



SPONSORSHIP PROPOSAL

This proposal is prepared by:



CHEERS TO SCARBOROUGH

ABOUT THE EVENT

Cheers to Scarborough, where great flavours meet unforgettable fun! And every sip builds a better tomorrow for our Scarborough community. Unwind with a curated selection of exquisite wines while engaging in lively games and activities. Whether you're a wine enthusiast or just looking for a relaxing night out, our cozy atmosphere and friendly vibe make it the perfect escape.



Name: Cheers to Scarborough

Date: April 24, 2025

Location: Centennial College Event Centre
937 Progress Ave
Scarborough, ON
M1G 3T8



ABOUT SCHC

SCARBOROUGH CENTRE FOR HEALTHY COMMUNITIES

For over 45 years, Scarborough Centre for Healthy Communities (SCHC) has been a vital pillar of support in our community, delivering compassionate, accessible, and transformative health and social services. We are committed to uplifting the most vulnerable among us, including newcomers, visible minorities, and families grappling with poverty, homelessness, and unemployment.

At SCHC, we proudly offer over 50 innovative programs across 11 locations, actively engaging with priority neighbourhoods through dedicated outreach ambassadors and our mobile health unit. Many of those we serve face social isolation, unstable networks, and complex health challenges—both physical and mental. We understand the importance of building trust and providing comprehensive wrap-around support, such as the Food and Furniture Bank. Our staff exemplify our unwavering commitment to holistic care.

Through our Community Engagement programs, we harness the incredible strength and resilience found within Scarborough's diverse neighbourhoods. Our youth and senior programs are crucial in fostering a thriving community, yet many essential services operate without core funding. Funding supports the elimination of user fees to improve access to programs, additional support staff and program materials. This is why we launched Cheers to Scarborough—to galvanize support and raise the necessary funds to ensure our programs continue to thrive.

Together, we can ignite the strength of community. Your involvement can contribute to a brighter future for all of Scarborough. Join us in making a difference.

Your sponsorship will ensure this day is unforgettable!
We're excited to collaborate with you!



What are you supporting?



All contributions received will support SCHC's programs and services, which are central to the organization's vision of igniting strength within the Scarborough community.

Youth Programs

Growing Leadership is a program that seeks to develop youth into leaders by providing them with the tools they need to succeed and impact their community. Participants gain insight on various issues about healthy living, gender, nature and skill development.

With the knowledge and experience gained, plus communication, leadership, facilitation, teamwork, and social skills learned, youth are better prepared for a successful future.

[Read more about the youth program here or scan the QR code](#)



\$50 SENDS 1 YOUTH TO CAMP FOR 1 WEEK

Senior Services

Senior Programs at SCHC encompass everything from help with daily living like Meals on Wheels, Home support and maintenance, to expanding the creative, physical and mental health of seniors in Scarborough.

Through our Active Living Centre, Congregate Dining and wellness workshops, SCHC believes that people can not only live long, but live well. Seniors enrich the social and cultural fabric of their communities.

[Read more about Community Support Services here OR scan the QR code](#)



\$100 PROVIDES A YEAR OF EXERCISE CLASSES AND WORKSHOPS FOR SENIORS



Our clients and volunteers share their experiences with SCHC and the impact we have on their lives.



The people at the Hub are really caring and the type you can turn to when in need. I am more excited to come to the Hub every day because each day is different from the last, and I learn so much from everyone around me. I love having group discussions and planning with everyone. We get to organize so many things for the community, and it's a very rewarding process. There are several youth programs in Scarborough, but none are as fun and unique as the Hub.

Liyana Abraham, Mind & Spirit Youth Leader



The Active Living Centre senior programs give me a creative and social outlet to learn new things and meet great people. After my husband died, it got me back out and gave me emotional support. There have been many good memories and friendships made. Lunches, parties, workshops and day trips. We are lucky to have SCHC programs like the Food Bank, Meals on Wheels, senior and caregiver support and transportation. SCHC provides excellent, vital programs that make Scarborough a better place to live.

Susan MacDonald, SCHC Client

I started coming to SCHC for the MSYL (Mind & Spirit Youth Leadership) group. It was an amazing experience. There's just that sense of security and safety once you're in a room with people that aren't going to judge you. You always feel welcomed here and just progressing with people that you start off as strangers with, and then you kind of become family. I love staying here at the hub!

Rashme Nanda, Youth Volunteer



AS A SPONSOR

you demonstrate your corporate responsibility and support of Scarborough.



WITH YOUR HELP, WE HOPE TO



RAISE \$20,000

- To fulfill the holistic health needs of diverse residents in the Scarborough community experiencing health inequities.



SUPPORT KEY UNDERFUNDED SCHC PROGRAMS

- Including various senior and youth services and programs that are vital to the Scarborough community.



INCREASE AWARENESS

- Through media attention for many underserved Scarborough neighbourhoods.
- Connect partners, staff, volunteers and clients with the community, and support small businesses in Scarborough.

What's in it for you?

BOOST YOUR BRAND VISIBILITY



REACH NEW FOLLOWERS & CONNECTIONS



LOGO FEATURED ON SCHC SOCIAL MEDIA



BUSINESS SPOTLIGHT FEATURE



DEMONSTRATE YOUR CORPORATE SOCIAL RESPONSIBILITY:

Supporting SCHC will have a strong impact on your public image and foster a positive reputation. With our 8,000 plus followers on our social media channels, this exposure will demonstrate your commitment to positive change, increase leads and boost your brand visibility.

\$10,000 PRESENTING SPONSOR



**As a presenting
sponsor for **\$10,000**,
you can mix and match
your benefits to create
the perfect partnership.**

\$10,000



Food Stations & Wine Tasting Stations

Benefits:

- 4 tickets to the event
- Sponsors digital logo on each photo which is sent via social media
- Scripting mention during event
- Sponsors logo on sponsor signage
- One dedicated social media post on SCHC social media which has over 8000+ followers
- Logo on event PowerPoint
- Link on website as official partner

\$5,000



CENTENNIAL
COLLEGE

Venue Sponsorship

Benefits:

- 4 tickets to the event
- Sponsors digital logo on each photo which is sent via social media
- Scripting mention during event
- Sponsors logo on sponsor signage
- One dedicated social media post on SCHC social media which has over 8000+ followers
- Logo on event PowerPoint
- Link on website as official partner

\$5,000



360 Photobooth Sponsorship

Benefits:

- 4 tickets to the event
- Sponsors digital logo on each photo which is sent via social media
- Scripting mention during event
- Sponsors logo on sponsor signage
- One dedicated social media post on SCHC social media (over 8000+ followers)
- Logo on event PowerPoint

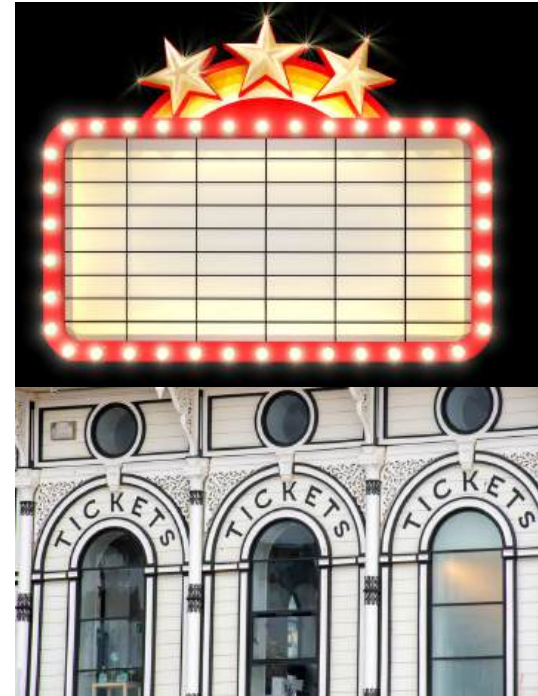
\$3,500

Branded Marquee Sponsorship

Benefits:

- 2 tickets to the event
- Scripting mention during event
- Sponsors logo on tabletop signage on each sponsored table
- One dedicated social media post on SCHC social media (over 8000+ followers)
- Logo on event PowerPoint

\$2,000



Casino Games Sponsorship

Benefits:

- 2 tickets to the event
- Scripting mention during event
- Sponsors logo on tabletop signage on each sponsored table
- One dedicated social media post on SCHC social media (over 8000+ followers)
- Sponsor logo sticker incorporated into prizing for winners
- Logo on event PowerPoint

\$2,000





Live Auction Sponsorship

Benefits:

- 1 ticket to the event
- Sponsors logo on live auction forum
- Opportunity to introduce live auction packages
- Logo on onsite signage
- Logo on event PowerPoint

\$1,500



Silent Auction Sponsorship

Benefits:

- Scripting mention during event
- Sponsor branding on online platform
- Opportunity to provide an auction prize for further sponsor branding
- Logo on onsite signage
- Logo on event PowerPoint

\$1,500

Branded Funny Money Sponsorship

Benefits:

- 1 ticket to the event
- Sponsor logo on all bills
- Logo on onsite signage
- Logo on event PowerPoint

\$1,000



Band Sponsorship

Benefits:

- 1 tickets to the event
- Scripting mention during event
- Opportunity to have a custom band banner of sponsor name and logo
- Logo on event PowerPoint

\$1,000





Swag Sponsorship

Benefits:

- Opportunity to include item in the swag bags branded or not branded
- Announcement as swag sponsor on stage
- Sponsor name and logo on swag bags
- Logo on event PowerPoint

\$500



Centrepiece Sponsorship

Benefits:

- Logo on centerpiece of each table
- Announcement as centrepiece sponsor on stage
- Logo on event PowerPoint

\$500

Sponsorship Form



Scan the QR code or complete the form below.

Scan and email to fundraising@schcontario.ca

YES, I/WE WOULD LIKE TO SPONSOR THE FOLLOWING

- _____
- _____
- _____
- _____
- _____

CONTACT INFO:

NAME: _____ TITLE: _____

COMPANY NAME: _____

ADDRESS: _____

CITY: _____ POSTAL CODE: _____

PHONE NUMBER: _____ FAX NUMBER: _____

EMAIL: _____

PAYMENT BY:

CHEQUE MADE PAYABLE TO SCHC

MASTERCARD

VISA

AMERICAN EXPRESS

CARD NUMBER: _____ CVV CODE: _____

NAME (AS SHOWN ON CARD): _____ EXPIRY DATE: _____

I/WE WOULD LIKE AN INCOME TAX RECEIPT FOR OUR DONATION OF \$25 OR MORE (APPLICABLE TO DONATIONS ONLY)

Want to know more?

Contact the fundraising team at fundraising@schcontario.ca to connect about partnership opportunities.




THANK YOU

 (416) 642-9445

 fundraising@schcontario.ca

 www.schcontario.ca

 629 Markham Road Unit 2,
Scarborough, ON M1H 2A4

STAY CONNECTED WITH US!

