



THE BUTTERFLY BALL



Thursday, October 24, 2024
Lionhead Golf Club - 8525 Mississauga Rd





ABOUT

THE DARLING HOME FOR KIDS



The Darling Home for Kids was Ontario's first paediatric hospice, and is the only provider of a continuum of services for families who are raising a medically complex child. Located in Milton on 77 acres on the Niagara Escarpment, we exist to fulfill a critical gap between hospital and home through our Hospice Palliative, Respite and Residential programs, providing families with the vital support they need to meet the demands of caring for a child with significant medical needs. Since opening our doors in 2004, we have provided over **655,000 hours of service.**



RESPIRE CARE

In our Respite Program, we provide care in a safe home-like environment with highly qualified staff, giving parents a much-needed break. While at the Home, children benefit from a variety of therapeutic programs and activities. They are given the opportunity to play and thrive in an environment that is specifically designed with their unique needs in mind.

HOSPICE PALLIATIVE CARE

We provide comprehensive support for children and families living with a life-limiting or life-threatening illness. From respite to end-of-life, our Hospice Palliative program offers a continuity of compassionate care to ensure that every child is given the chance to be supported. Whether it's a much-needed break for families, a peaceful transition to home, or support through the end-of-life process, our team provides the highest quality care every step of the way.

RESIDENTIAL CARE

Whether a child stays with us for a month or for years, we provide a warm space and an enriching environment for kids who, because of their significant medical needs, can't receive care at home. Loved ones can visit their children and participate in meetings and appointments to help guide their care.



THERE IS NO US WITHOUT YOU

We rely on the generosity of our community, and friends like you, to help keep our doors open for families who need us. **Thank You!**





ABOUT THE BUTTERFLY BALL

Prepare to be captivated as The Butterfly Ball takes flight to a new level of sophistication at **Lionhead Golf Club** on **Thursday, October 24th**. This prestigious black-tie gala, an annual tradition in support of The Darling Home for Kids, promises an evening of unparalleled elegance in a fresh and enchanting setting.

Join us for a night of glamour, compassion, and celebration as we gather at this exquisite venue to make a meaningful impact on the lives of the children at The Darling Home for Kids. Mark your calendar for an unforgettable experience, where the magic of The Butterfly Ball meets the splendor of Lionhead Golf Club, creating an event beyond compare.

We invite you to share in our vision of a world where no child is too complex to receive the love, care, and support they deserve. By supporting this black-tie affair, you will ensure a brighter future for the many children and families who rely on The Darling Home for Kids. We have many opportunities to get involved, including added benefits of sponsorship and tickets to attend the event.

EXAMPLES OF SPONSOR ENGAGEMENT





PRESENTING SPONSOR - \$25,000

In recognition of your sponsorship, we are pleased to provide the following benefits*:

Rights and Benefits:

- One (1) customized on-site brand activation
- **Logo incorporated into Event Logo**; displayed wherever event logo is displayed
- **Logo, with link**, on The Darling Home for Kids website and e-communications
- Logo recognition on mobile auction bid site
- Logo on day-of event signage
- **Full page colour ad** and welcome letter in event program
- **Invitation to address all attendees** at the podium during event
- Mention by event host at podium during dinner
- **Logo placement on multimedia presentation** during cocktail reception and dinner
- Mention, with tag where applicable, on The Darling Home for Kids social media platforms
- Recognition in media alerts and press releases pertaining to the event
- Logo recognition in half page full colour post-event ad in Best Side Magazine
- **Two (2) tables of ten (10)** to attend the event with premium table placement and corporate table card

Employee Engagement

- **Exclusive opportunity** to engage your employees (up to 10) on site at Darling Home in our Group Volunteer Initiative
- Opportunity to have one (1) representative sit on our volunteer event planning committee
- Opportunity for up to five (5) employees to volunteer at The Butterfly Ball

*Size and location of logo recognition on posters, advertisements and signage will be based on the sponsorship level. Recognition opportunities may be subject to content and print deadlines.





PLATINUM SPONSOR - \$10,000

In recognition of your sponsorship, we are pleased to provide the following benefits*:

Rights and Benefits:

- One (1) customized on-site brand activation
- Logo recognition as **Cocktail Reception Sponsor**
- Logo, with link, on The Darling Home for Kids website and e-communications
- **Logo placement** on online auction site
- Mention, with tag where applicable, on The Darling Home for Kids social media platforms
- Full color logo on day-of event signage
- Full page colour ad in evening program
- Logo placement on multimedia presentation during cocktail reception and dinner
- Recognition in media alerts and press releases pertaining to the event
- Logo recognition in half page full colour post-event ad in Best Side Magazine
- **One (1) table of ten (10)** to attend the event with premium table placement and corporate table card
- Option to donate a unique item for Live or Silent Auction (for extra promotional opportunities online)

Employee Engagement

- Opportunity for up to five (5) employees to attend a private tour of The Darling Home for Kids to view the direct impact of your sponsorship
- Opportunity to have one (1) representative sit on our volunteer event planning committee
- Opportunity to engage a team of up to five (5) employees to volunteer at The Butterfly Ball

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GOLD SPONSOR - \$6,000

In recognition of your sponsorship, we are pleased to provide the following benefits*:

Opportunities Available:

- Entertainment
- Volunteers
- Photo Booth
- Guest Gift

Rights and Benefits:

- **Logo, with link**, on The Darling Home for Kids website and e-communications
- Logo placement on online auction site
- Mention, with tag where applicable, on The Darling Home for Kids social media platforms
- Full color logo on day-of event signage
- Logo recognition in one area – Entertainment, Volunteers, Photobooth or Guest Gift,
- Full page colour ad in evening program
- Logo placement on multimedia presentation during cocktail reception and dinner
- Recognition in media alerts and press releases pertaining to the event
- Logo recognition in half page full colour post-event ad in **Best Side Magazine**
- **One (1) table of eight (8)** to attend the event with corporate table card
- Option to donate a unique item for Live or Silent Auction (for extra promotional opportunities online)

Employee Engagement

- Opportunity for up to five (5) employees to attend a private tour of The Darling Home for Kids to view the direct impact of your sponsorship
- Opportunity to have one (1) representative sit on our volunteer event planning committee
- Opportunity to engage a team of up to five (5) employees to volunteer at The Butterfly Ball

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SILVER SPONSOR - \$4,000

In recognition of your sponsorship, we are pleased to provide the following benefits*:

Opportunities Available:

- Auction Sponsor
- Candy Bar
- Decor

Rights and Benefits:

- Logo on The Darling Home for Kids website and e-communications
- Logo placement on online auction site
- Mention, with tag where applicable, on The Darling Home for Kids social media platforms
- Full color logo on day-of event signage
- Logo recognition in one area – Auction, Candy Bar or Decor
- **Half page colour ad** in evening program
- Logo placement on multimedia presentation during cocktail reception and dinner
- Logo recognition in half page full colour post-event ad in Best Side Magazine
- **Six (6) tickets** to attend the event
- Option to donate a unique item for Live or Silent Auction (for extra promotional opportunities online)

Employee Engagement

- Opportunity to have one (1) representative sit on our volunteer event planning committee
- Opportunity to engage a team of up to three (3) employees to volunteer at The Butterfly Ball

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Recognition opportunities may be subject to content and print deadlines.





BRONZE SPONSOR - \$3,000

In recognition of your sponsorship, we are pleased to provide the following benefits*:

Opportunities Available:

- Centrepiece
- Registration
- Bar

Rights and Benefits:

- Logo on The Darling Home for Kids website and e-communications
- **Logo placement on online auction site**
- Mention, with tag where applicable, on The Darling Home for Kids social media platforms
- Logo recognition in one area – Centrepiece, Registration or Bar
- **Quarter page colour ad** in evening program
- Logo placement in evening program
- Logo placement on multimedia presentation during cocktail reception and dinner
- Logo recognition in half page full colour post-event ad in **Best Side Magazine**
- **Four (4) tickets** to attend the event
- Option to donate a unique item for Live or Silent Auction (for extra promotional opportunities online)

Employee Engagement

- Opportunity to have one (1) representative sit on our volunteer event planning committee

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Recognition opportunities may be subject to content and print deadlines.





FRIEND OF THE BALL - \$1,500

In recognition of your sponsorship, we are pleased to provide the following benefits*:

Rights and Benefits:

- Logo placement on online auction site
- **Logo placement in evening program**
- Logo placement on multimedia presentation during cocktail reception and dinner
- Logo placement on event signage
- **Two (2) tickets to event**
- Option to donate a unique item for Live or Silent Auction (for extra promotional opportunities online)

Employee Engagement

- Opportunity to have one (1) representative sit on our volunteer event planning committee

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ADDITIONAL OPPORTUNITIES

There are many other ways to get involved The Butterfly Ball where you will gain valuable visibility while supporting an incredible cause.

Corporate Table (\$3,500)

- Includes 10 tickets to attend the event
- Company logo on table card
- Recognition in event program

Individual Ticket (Early Bird \$275 until July 1st, \$325 thereafter)

- Receive a partial tax receipt for the maximum allowable amount under CRA guidelines

Cocktail Reception Ticket (\$125)

- Join us for the cocktail reception and mingle with guests and sip on delicious cocktails
- Ticket includes a \$25 tax receipt.

Donation

- 100% tax receiptable
- Donations over \$1,000 will receive name recognition in our event program

Gifts in Kind

- Donate to our Live/Silent Auction or Wine Tower and gain valuable exposure in our program and our auction site.

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Recognition opportunities may be subject to content and print deadlines.





With your help, we will provide each child with the best care possible. They have beaten the odds to survive. Together, we can help them make the most of each day they have.

CONTACT US

The Darling Home for Kids can create a customized recognition strategy that meets your marketing objectives, promoting your brand, products and services.

With your support, we will be one step closer to our vision of a world where no child is too complex to receive the love, care, and support they deserve.

Nicole Walker

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