

evas

2022
GOLF CLASSIC



Register online at
evasgolfclassic.ca
OR request an invoice.
Act now before
opportunities sell out!

Join us on

Friday, September 9, 2022

at Glen Abbey Golf Club

1333 Dorval Drive, Oakville, Ontario

evasgolfclassic.ca

**SPONSORSHIP
PACKAGE**



HELPING YOUNG PEOPLE BUILD BRIGHTER FUTURES

Eva's provides shelter, transitional housing, and programming to help youth experiencing or at risk of homelessness in Toronto. Our expert staff help young people in need reach their potential and lead fulfilling, healthy lives.

Eva's was founded in 1989 by Eva Smith, a Jamaican immigrant, advocate, and activist. Eva's consists of four sites located across Toronto, housing **157** young people, aged **16-24**, each night.

At Eva's, we work with each young person to develop an achievable action plan. This includes employment and training, building life skills, and developing an education plan to help them attain their goals and build strong community connections as they continue in their journeys to independence.

From 2020 to 2021, **995** young people found shelter, safety, and access to these supports at Eva's, at a time when health services, mental health supports, recreation, and positive community connections have been even more crucial for youth, due to **COVID-19**.

EVA'S GOLF CLASSIC is our annual signature fundraising event that brings together leaders in the construction and real estate industries: along with a group of corporations, foundations, community groups, and individuals who enjoy a tremendous day of golf while raising much needed funds towards **Eva's Safe Shelter & Crisis Services**.

Our goal is to raise **\$225,000** for Eva's to help meet youths' immediate needs – food and shelter – and support them with their wellness through mental health and harm reduction programming. It also helps youth transition to independence by finding employment, stable housing, and learning life skills to build brighter futures



Charity Intelligence

Eva's was recognized by Charity Intelligence as one of Canada's top 100 charities in 2021.

Eva's is committed to fostering a safer sporting environment. Through this unprecedented time with COVID-19, that commitment includes the health and well-being of golfers. We fully support the recommendations and guidelines of Health Canada and in keeping with the Ontario Ministry of Health, and Toronto Public Health during our Golf Classic.



ABOUT OUR AUDIENCE

Mobile provider

65% use Bell
35% use Rogers

Age

30% are ages 25 to 34
30% are ages 35 to 44
40% are 45 and over

Insurance

42% use TD Insurance
58% use a different insurance provider

Income

58% have an income above \$250,000

Banking

21% TD Bank
21% Scotiabank
21% RBC
14% BMO
14% CIBC

Children

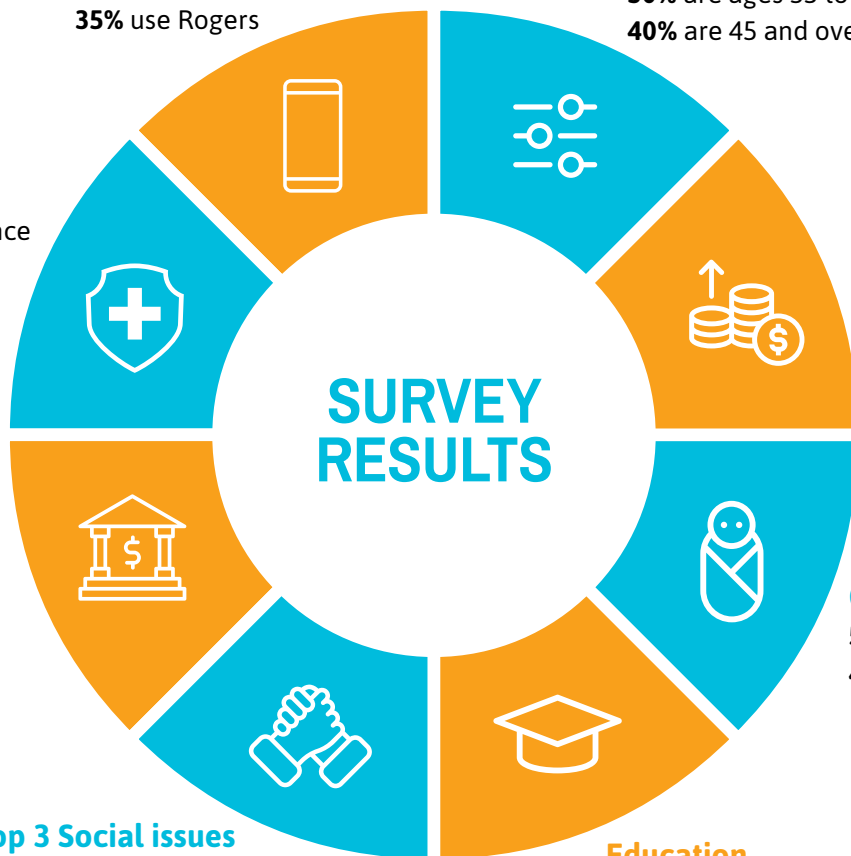
58% have 0 children
42% have 1 to 3 children

Top 3 Social issues most likely to support

73% Climate Change
70% Mental Health
64% Youth Homelessness

Education

15% have a Master's Degree
58% have a Bachelor's Degree
6% have a College Diploma



The purpose was to conduct an online survey to measure and act on feedback and collect data that will help gain insight on our event attendees and identify sponsorship opportunities.



Top 3 Hobbies

100%	73%	70%
Golf	Bicycling	Cooking



EVENT SPONSORS & SUPPORTERS

Your sponsorship showcases your company's leadership in social responsibility amongst like-minded professionals and the business community.

Ace Sponsor



Albatross Sponsor



Birdie Sponsors



Lunch Sponsor



Reception Sponsor



On-Course Contest Sponsor



Pin Flag Sponsor



Golf Ball Sponsor



Digital Scorecard Sponsor



SPONSORSHIP OPPORTUNITIES

Our event sponsors are the fuel for this highly anticipated event! We want your sponsorship experience with Eva's to be unparalleled. While we provide every sponsor with baseline benefits and recognition, we believe the best outcomes are achieved when sponsorships are co-created to ensure shared value in our partnership.

SPONSORSHIP LEVEL	Title Sponsor (Premier) \$25,000	Ace Sponsor (Platinum) SOLD	Albatross Sponsor (Gold) SOLD	Eagle Sponsor (Silver) \$10,500	Birdie Sponsor (Bronze) SOLD
QUANTITY OF SPONSORS AVAILABLE	EXCLUSIVE	EXCLUSIVE	EXCLUSIVE	2	5
Complimentary Foursomes	2	2	1	1	1
Logo Recognition	→ On all 18 holes → Photo station backdrop	→ On golf carts → 2 tee boxes	On 1 tee box		
On-Site Engagement	→ Activity, giveaway on designated hole → Opportunity to address all participants following round of golf	Opportunity to provide welcome item in golf carts			
Employee Lunch and Learn	📍	📍			
Recognition on Social Media	📍	📍	📍		
Invitation to Live Virtual Meeting			📍	📍	📍
Program Identification – Sponsor Spotlight Feature	Exclusive on front cover	📍	📍	📍	📍
Logo Recognition in Event-Related Signage, Webpage and Announcements	📍	📍	📍	📍	📍



TERMS AND CONDITIONS

Specific sponsorship deliverables are subject to change to meet COVID-19 protocols. If the Golf Classic 2022 is cancelled, sponsorship agreements will convert into a donation to Eva's and be eligible for a tax receipt.

TARGET SPONSORSHIP OPPORTUNITIES

<p>On-Site Brand Activations \$6,000 4 Available</p> <ul style="list-style-type: none"> → On-site engagement: Brand activation, activity, or giveaway at registration and clubhouse → Program identification – Sponsor spotlight feature → Opportunity for ad 	<p>Raffle/Silent Auction Sponsor \$5,000</p> <ul style="list-style-type: none"> → Logo on all auction materials, pre-event and on-site (digital and print) → Logo recognition in event related signage, webpage, announcements and tournament program → Invitation to live virtual meeting 	<p>Lunch Sponsor SOLD</p> <ul style="list-style-type: none"> → Logo recognition on menu and displayed signage in the lunch area → Logo recognition in event related signage, webpage, announcements and tournament program → Invitation to live virtual meeting
<p>Reception Sponsor SOLD</p> <ul style="list-style-type: none"> → Logo recognition on table cards, menu and displayed signage in the reception area → Logo recognition in event related signage, webpage, announcements and tournament program → Invitation to live virtual meeting 	<p>On-Course Contest Sponsor SOLD</p> <ul style="list-style-type: none"> → Logo recognition on displayed signage at 4 contest hole → Logo recognition in event related signage, webpage, announcements and tournament program → Invitation to live virtual meeting 	<p>Pin Flag Sponsor SOLD</p> <ul style="list-style-type: none"> → Logo on pin flag at every hole → Logo recognition in event related signage, webpage, announcements and tournament program → Invitation to live virtual meeting
<p>Golf Ball Sponsor SOLD</p> <ul style="list-style-type: none"> → Logo on complimentary golf balls → Logo recognition in event related signage, webpage, announcements and tournament program → Invitation to live virtual meeting 	<p>Digital Scorecard Sponsor SOLD</p> <ul style="list-style-type: none"> → Logo on tournament scorecard → Logo recognition in event related signage, webpage, announcements and tournament program → Invitation to live virtual meeting 	<p>Hole Sponsor \$1,250 18 Available</p> <ul style="list-style-type: none"> → Logo on 1 designated tee box and digital scorecard → Logo recognition in tournament program
<p>Foursome \$2,500</p> <ul style="list-style-type: none"> → Includes a round of golf for 4, lunch and reception 		

2022 EVA'S GOLF CLASSIC COMMITTEE

Charlie Musgrave

Co-Chair, Eva's Golf Classic
Ivanhoé Cambridge, Vice President,
Office Leasing

John Peets

Co-Chair, Eva's Golf Classic
Oxford Properties Group, Vice President,
Head of Leasing GTA

COMMITTEE MEMBERS

Brett Twaits

MARANT Construction Limited,
Regional Director

Charlie Deeks

Pure Industrial, Chief
Investment Officer

Christi Osborne

Cushman & Wakefield,
Director Assets Services

Rob DeCiantis

Corlan Electric Inc.,
Vice President Operations

Simon Bright

Carol Electric, President

Susan Carpenter

Haworth, Sales Director

Susan Mole

DIALOG, Retired Interior
Design Principal

Tina Wolf

Contemporary Office Interiors,
Vice President – Strategic Development

FOR MORE INFO, CONTACT:

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