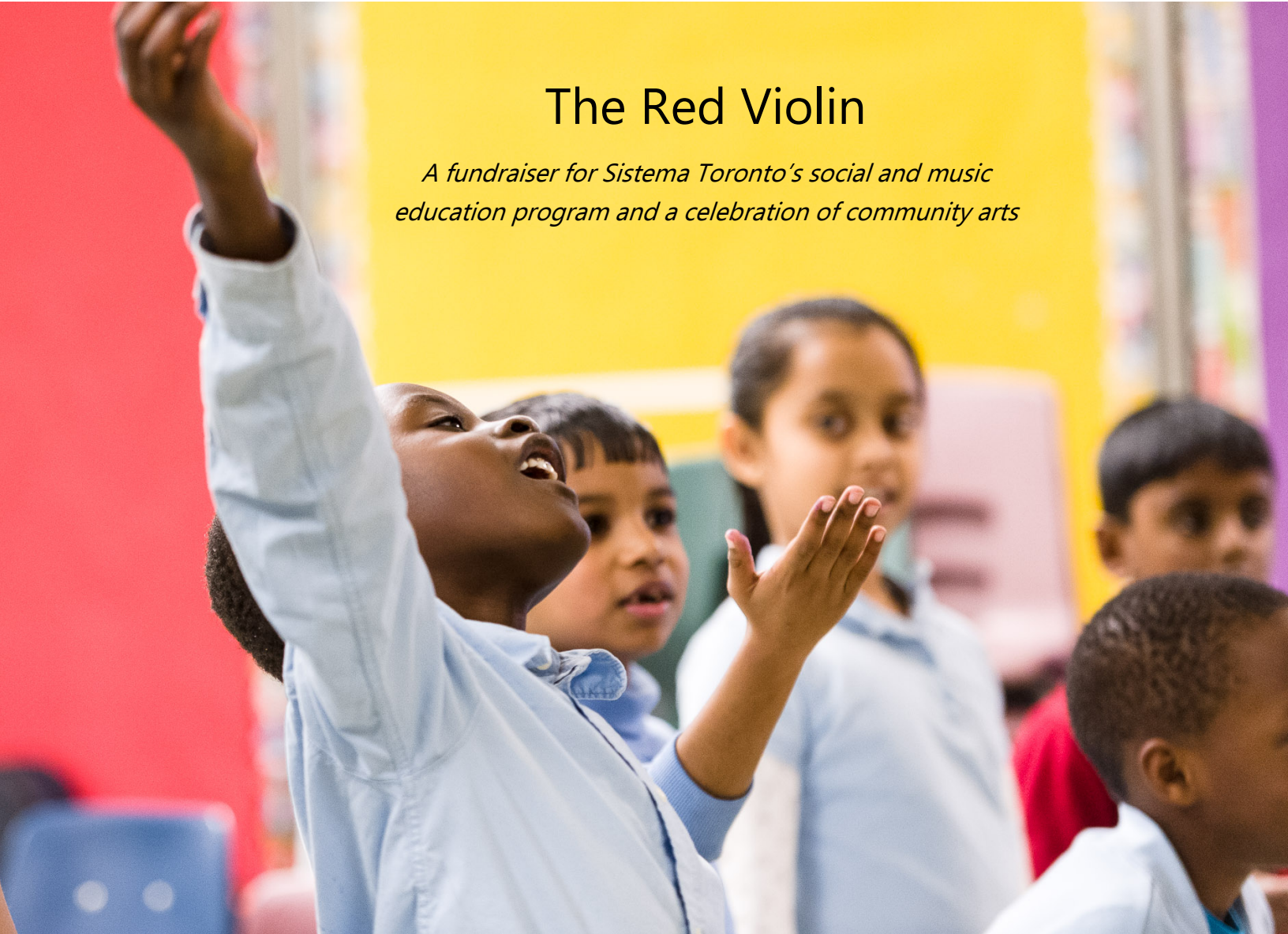




The Red Violin

A fundraiser for Sistema Toronto's social and music education program and a celebration of community arts



2018 SPONSORSHIP PACKAGE

OUR STORY

Sistema Toronto's objective is to provide musical and intellectual opportunities to children in vulnerable communities. We build stronger communities by transforming the lives of at-risk kids, enabling them to grow and thrive as engaged citizens and future leaders. Our program is located in neighbourhoods across Toronto with some of the highest child poverty rates. Kids who would otherwise not have this opportunity are able to reach their potential by developing skills as musicians and empowered young people.

Sistema Toronto currently provides free after-school music and social education to **250 at-risk kids** in the GTA including 91 in Parkdale, 78 in Jane-Finch and 84 in East Scarborough.

*We are a team;
we always do our best;
we always help each other.*



THE RED VIOLIN GALA

The Red Violin is a fundraiser held by the Sistema Toronto – Parkdale community. The event started as a grassroots initiative and has grown into an annual celebration of community arts.

The 2017 event was held in Parkdale at The Gladstone Hotel and raised \$9,000 for Sistema Toronto. Thanks to The Gladstone, Bulleit Bourbon, Ciroc Vodka, Hogtown Brewers and the 126 individuals who purchased tickets!

The Red Violin 2018 will be a night for Sistema Toronto supporters to experience incredible live music, enjoy a snack and beverage, and explore the silent auction. **The 2018 event will build on last year's success and raise \$14,000.**

For Sistema Toronto, \$14,000 could be ...

- 4 students' enrollment for a year
- The entire cost of instruments for a year
- Snacks for one semester
- 1 Sistema Toronto Teacher for one year



Save the Date!
2018 Red Violin Gala
Venue TBD | April 2018

SPONSOR US

As a sponsor of the Red Violin Gala, you will be a part of the movement that is giving 250 at-risk kids access to free social and music education. By creating opportunities for young people in vulnerable neighbourhoods, you will show your company's commitment to building strong communities.

You will also receive exclusive branding opportunities and visibility at the 2018 event, recognition on Sistema Toronto's website and social media, and mention in any media coverage of the event.

You will be able to let your own network know that you're an official supporter of Sistema Toronto and we'll share with our network, too:

- 200 Event Attendees (projected)
- Upbeat! Sistema Toronto Newsletter's 1400 subscribers
- Our Social Media Followers
 - 560 on Instagram
 - 624 on Twitter
 - 1613 on Facebook



Let's Work Together!

Contact Hilary Johnston,
Marketing & Communications Manager
to discuss your sponsorship package.

Hilary.johnston@sistema-toronto.ca

ADVOCATE \$500 - \$1000

- 2 tickets to the event
- Social media (Twitter, Facebook, Instagram) recognition pre-, during, and post-event
- Verbal thanks from the stage during the event
- ¼ page ad in the event program (provided by the sponsor)

HERO \$1001-\$5000

Advocate perks plus...

- 5 Tickets to the event
- Corporate logo on event poster & promotional pieces
- Corporate logo and hyperlink on www.sistema-toronto.ca
- Listing in Sistema Toronto's Annual Report
- ½ page ad in the event program (instead of ¼ page)
- Branded materials (marketing collateral) at the event
- Speaking opportunity at the event

SUPERSTAR \$5001-\$10,000

Hero & Advocate perks plus...

- 10 Tickets to the event
- Naming Opportunity - The Red Violin Gala Presented by *your brand*
 - \$10K sponsors may opt to call the event *The Your Brand Red Violin Gala*
- Branded pop-up banner at the event and at the Sistema Toronto – Parkdale year-end concert in June 2018
- Full-page ad in the event program (to be provided by the sponsor)
- Verbal thanks during the Sistema Toronto – Parkdale year-end concert

Sponsorship packages can be personalized to suit your marketing needs – just let us know!