

celebrating

60

years together

SOCIAL PLANNING TORONTO'S 60TH ANNIVERSARY

Thursday, September 14, 2017, 6:30 pm

Bram & Bluma Appel Salon, Toronto

SPONSORSHIP AND ADVERTISING OPPORTUNITIES



The background of the page is a collage of four blue-tinted photographs. Top left: A woman points at a flipchart with text about poverty and transit. Top right: A large group of people sits at round tables in a meeting room. Bottom left: A woman in a hijab holds a small card. Bottom right: A woman with glasses smiles at a table with a sign that says 'Thank you for your photo to add to your bank!'.

WHO WE ARE

Founded in 1957, Social Planning Toronto is a non-profit, charitable community organization that works to improve equity and quality of life in Toronto through community capacity building, community education and advocacy, policy research and analysis, and social reporting.

Our leadership role in representing and supporting Toronto's nonprofit sector has helped shape our City for over 60 years with community agencies and organizations.

WHAT WE DO

Today, Social Planning Toronto brings a community-based, collaborative and inclusive approach to its work, providing:

- Breakthrough policy research and analysis
- Public policy reform through community engagement
- Leading nonprofit sector facilitation

WHO WE REPRESENT

Social Planning Toronto is proud to collaborate with and support our membership of over 150 Toronto nonprofit and community sector organizations, including...

- 519 Church Street Community Centre
- Access Alliance Multicultural Health & Community Services
- Access Independent Living Services
- Advocacy Centre for Tenants Ontario
- Agincourt Community Services Association
- Aisling Discoveries
- Albanian Canadian Association Kosova
- Alliance for South Asian Aids Prevention
- Alliance of Seniors-Older Canadians Network
- Aphasia Institute
- Assaulted Women's Helpline
- Birchmount Bluffs Neighbourhood Centre
- Canadian Centre for Victims of Torture
- Canadian Red Cross Society - Toronto Region
- Centre for Community Learning & Development
- Centre for Immigrant & Community Services
- Centre for Opportunities, Respect and Empowerment
- CERIS
- Children's Aid Society of Toronto
- Chinese Canadian National Council - Toronto Chapter
- Christian Horizons
- Christie Ossington Neighbourhood Centre
- College-Montrose Children's Place
- Community Action Resource Centre
- Community Living Toronto
- Community Microskills Development Centre
- COSTI Immigrant Services
- Covenant House Toronto
- Credit Canada
- Davenport-Perth Neighbourhood & Community Health Centre
- Dixon Hall
- Doorsteps Neighbourhood Services
- East Metro Youth Services
- Elementary Teachers of Toronto
- Elizabeth Fry Society - Toronto Branch
- Ernestine's Women's Shelter
- Evangel Hall Mission
- Family Service Toronto
- Federation of Metro Tenants' Association
- Findhelp Information Services
- Flemingdon Community Legal Services
- FoodShare Toronto
- Fred Victor Centre
- Guilde canadienne des medias a TFO
- Habitat for Humanity Toronto
- Harbourfront Community Centre
- HouseLink Community Homes
- Jane/Finch Community and Family Centre
- Jane/Finch Community Legal Services
- Jessie's - The June Callwood Centre for Young Women
- Jewish Family and Child Service
- JIAS Toronto
- JobStart
- JVS Toronto
- Labour Community Services
- Laidlaw Foundation
- LAMP Community Health Centre
- Lumacare
- Mainstay Housing
- Margaret's Housing and Community Support Services
- Massey Centre for Women
- MultiFaith Alliance to End Homelessness
- Neighbourhood Information Post
- Nellie's
- North York Community House
- North York Harvest Food Bank
- North York Women's Centre
- Ontario Association of Social Workers
- Opportunity For Advancement
- Parent-Child Mother Goose Program
- Parkdale Activity Recreation Centre (PARC)
- Parkdale Community Health Centre
- Parkdale Community Information Centre
- Parkdale Community Legal Services
- People & Organizations In North Toronto
- Ralph Thornton Centre
- Regent Park Community Health Centre
- Rexdale Community Health Centre
- Rexdale Community Legal Clinic
- Rexdale Women's Centre
- Riverdale Housing Action Group
- Salvation Army - Divisional Headquarters
- Scadding Court Community Centre
- Scarborough Centre for Healthy Communities (SCHC)
- Scarborough Community Legal Services
- Scarborough Housing Help Centre
- Scarborough Women's Centre
- Sistering: A Women's Place
- South Asian Women's Centre
- South Etobicoke Community Legal Services
- Springtide Resources
- St. Felix Centre
- St. Stephen's Community House
- Street Health
- Student Assistance In North Toronto For Seniors
- Sunshine Centres for Seniors
- Support Enhance Access Services Centre
- Syme Woolner Neighbourhood and Family Centre
- Tamil Eelam Society of Canada
- The Learning Enrichment Foundation
- The Neighbourhood Group
- The Stop Community Food Centre
- Thorncliffe Neighbourhood Office
- Times Change Women's Employment Service
- Toronto & York Region Labour Council
- Toronto Aboriginal Support Services Council
- Toronto and Area Council of Women
- Toronto and York Region CURC Area Council
- Toronto Arts Council
- Toronto Central Grosvenor Street YMCA
- Toronto Coalition for Better Child Care
- Toronto Community Employment Services
- Toronto Community Hostel
- Toronto Council Fire Native Cultural Centre
- Toronto Drop-In Network
- Toronto Neighbourhood Centres
- Toronto People With AIDS Foundation
- Toronto Workforce Innovation Group
- Toronto Workmen's Circle
- Tropicana Community Services Organization
- Unison Health & Community Services
- University Settlement Recreation Centre
- Urban Alliance on Race Relations
- VHA Home HealthCare
- Victim Services Toronto
- Volunteer Toronto
- Warden Woods Community Centre
- Wellesley Institute
- West Neighbourhood House
- Woodgreen Community Services
- Woodgreen Red Door Family Shelter
- Working for Change
- Working Women Community Centre
- World Education Services
- Yonge Street Mission
- Yorktown Child and Family Centre
- YWCA Toronto

OUR LEADERSHIP ROLE IN THE NONPROFIT SECTOR

Toronto's over 9,000 nonprofits employ close to 200,000 people, representing almost one in every seven workers in our city. This is equivalent to employment in Toronto's technology sector, food and beverage sector, and pharmaceutical sectors combined.

Nonprofits mobilize over 1 million volunteers each year, or one in three Torontonians, and represent 5.1% of Toronto's GDP--almost three times that of Toronto's tourism industry.



Photo: Tanja Tiziana

Dear Friend,

Social Planning Toronto has been at the heart of social change in Toronto for over 60 years, and I am proud to serve as the Honourary Patron for this year's anniversary celebrations.

In advocating on behalf of the vulnerable, children and families, and pushing for a more vibrant, resilient vision for our communities, Social Planning Toronto has been a leader in forging a better future for all Torontonians. These are values I believe in and I know you share.

Over the years, Social Planning Toronto has built strong partnerships across sectors, with the aim of creating a more dynamic and compassionate city.

I hope you will join in this opportunity to celebrate 60 years of accomplishments and look forward to future years of collaboration and partnership as we continue to build an even better city.

Sincerely,

A handwritten signature in black ink that reads "Frances Lankin". The signature is fluid and cursive, with a large, stylized 'F' and 'L'.

Frances Lankin

60th Anniversary Honourary Patron
Former CEO, United Way Toronto



THE EVENT

Our 60th anniversary will be an evening reception, celebrating and featuring voices from the past, present and future of our organization, the community and nonprofit sector and the broader city.

This event will spotlight a series of key accomplishments of the year as well as key efforts to build a stronger network.

Special announcements: We will use the occasion to also announce a role for community leaders to become involved in our organization.

OUR GUESTS

Our over 350 attendees will be a diverse cross-section of our city, including prominent and influential decision makers and community leaders, elected officials, passionate and engaged residents, nonprofit staff, artists and workers. Sponsorship and advertisement opportunities offer a unique chance to access a key range of Toronto's social and governmental movers and shakers as well as emerging young social activists.



ADVERTISING

60TH ANNIVERSARY EVENT MAGAZINE

This year, we will introduce a new annual magazine featuring contributions from the nonprofit sector and voices from grassroots communities.

Magazine advertisements will bring awareness to your message to over 350 event guests, over 150 member organizations and key stakeholders, volunteers, and donors.

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Advertising available in the following sizes:

| | | |
|---------------------|----------------|----------------------|
| FULL PAGE | \$2,000 | 8.5" x 11" |
| HALF PAGE | \$1000 | 8.5" x 5.5" |
| QUARTER PAGE | \$500 | 2.25" x 4.25" |



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DESIGN SPECIFICATIONS

- Logos and advertisements must be received as high-resolution .JPEG, .PDF or .AI files
- Images must have a minimum resolution of 300 dpi
- Images must be embedded into the file, and all fonts must be outlined
- Advertisements must have full bleeds and crop marks

ARTWORK DEADLINE IS AUGUST 28TH, 2017

SPONSORSHIP PACKAGES



YOUR SPONSORSHIP COUNTS: Social Planning Toronto is a registered charity, which means your sponsorship is eligible for a charitable tax receipt (minus the value of the allotted tickets).

FEATURED SPONSOR

\$15,000

3 AVAILABLE

- FEATURED SPONSOR positioning on materials
- Logo in event magazine, event signage, and display board
- Promotional slide on event screens
- Logo on all event promotions/materials and emails
- Logo on event registration website
- Recognition in remarks at event
- Recognition in Social Planning Toronto's annual report
- 'Step & repeat' (event backdrop for photos) logo placement
- Full page advertisement in event magazine
- 20% off future events sponsorships for two years
- Allotment of 10 tickets

RECEPTION SPONSOR

\$8,000

5 AVAILABLE

- RECEPTION SPONSOR positioning on materials
- Logo in event magazine, event signage, and display board
- Promotional slide on event screens
- Logo on event registration website
- 10% off future events sponsorships for two years
- Allotment of 5 tickets

PROGRAM SPONSOR

\$3,000

15 AVAILABLE

- PROGRAM SPONSOR positioning on materials
- Logo in event magazine, event signage, and display board
- Logo on event registration website
- Allotment of 2 tickets

MEMBER SPONSOR

\$1,000

20 AVAILABLE

- MEMBER SPONSOR positioning on materials
- Logo in event magazine
- Logo on event registration website
- Allotment of 10 tickets



SPONSORSHIP FORM



LINE IT UP BY PHONE: Our staff is available to take your call and answer any questions you may have.
Please call us at 416-351-0095 x 227

Name

Organization

Address

City, Province

Postal Code

SPONSORSHIP

- | | | |
|--------------------------|-------------------|----------|
| <input type="checkbox"/> | Featured Sponsor | \$15,000 |
| <input type="checkbox"/> | Reception Sponsor | \$8,000 |
| <input type="checkbox"/> | Program Sponsor | \$3,000 |
| <input type="checkbox"/> | Member Sponsor | \$1,000 |

ADVERTISEMENT

- | | | |
|--------------------------|-----------------|---------|
| <input type="checkbox"/> | Full page ad | \$2,000 |
| <input type="checkbox"/> | Half page ad | \$1,000 |
| <input type="checkbox"/> | Quarter page ad | \$500 |

All sponsorships are eligible for a tax receipt.

PAYMENT METHOD

☐ Cheque

☐ Credit Card

Credit Card Number

Name On Card

Expiry

CVC (back of card)

Enclose this form, with payment details and cheque (if applicable) and mail to:
Social Planning Toronto 1001-2 Carlton St. Toronto, ON M5B 1J3

QUESTIONS? Please call us at 416-351-0095 x 227, or email us at 60@socialplanningtoronto.org

A celebratory background featuring a lit sparkler on the left, with bright sparks radiating outwards. The background is filled with numerous out-of-focus, warm-toned circular lights (bokeh) in shades of yellow and orange, creating a festive and warm atmosphere. A solid teal horizontal band spans the width of the image, serving as a backdrop for the text.

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