry guidelines permit

DIAMOND Sponsor \$10,000

- 20 entrance passes to the event*
- Electronic Newsletter Profile Article
- Digital Marketing Promotion
- Virtual Event Recognition
- Full Page Event Promotion Advertisement
- Matching sponsorship promotional benefits at Mental Health Conference
- Participation at in-person event if Ministry guidelines permit

*Attendees will receive: a Hatsquerade Swag Bag with everything needed to support your mental health as well as amazing food and beverages.

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Sponsorship Offerings

CORPORATE Sponsor \$5,000

- 10 entrance passes to the event*
- Digital Marketing Promotion
- Virtual Event Recognition
- Half Page Event Promotion Advertisement
- Matching Sponsorship Promotional Benefits at Mental Health Conference
- Participation at in-person event if Ministry guidelines permit, additional cost for food and beverage may apply

DIGITAL Graphics Designer \$5,000

- 10 entrance passes to the event*
- Virtual Event Recognition
- Half Page Event Promotion Advertisement
- Matching Sponsorship Promotional Benefits at Mental Health Conference
- Participation at in-person event if Ministry guidelines permit, additional cost for food and beverage may apply

AUCTION Sponsor \$5,000

- 10 entrance passes to the event*
- Virtual Event Recognition
- Half Page Event Promotion Advertisement
- Matching Sponsorship Promotional benefits at Mental Health Conference
- Participation at in-person event if Ministry guidelines permit, additional cost for food and beverage may apply

ACCESS Sponsor \$3,500

- 10 entrance passes to the event*
- Quarter Page Event Promotion Advertisement
- Matching Sponsorship Promotional benefits at Mental Health Conference
- Participation at in-person event if Ministry guidelines permit, additional cost for food and beverage may apply

AUCTION Item

- Logo Recognition in the digital event program as a donor

***Attendees will receive:** a Hatsquerade Swag Bag with everything needed to support your mental health as well as amazing food and beverages.

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Sponsor Commitment Level & Registration Form

- | | | |
|--|---|--|
| <input type="checkbox"/> Top Hat Sponsor \$25,000 | <input type="checkbox"/> Diamond Sponsor \$10,000 | <input type="checkbox"/> Auction Sponsor \$5,000 |
| <input type="checkbox"/> Platinum Sponsor \$20,000 | <input type="checkbox"/> Corporate Sponsor \$5,000 | <input type="checkbox"/> Access Sponsor \$3,500 |
| <input type="checkbox"/> Gold Sponsor \$15,000 | <input type="checkbox"/> Digital Graphics Sponsor \$5,000 | <input type="checkbox"/> Auction Item |

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:		

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

Sponsor Representative Signature

Date Signed

For all inquiries and concerns, please contact Britney Bryan at britney@fcmnetwork.ca.

HATSQUERADE

YOU

Sponsor Payment Information

Payment Type: <input type="checkbox"/> Master Card <input type="checkbox"/> Visa <input type="checkbox"/> Cheque	
Cardholder Name (as shown on card):	
Card Number:	
Expiration Date: / /	CVV:
I, _____, authorize _____ to charge my credit card for the agreed upon sponsorship offering.	

All monetary sponsors will receive matching Sponsorship promotional benefits at our upcoming Mental Health Conference on Thursday, November 18, 2021

Please contact Britney Bryan (britney@fcmnetwork.ca) for more information regarding sponsorship at the Mental Health Conference*