

10<sup>TH</sup> ANNUAL  
**evas**

**2023**  
**GOLF CLASSIC**

Celebrating  
more than  
**\$1.1M**  
raised to date!



**“What hurts one of us, hurts all of us.”**

– Eva Smith, *Founder*

**SPONSORSHIP  
PACKAGE**

Join us on  
**Friday, September 8, 2023**  
at Glen Abbey Golf Club  
1333 Dorval Drive, Oakville, Ontario  
[evasgolfclassic.ca](https://evasgolfclassic.ca)



## HELPING YOUNG PEOPLE BUILD PATHWAYS OUT OF HOMELESSNESS

Eva's provides shelter, transitional housing, and health and well-being programming to help youth experiencing or at risk of homelessness in Toronto.

Eva's was founded in 1989 by Eva Smith, a Jamaican immigrant, advocate, and activist. Today, Eva's consists of four sites across Toronto, housing 181 young people, aged 16-24, each night.

At Eva's, we help young people move from crisis to stability with the ultimate goal of moving to independence. We work with each young person to develop an achievable action plan, attain their goals, and build strong community connections.

Our programs are open to all youth and are culturally responsive and trauma-informed to meet the unique needs of Black youth. We use anti-Black racism and anti-oppression lenses to centre the needs and experiences of youth experiencing homelessness, placing intentional emphasis on serving Black youth.

**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**.

Celebrating our 10th anniversary, our goal is to raise **\$250,000** to help make vital resources available to the youth at Eva's. Your support will help fund our priority projects to help youth build pathways out of homelessness.

In supporting Eva's, you are helping to fight the systems that perpetuate anti-Black racism to break the cycle of youth homelessness.



### Charity Intelligence

One of the Top 10 Impact: Canadian Youth Charities of 2022.

### DID YOU KNOW?

Eva's 2022 youth survey results indicate there is an overrepresentation of Black, newcomer, and 2SLGBTQ+ youth accessing services at Eva's.

Source: Eva's Initiatives for Homeless Youth's administrative data (2022)

# The youth we serve

## OVER-REPRESENTATION IN THE SHELTER SYSTEM

The legacy of **colonialism** and **anti-Black racism** that exists throughout different systems results in outcomes in which **Black youth are over-represented** among young people at risk of or experiencing homelessness.

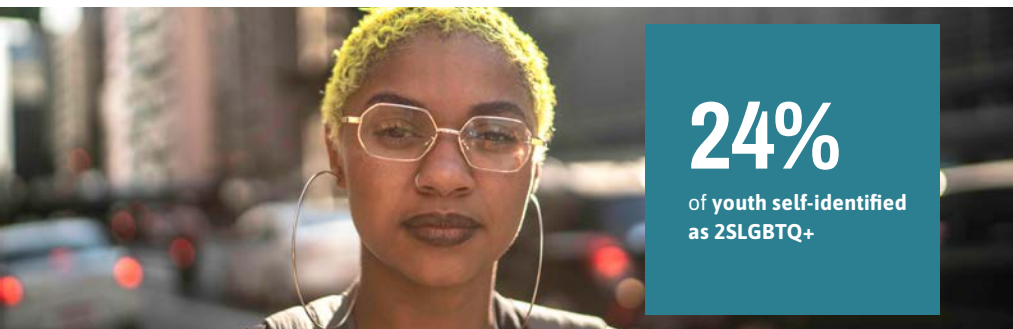


of youth who participated in the survey self-identified as **Black**



identified as **racialized**

In December 2022, the team at Eva's conducted our first youth survey in five years. The survey confirmed what we had come to know anecdotally via our intake experience



24%

of youth self-identified as 2SLGBTQ+

According to a recent Toronto-based study, the number of 2SLGBTQ+ youth living in a public space, vehicle or vacant building **increased from 13% pre-pandemic to 33%** since the pandemic began.

Issues such as **inequality, racism, discrimination, and homophobia intersect**, significantly impacting youth with intersecting identities.

46%

of youth at Eva's who self-identified as 2SLGBTQ+ also self-identified as **Black**

73%

of youth who self-identified as 2SLGBTQ+ also self-identified as **racialized**

25%

of youth identified themselves as a refugee/ refugee claimant

90% self-identified as Black

100% self-identified as racialized

As war, human rights abuses, and environmental disasters continue internationally, we have come to see **more and more youth who identify as refugee claimants** seeking support from Eva's upon arriving in Canada. This is a new trend that we will continue to monitor in order to ensure we are delivering the most relevant supports to these young people.

### GENDER IDENTITY

Compared to national data, we are seeing a higher percentage of youth identifying as female, trans, and non-binary

46% identified as female

41% identified as male

6% identified as non-binary

5% identified as trans male

### AGE DATA

According to a national study, 86.7% of youth who first experience homelessness before the age of 16 have experienced multiple episodes.

6.25% of youth were under the age of 18

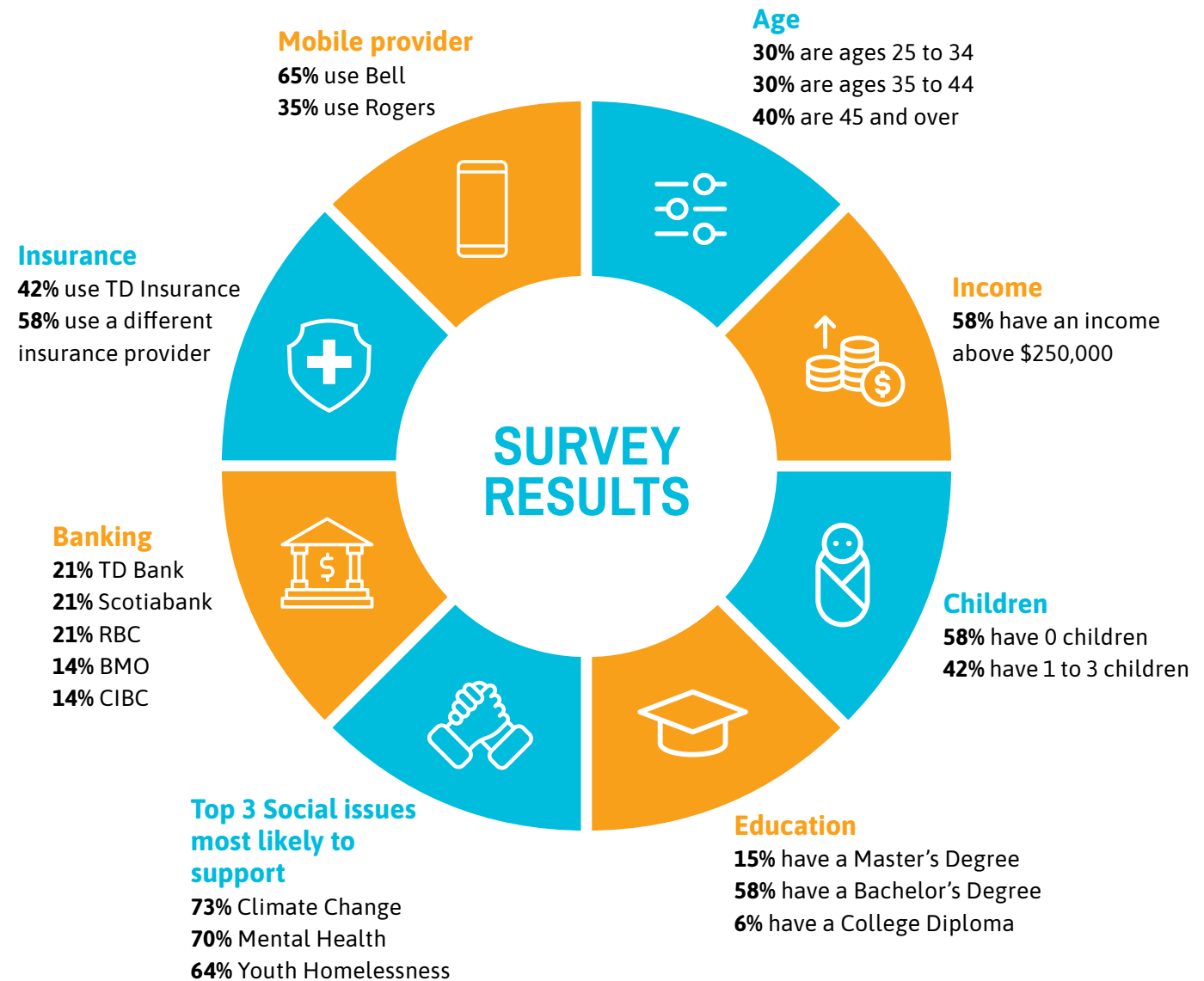
The **average age of youth is 21**, and **most** of the young people were **between the ages of 20-23**

### ABOUT THE SURVEY

112 youth completed the survey, with a 97% completion rate.



# ABOUT OUR EVENT ATTENDEES



*This data was sourced from an online survey of 2021 Golf Classic participants. 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.

### A LOOK AT OUR 2022 SPONSORS

Thank you!

Ace Sponsor



Albatross Sponsor



Birdie Sponsors



Lunch Sponsor



Reception Sponsor



On-Course Contest Sponsor



Pin Flag Sponsor



Golf Ball Sponsor



Digital Scorecard Sponsor



# TITLE

# SPONSOR

# \$25,000

## SOLD

- 2 Complimentary Foursomes
- *New!* Your Logo on All 18 Pin Flags
- Photo Station Backdrop with Your Logo
- On-Site Engagement
  - Activity, giveaway on designated hole
  - Opportunity to address all participants following round of golf
- Employee Lunch 'n' Learn and Volunteer Opportunity with Eva's
- Recognition on Social Media
- Sponsor Spotlight in Event Program
  - Exclusive on front cover
- Logo Recognition on All 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 2023 is cancelled, sponsorship agreements will convert into a donation to Eva's and be eligible for a tax receipt.*

# ACE

# SPONSOR

# (PLATINUM)

# \$20,000

## 1 AVAILABLE

- 2 Complimentary Foursomes
- Your Logo on All Golf Carts
- Your Logo on the 1<sup>st</sup> and 18<sup>th</sup> Tee Box
- Speaking Opportunity at Event Reception
- Employee Lunch 'n' Learn and Volunteer Opportunity with Eva's
- Recognition on Social Media
- Sponsor Spotlight in Event Program
- Logo Recognition on Event-Related Signage, Webpage and Announcements



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# ALBATROSS SPONSOR (GOLD)

**\$15,000**  
**SOLD**

- 1 Complimentary Foursome
- Your Logo on 9<sup>th</sup> Hole Tee Box, Heading into Lunch
- Recognition on Social Media
- Employee Lunch 'n' Learn and Volunteer Opportunity with Eva's
- Sponsor Spotlight in Event Program
- Logo Recognition on Event-Related Signage, Webpage and Announcements



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# EAGLE SPONSOR (SILVER)

# \$10,000

## SOLD

- 1 Complimentary Foursome
- Employee Lunch 'n' Learn and Volunteer Opportunity with Eva's
- Sponsor Spotlight in Event Program
- Logo Recognition on Event-Related Signage, Webpage and Announcements
- Recognition on Social Media



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# BIRDIE SPONSOR (BRONZE)

# \$7,500

**SOLD**

- 1 Complimentary Foursome
- Employee Lunch 'n' Learn and Volunteer Opportunity with Eva's
- Sponsor Spotlight in Event Program
- Logo Recognition on Event-Related Signage, Webpage and Announcements



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# RECEPTION SPONSOR

# \$7,500

## SOLD

- Logo Recognition on Table Cards, Menu and Displayed Signage in the Breakfast & Reception Area
- Logo Recognition on Event-Related Signage, Webpage, Announcements and Tournament Program
- Speaking opportunity at Networking Breakfast
- Employee Lunch 'n' Learn and Volunteer Opportunity with Eva's



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# LUNCH SPONSOR

# \$6,500

## 1 AVAILABLE

- Logo Recognition on Menu and Displayed Signage in the Lunch Area
- Logo Recognition on Event-Related Signage, Webpage, Announcements and Tournament Program
- Employee Lunch 'n' Learn and Volunteer Opportunity with Eva's



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# SILENT AUCTION SPONSOR

- Logo on All Auction Materials, Pre-Event and On-Site (Digital and Print)
- Logo Recognition on Event-Related Signage, Webpage, Announcements and Tournament Program
- Employee Lunch 'n' Learn and Volunteer Opportunity with Eva's

# \$5,000

**1 AVAILABLE**



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# ON-COURSE CONTEST SPONSOR

# \$5,000

**1 AVAILABLE**

- Logo Recognition on Displayed Signage at 4 Contest Holes
- Logo Recognition on Event-Related Signage, Webpage, Announcements and Tournament Program
- Employee Lunch 'n' Learn and Volunteer Opportunity with Eva's



Men's and Ladies Longest drive / Men's and Ladies closest to the pin



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# GOLF BALL SPONSOR

**\$5,000**  
**SOLD**

- Logo on Complimentary Golf Balls
- Logo Recognition on Event-Related Signage, Webpage, Announcements and Tournament Program
- Employee Lunch 'n' Learn and Volunteer Opportunity with Eva's



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# DIGITAL SCORECARD SPONSOR

# \$5,000

**SOLD**

- Logo on Tournament Scorecard
- Logo Recognition on Event-Related Signage, Webpage, Announcements and Tournament Program
- Employee Lunch 'n' Learn and Volunteer Opportunity with Eva's



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# ON-SITE BRAND ACTIVATIONS

Activations starting at

# \$4,000

**1 REMAINING**

- **On-Site Engagement**
  - Activity or contest on course or at clubhouse.
- **Program Identification – Sponsor Spotlight Feature**
- **Opportunity for Ad**
- **Employee Lunch 'n' Learn and Volunteer Opportunity with Eva's**
- **The following activations are available to choose from:**

**\$4,000**

- Hole in One Contest
- Beat the Pro **SOLD**

**\$5,000**

- Margarita Truck **SOLD**



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# FOURSOME ROUND OF GOLF

→ Includes 1 Foursome,  
Lunch and Reception

## HOLE SPONSOR ADD-ON

→ Logo on 1 designated tee  
box and digital scorecard

\* Foursomes who add on a hole sponsorship have  
the options to join Eva's 3-Course Corporate  
Engagement Trilogy including a lunch n learn and  
volunteer engagement opportunities for your team

**\$3,000**  
**SOLD OUT**

**+ \$1,500**  
**3 REMAINING**



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# CAN'T SPONSOR THIS YEAR?

## BECOME A FRIEND OF EVA'S GOLF CLASSIC

- You will receive a tax receipt for the value of your donation and be listed in the Event Program.
- All "Friend" donations will help Eva's Golf Classic provide a Golf Clinic for youth at Eva's to participate in our event and receive the opportunity to join us at Glen Abbey Golf Club to build networking and on-course skills at the driving range and putting green with certified golf professionals.

**DONATE TO THE YOUTH GOLF CLINIC**

# Donations of \$500

## OR MORE

will help us meet our fundraising goal to support Eva's priority needs.



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# 2023 EVA'S GOLF CLASSIC COMMITTEE

## **Charlie Musgrave**

**Co-Chair, Eva's Golf Classic**

Ivanhoé Cambridge,

Vice President, Leasing (Office & Life Science)

## **John Peets**

**Co-Chair, Eva's Golf Classic**

Oxford Properties Group,

Vice President, Head of Leasing GTA

## **COMMITTEE MEMBERS**

### **Brett Twaits**

Pentacon Group

Director, Strategic Pursuits

### **Carey Stein**

The Cadillac Fairview Corporation Limited,

Director, Operations Strategy & Special Projects

### **Charlie Deeks**

Pure Industrial,

Chief Investment Officer

### **Graeme Young**

Colliers International,

Senior Vice President

### **Peter Kalamvokis**

TD Securities,

Managing Director

### **Rob DeCiantis**

Corlan Electric Inc.,

Vice President Operations

### **Shayla Esakov**

CBRE Limited | Research,

Sales Representative

### **Simon Bright**

Carol Electric,

President

### **Susan Carpenter**

Haworth,

Regional Vice President, Canada

## **HONORARY COMMITTEE**

### **Susan Mole**

DIALOG

Retired Interior Design Principal

## **FOR MORE INFO, CONTACT:**

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Director of Development

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Email: **cwilliams@evas.ca**

**evasgolfclassic.ca**