



**SOME PEOPLE TACKLE  
WHAT'S THROWN AT THEM,  
HEAD ON.**

**BUT THE BEST OF THE BEST  
KNOW WHEN TO DODGE.**

**2019 SPONSORSHIP PACKAGE**

**Wednesday, September 18, 2019 | Steam Whistle Brewery | 5:30 p.m. – 12:00 a.m.**

# ABOUT ST. MICHAEL'S YOUNG LEADERS

**St. Michael's Young Leaders (SMYL) is a group of young professionals in the downtown core who raise funds and awareness on behalf of St. Michael's Hospital. SMYL hosts four amazing events every year – THE BOWLER, THE DUFFER, THE DODGER and THE GIVER. Since launching in 2008, they've bowled, golfed, danced and dodged their way to nearly \$2 million.**

The next big goal is ambitious. SMYL is raising \$500,000 in support of Scar Wars, a world-leading research centre that is revolutionizing treatment for fibrosis, or organ scarring. For a condition that's relatively unknown, fibrosis is the cause of nearly half the deaths in the developed world.

Join SMYL in taking on the toughest health challenges of our time.



## E V E N T   D E T A I L S

**THE DODGER is Toronto's premier charity dodgeball tournament.** It attracts over 220 participants, 500 spectators and aims to raise \$100,000 for St. Michael's Hospital.

An event with universal appeal, this year's DODGER will consist of 24 teams of 12 battling it out on the court, while hundreds of spectators cheer, dance and laugh – all while raising funds for Scar Wars.

**Round Robin: 6:00 – 10:00 PM | Playoffs: 10:00 – 11:30 PM | THE DODGER Party: All night!**

# T H E   D O D G E R

E A C H   T E A M   P L A Y S   3   G A M E S ,   1 5   M I N S   E A C H

8   T E A M S   P L A Y   I N   Q U A R T E R - F I N A L S

4   T E A M S   P L A Y   I N   S E M I - F I N A L S

2   T E A M S   B A T T L E   I T   O U T   F O R   T H E   C H A M P I O N S H I P



# THANK YOU TO OUR PAST SPONSORS!



# PRESENTING SPONSOR \$30,000

## CATEGORY BENEFITS

- Naming opportunity on all print and marketing materials as THE DODGER 2019 - Presented by YOUR COMPANY NAME
- 6 teams of 12 competing in THE DODGER 2019 on Wednesday, September 18
- 2 drink tickets/player
- 20 spectator tickets

## EXCLUSIVE BENEFITS

- Four tickets to THE GIVER 2019
- VIP Lounge for all team members with private bar and resting area
- St. Michael's Welcome Bag

## MARKETING BENEFITS

- Presenting logo placement on all event signage including:
  - Welcome Banner
  - Event Slideshow
  - Event Website
- Recognition on SMYL social media channels
- Verbal acknowledgment during event

*\*Eligible for a full business receipt*



# EXCLUSIVE CATEGORY SPONSORS

## \$6,500

### AVAILABLE CATEGORIES

Food Sponsor

Registration Sponsor

Court Sponsor (3 available)

### CATEGORY BENEFITS

- Official Category Sponsor of THE DODGER 2019 in print and marketing materials
- 1 team of 12 competing in THE DODGER 2019 on Wednesday, September 18
- 2 drink tickets/player
- 5 spectator tickets

### MARKETING BENEFITS

- Exclusive logo recognition on all category signage:
  - Naming on category banner
  - Event Website
  - Event Slideshow
- Recognition on SMYL social media channels
- Verbal acknowledgment during event

*\*Eligible for a full business receipt*



# TEAM SPONSOR \$5,000

## SPONSOR BENEFITS

- 1 team of 12 competing in THE DODGER 2019 on Wednesday, September 18

## MARKETING BENEFITS

- Logo recognition at event
  - Event Website
  - Event Slideshow
- Recognition on SMYL social media channels

*\*Eligible for a full business receipt*



# ALTERNATIVE SPONSORSHIP OPTIONS

We welcome your support of THE DODGER in all forms, including donation of services, gift certificates, or other valuables in support of the promotional draw activities held during the event.

Visit [thedodger.ca](http://thedodger.ca) to register or contact [smyl.dodger@gmail.com](mailto:smyl.dodger@gmail.com) to learn more about sponsorship opportunities.

## CONTACT US

### DODGER CO-CHAIRS

Ron Burshtein and Laura Charters Carruthers  
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### FOUNDATION REPRESENTATIVES

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# SMYL INVITES YOU TO JOIN US

## THE BOWLER

**Thursday, April 25, 2019**

**The Ballroom – Toronto, ON**

Spare some time and leave no pin standing at SMYL's super fun and competitive bowling tournament, the Bowler.

Find out more at [thebowler.ca](http://thebowler.ca).

## THE DUFFER

**Thursday, June 13, 2019**

**Bayview Golf & Country Club – Thornhill, ON**

Did you know Canada's premier charity golf event has a younger and hipper sibling?

Find out more at [stmichaelsfoundation.com/duffer](http://stmichaelsfoundation.com/duffer).

## THE GIVER

**November 2019**

SMYL's annual must-attend charity gala. The Giver provides guests and companies with unparalleled exposure to 450 influential, socially conscious, young professionals aged 25 to 40.

Learn more at [thegiver.ca](http://thegiver.ca).



## **St. Michael's Hospital Foundation**

30 Bond Street, Toronto, Ontario

M5B 1W8

416.864.5000

**[stmichaelsfoundation.com/donate](http://stmichaelsfoundation.com/donate)**

Charitable Registration #122963663RR0001

**[thedodger.ca](http://thedodger.ca)**