



*Lonny's  
Smile*

# Fearless Hearts

In Support of

2024 Sponsorship Package

Thursday, February 29, 2024  
The Redwood Theatre  
1900 Gerrard St. E.



**For more information on sponsorships,  
please contact:**

info@lonnyssmile.org

**Charitable Organization Number:** 81925 6207  
RR0001



info@lonnyssmile.org



lonnyssmile.org



@lonnys.smile



@lonnyssmile

## About Lonny's Smile

We create opportunities for children with congenital heart disease (CHD) to forget about their illness and experience the magic of summer camp, at zero cost to their families.

It costs approximately **\$2,500** to send a child with CHD to camp for one week due to the specialized medical care, staff, and additional resources needed to provide a safe and enjoyable experience during camp activities. Since 2010, we have sent **129 kids** to camp.

## About Camp Oki

Founded in 2003, Camp Oki is a place where kids get to be campers instead of heart patients. Over their week at camp, they push boundaries, build confidence, and make new friends.

The community that develops is one of the most remarkable aspects of camp. Campers stay in touch long after the summer ends, and in increasing numbers each year, even return to Camp Oki as counsellors to build leadership skills and give back to the place that had such a profound effect on their lives.



"Camp Oki is a place where I can try new things, be myself, make friends with kids just like me, and feel loved by the camp counselors. These have been some of the best times of my life." - Carter, Camper



"The surgery adds years to their life, but camp adds life to their years." -  
Dr. Joel Kirsh, Cardiologist and  
Founder of Camp Oki

## Did you know...?

- CHD is the most common birth defect. About **1 in 80-100** Canadian children are born with CHD.
- Many congenital heart conditions can now be successfully managed with ongoing medical care, lifestyle modifications, and, if needed, surgical interventions.
- Children with CHD are often **"shut out"** of mainstream summer camping programs because of misinformation and lack of confidence on the part of camps, parents, and patients.



# 2024 Tribute Night

## About the Event

Get ready for an unforgettable evening of music, philanthropy, and star-studded performances, where the magic of Taylor Swift's iconic discography meets the spirit of giving, all in support of children with CHD.

In addition to a fabulous concert, album auctions and VIP meet and greets with our performers will also be featured throughout the night in order to send **13 children** to Camp Oki.

## Become a Sponsor

*We've got a blank space ... and we'll write your name!*

Choosing to partner with our growing, grassroots charity offers unique advantages for your company. Here, your brand can shine without the need for fierce competition. In today's corporate landscape, many companies are actively seeking to enhance their Corporate Social Responsibility (CSR) profile. With Lonny's Smile, you won't be just another logo - **you will stand out in support of children with CHD**. Embrace this opportunity to demonstrate your commitment to both social responsibility and child welfare, while making a significant, tangible impact.

## Past Supporters Include:



**AIR CANADA FOUNDATION**

## Title Sponsorship Opportunity

**Investment: \$15,000**

### Benefits:

- **Prominent Brand Recognition:** Your company will hold the prestigious title of the exclusive sponsor of our event.
- **Prime Social Media Exposure:** Your company name and logo will be prominently featured in all of our social media releases and promotional materials leading up to the event.
- **On-Site Exhibition Opportunity:** Your company will have the exclusive privilege to set up a booth or table at the event, enabling you to sell or promote your products directly to concert-goers.
- **On-Site Promotional Display:** Your company's promotional material will be prominently displayed at the concert venue.
- **Event MC Acknowledgment:** Our event MC will recognize your company as the Title Sponsor, ensuring your brand is highlighted throughout the event.
- **VIP Experience:** Enjoy **5 VIP tickets** to the concert, with backstage access to our performers.

## Table Sponsorship

**Investment: \$1500 - 10 Spots Only!**

Can't commit to being our title sponsor? Consider a table of 5, with priority seating.

- **Priority Seating:** Get a table of 5 with the best views in the house and a table sign recognizing your company.
- **Soundcheck Preview:** Come to our pre-concert soundcheck for an exclusive behind the scenes look and get up close with your favourite artists.

## Sample Sponsorship Examples

Here's an example of what your sponsorship will look like, brought to life.

