

2022 SHEENA'S PLACE SILVER ANNIVERSARY

ABOUT SHEENA'S PLACE

In 1993, at the age of 22, Sheena Carpenter lost her battle with Anorexia and Bulimia.

Sheena's Place grew out of this tragedy and opened its doors in 1996. Located in Downtown Toronto, Sheena's Place is one of the only community-based registered charities in Ontario providing immediate mental health services year-round and **free of charge** to people affected by eating disorders. We deliver a wide range of professionally facilitated group programs for individuals ages 17 and over who are living with eating disorders, as well as support services for parents, caregivers, spouses/partners and siblings.

No formal diagnosis or referral is required to access our services and all service users are placed into programs within 72 hours. By removing barriers to accessing support such as cost, waiting lists, eligibility criteria and medical referral or diagnosis, we provide an opportunity for individuals to begin receiving support the moment they need it. This is especially important as we know early intervention is critical to overcoming an eating disorder. Our work fills a critical gap in the healthcare system by preparing individuals for hospital programs, supplementing medical-based treatment, and providing ongoing support for those in recovery.



THE CHALLENGE

The COVID-19 pandemic has created and amplified challenges in many ways. Eating disorders were already the second leading cause of death among mental illnesses, affecting millions of Canadians, before the pandemic. Two years later, these challenges continue to grow and the number of individuals struggling with eating disorders has increased significantly. Sheena's Place has been the go-to resource for individuals with eating disorders in the Greater Toronto Area for 25 years. The need for our services is greater now than ever.



A SMALL CHARITY / A BIG DIFFERENCE

Since we opened our doors 25 years ago, we've operated from our house on Spadina Road. Since moving our services online 2 years ago, we've expanded our reach and are now serving folks across the province. We're intentional about minimizing the pervasive barriers that persist throughout the service system. We serve the community without requiring a diagnosis and provide access to many of our services without a waitlist. Our participants routinely tell us that their Sheena's Place experience has changed their lives and provided hope.



YOUR SUPPORT SAVES LIVES

We envision a future where every single Ontarian has an accepting relationship with their body. By providing accessible, timely support and education, and by fostering a sense of community and connection, we save lives. Moving forward, we're determined to have participants return to in-person support and to continue virtually to maximize benefits and our reach. We're focusing on new ways to leverage technology, and to explore innovations to further our impacts. We need your help to achieve these lofty goals.

PARTNER WITH US

This year, our main revenue generating event "Shout Out 2022" is taking place on June 22nd at One King Street West, recognizing our silver anniversary. Partnering with us as a sponsor will enable group support programming for 1000+ individuals affected by an eating disorder every year.



LOOKING BACK AT SHOUT OUT 2019



2019 EVENT HIGHLIGHTS

250+ Guests

A great networking opportunity for adults of diverse backgrounds in Toronto

\$230,000+ Raised

For Sheena's Place group programs:

- Funding **25+ group programs**
- Supporting **1,000+ individuals** affected by eating disorders



SHOUT OUT 2022 - A NIGHT TO REMEMBER

When: Wednesday, June 22nd, 2022

Where: One King West (Main Ballroom)

Who: 300 guests including leaders of corporations, business and professional associations, and mental health organizations

Attire: Wear your silver for our silver anniversary!

A PRESTIGIOUS EVENT

- Award winning venue in the heart of Toronto
- Celebrity MC + live band and DJ
- Live and silent auction
- Aerial artist

A VIP EXPERIENCE

- Exclusive Lounge for premium sponsors and their guests, including dedicated server, bottle service and food
- Open bar with a variety of cocktails



SPONSORSHIP & ENGAGEMENT OPPORTUNITIES

We invite you to join us as an official sponsor of Shout Out 2022. A range of sponsorship levels and benefits are presented on the following page.

If desired, we will work with you in customizing a sponsorship package specific to your needs.



www.sheenasplace.org

For sponsorship enquiries, please contact:

John Paul McMillan (416)-838-2795 jpmcmillan@sheenasplace.org

**PRESENTING
SPONSOR
\$50,000**

- Category Exclusivity
- Inhouse recognition at Sheena's Place
- Prime logo placement on all promotional materials, website, event program, and print ads
- Special Thank You and logo placement in 2020 Annual Report
- Event night visibility including onsite signage and logo on step and repeat banner
- On air recognition by Sheena's Place Executive Director and celebrity MC
- Opportunity to have experienced Sheena's Place clinical team provide presentation on eating disorders and mental health at your workplace
- Invitation for 30 guests of your company to attend the anniversary gala
- Social media exposure

**ANNIVERSARY
SPONSOR
\$25,000**

- Inhouse recognition at Sheena's Place
- Prominent logo placement on all promotional materials, website, event program, and print ads
- Event night visibility including onsite signage and logo on step and repeat banner
- On air recognition by Sheena's Place Executive Director and celebrity MC
- Opportunity to have experienced Sheena's Place clinical team provide presentation on eating disorders and mental health at your workplace
- Invitation for 18 guests of your company to attend the anniversary gala
- Social media exposure

**ADVOCATE
SPONSOR
\$10,000**

- Inhouse recognition at Sheena's Place
- Logo placement on all promotional materials, website, event program, and print ads
- Event night visibility including onsite signage and logo on step and repeat banner
- On air recognition by Sheena's Place Executive Director and celebrity MC
- Invitation for 8 guests of your company to attend the anniversary gala
- Social media exposure

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	Presenting Sponsor \$50,000	Anniversary Sponsor \$25,000	Advocate Sponsor \$10,000
Category Exclusivity	✓		
Event opportunity to showcase products or services	✓	✓	
Opportunity to have experienced Sheena's Place clinical team provide a workplace presentation on Eating Disorders & Mental Health	✓	✓	
Prime logo placement on event website	✓	✓	
Logo on step and repeat banner	✓	✓	✓
Inhouse recognition at Sheena's Place	✓	✓	✓
Event night recognition by Sheena's Place Executive Director & celebrity MC's	✓	✓	✓
Company logo on print ads	✓	✓	✓
Event signage & logo recognition	✓	✓	✓
Company logo on all marketing collateral including event website & program	✓	✓	✓
Logo placement on Sheena's Place website	✓	✓	✓
Social Media exposure	✓	✓	✓
# of gala representative invitations	30	18	8

Company: _____

Contact Name: _____

Phone: _____ Email: _____

Address: _____

City/Province: _____ Postal Code: _____

Sponsorship Level:

☐ Presenting Sponsor \$50,000
 ☐ Advocate Sponsor \$10,000
☐ Anniversary Sponsor \$25,000

Sponsorship Payment:

☐ Please send me an invoice for sponsorship payment

Method of Payment: ☐ Visa ☐ Mastercard ☐ Amex ☐ Cheque

Card Number: _____ Expiry Date: _____

Authorizing Signature: _____ Date: _____

For recognition purposes, please list our company name as follows:

Once completed, please send this form and your company logo
in vector format (eps) to: jpmcmillan@sheenasplace.com

www.sheenasplace.org

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