

PAL Toronto

ANNUAL FUNDRAISER

We put the
FUN
in
FUNDRAISER!



Colin Mochrie & Dayl Marks



Jaymz Bee & Jayne Eastwood



Sean Cullen

Photos by Cecillia Salcedo

CELEBRITY SCRABBLE® EVENT

MONDAY, MAY 4, 2015

ARCADIAN LOFT

Simpson Tower 8th Floor, 401 Bay Street

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Be part of a great event *for a great cause!*

Photo by Norman Hart



*You are invited to spend a delightful evening with hosts **Colin Mochrie, Deb McGrath** and **50 other celebrities**, as a sponsor of the **11th Annual SCRABBLE® WITH THE STARS!***

One of the year's most anticipated events, SCRABBLE® WITH THE STARS supports **The Performing Arts Lodge**, (PAL) Toronto. This amazing organization provides affordable housing to members of our entertainment industry in a unique and lively community.

As a sponsor, you and your guests will mingle with our celebrities, sit down to a delicious dinner with one of our stars, and then play a rousing game of SCRABBLE®. You can even bid on the services of World Champion SCRABBLE® experts, who'll help you compete for great prizes.

At SCRABBLE® WITH THE STARS you can match words with celebrities of TV, film, theatre, music, radio and sports, such as

Gordon Pinsent, Louise Pitre, Sean Cullen, Jackie Richardson, Naomi Snieckus, Rod Black, Steve Patterson, Arlene Duncan, Jayne Eastwood, Alan Frew, Jennifer Dale, Jaymz Bee, Alana Bridgewater and many more!

There's a **Celebrity Art Silent Auction**, lots of fun ways to win great prizes and a room full of performers. So anything can and does happen! No wonder SCRABBLE® WITH THE STARS spells success for everyone.



Photo by Cecilia Salcedo

What our Sponsors say

Photo courtesy SNAP Downtown Toronto



Naomi Snieckus, Dayl Marks, and Rosemary Dunsmore

Scotiabank's Bright Future program brings together the passion of our employees, the insight of our partners and the spirit of our communities. Scotiabank is a proud supporter of Scrabble with the Stars because we strongly believe in communities like PAL with its incredible wealth of characters, creativity and vitality. Scrabble with the Stars is a whole lot of fun and does an incredible job of supporting our artistic community.

Dayl Marks, Senior Manager, Sponsorships & Executive Projects, Scotiabank

Scrabble with the Stars is – hands down – the most fun event of the year. Where else can you have so much fun, and do so much good? I have so much fun that I actually feel guilty!

**Bob Underwood, President & CEO,
ACTRA Fraternal Benefits Society**

Bob Underwood, Ron Zammit, Deb McGrath, and Colin Mochrie



Photo by Norman Hart

What makes PAL a place worth supporting?

Photo courtesy SNAP Downtown Toronto



Actor Michael Murphy and PAL resident Kenny Wickes

Canada's actors, singers, writers, camera operators and other behind-the-scenes professionals have elevated our lives by contributing their lives to the theatrical, broadcast and cinematic arts in this country. You can acknowledge that contribution by supporting PAL.

The Performing Arts Lodges, Toronto (PAL) is the first organization in Canada dedicated to providing affordable housing and care for members of the entertainment industry. PAL offers assistance in the areas of health, well-being and affordable accommodation, in a lively community, right downtown.

But failing health for some of our aging residents can preclude independent living. Funds raised at the 11th Annual SCRABBLE® WITH THE STARS will further the ongoing steps toward providing assistance to PAL residents, so they can remain among their friends while receiving the additional care they need.

For more information about PAL, please go to www.paltoronto.org

What our Stars have to say

Photo by Gabriela Luchetta



Jamyz Bee: *I first got involved with PAL the minute I heard Lois Maxwell (Miss Moneypenny from James Bond) lived there. Since then I've met some of my heroes at their various events and this one, Scrabble With The Stars, is my favourite fund raising event of all. Seeing Paul Soles, Jayne Eastwood, Gordon Pinsent and Jackie Richardson in one room every year is as much fun as Christmas!*

Ravi Jain: *Last year was my first time participating in Scrabble with the Stars. I knew very little about PAL and learned so much about this wonderful organization and the work it's doing to help a very important part of our community. The best part was that I learned it first-hand from someone who lives there... 'cause we played Scrabble all night! It's a fun evening and I had a fantastic time.*



Louise Pitre: *Scrabble With The Stars was probably the most fun I've had at a fundraising event. Truly. I had a blast with the people at my table and I came away from it with new acquaintances. I could've kept on playing!!!! A truly memorable evening!*

Colin Mochrie: *An abecedarian is a person learning the alphabet. Watch out Scrabble With The Stars!*



Photo by Norman Hart

Debra McGrath: *Words are flying already! Competition is gonna be fierce this year!*



Photo by Norman Hart

Dini Petty: *Can't wait to mix it up with you at Scrabble with the Stars!*

Alan Frew: *Fun night at Scrabble with Stars. Thrilled to win "Top Celeb Score". Thanks all. Great night, great cause.*



Photo by Gabriela Luchetta

***With the addition of social media,
SCRABBLE® WITH THE STARS is getting
more coverage than ever.***

Not only is our Facebook page active with regular postings, our celebrities get in on the fun and tweet before, during and after the event.

Traditional media also support us every year with pre-event stories and coverage of the event.

So everyone will know you've helped to make this year's event another success. And in addition to professional publicity people, we have a diligent team of PAL volunteers who are actively involved in the entertainment community and promote Scrabble® With the Stars at every opportunity.

***To find out how you can participate in the
2015 SCRABBLE® WITH THE STARS, please read
the attached information sheets, or check out
our website at scrabblewiththestars.ca.***



Sponsorship opportunities include:

Champion Sponsor \$10,000

Host Sponsor \$8,500

Production Sponsor \$6,000

Celebrity Sponsor \$2,700

Corporate Table Sponsor \$1,200



Champion Sponsor \$10,000

(1 opportunity only)

As the Champion Sponsor, you will receive:

A branded/identified “zone” specific to your product, message or brand

The largest star on the Donor Wall in the PAL lobby in perpetuity

Recognition on all promotional materials including, but not limited to:

Event Letterhead

Event flyers/posters

All media releases

Our website (including a link to your company’s site in premium position)

PAL Toronto’s newly designed website

Periodic promotional postings on our Facebook page

Palingenesis, PAL Canada’s national newsletter (approx. 400 circulation, 4 times/year)

PALTOR, PAL Toronto’s newsletter (300 circulation, 4 times/year)

• On-site visibility including:

Your logo on the podium

Photo opportunity: prize presentation with the celebrity players

Signage/banners in premium position

Logo on looped video with single frame credit, running continuously

Full page colour ad in souvenir program, inside front cover

Listing in souvenir program

Table card recognition on 3 tables

Sponsor Logo Boards

Product or service sampling opportunities

• VIP Services including:

Private pre-Gala Champagne reception with key stars for all your guests

3 Event Tables (9 guest seats worth a total \$1575, and 3 stars)

Framed Photo with Celebrity of choice

Opportunity to use event images for promotional purposes

CHAMPION

Sponsorship opportunities include:

Champion Sponsor \$10,000

Host Sponsor \$8,500

Production Sponsor \$6,000

Celebrity Sponsor \$2,700

Corporate Table Sponsor \$1,200



Host Sponsor \$8,500

(Up to 4 opportunities)

As the Host Sponsor, you will receive:

A star on the Donor Wall in the PAL lobby, in perpetuity

Prime recognition on all communication materials including, but not limited to:

Event flyers/posters

All Media Releases

Our website (including a link to your company's site, in a prominent position)

PAL Toronto's newly designed website

Periodic postings on our Facebook page

Palingenesis, PAL Canada's national newsletter (approx. 400 circulation, 4 times/year)

PALTOR, PAL Toronto's newsletter (300 circulation, 4 times/year)

On-site visibility:

Photo Opportunity: prize presentation with the Celebrity Players

Signage/Banners, prominently placed

Logo on looped video, prominent position, running continuously

Half- page colour ad in Souvenir Program, inside back cover

Listing in Souvenir Program

Table card recognition on two tables

Sponsor Logo Boards

Opportunity to showcase/ sample products/ services on-site

VIP Services including:

Private pre-Gala Champagne reception with key stars for all your guests

2 Event Tables (6 guest seats worth a total of \$1050, and 2 stars)

Autographed Photo with Celebrity of Choice

Opportunity to use event images for promotional purposes

HOST

Sponsorship opportunities include:

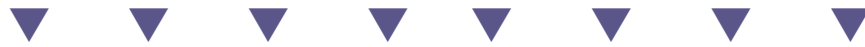
Champion Sponsor \$10,000

Host Sponsor \$8,500

Production Sponsor \$6,000

Celebrity Sponsor \$2,700

Corporate Table Sponsor \$1,200



Production Sponsor \$6,000

As a Production Sponsor, you will receive:

A star on the Donor Wall in the PAL lobby in perpetuity

Recognition on communication materials including, but not limited to:

All Media releases

Event flyers/posters

Our website (including a link to your company's site, in a prominent position)

PAL Toronto's newly designed website

Periodic postings on our Facebook page

Palingenesis, PAL Canada's national newsletter (approx. 400 circulation, 4 times/year)

PALTOR, PAL Toronto's newsletter (300 circulation, 4 times/year)

On-site visibility:

Signage located at sponsored area

Sponsor Logo Boards

Logo on looped video, prominent position, running continuously

Table card recognition on two tables

¼ Page colour ad in Souvenir Program

Listing in Souvenir Program

VIP Services including:

2 Event Tables (6 guest seats worth \$1050 each and 2 stars)

Photo with Celebrity of choice

PRODUCTION

Sponsorship opportunities include:

Champion Sponsor \$10,000

Host Sponsor \$8,500

Production Sponsor \$6,000

Celebrity Sponsor \$2,700

Corporate Table Sponsor \$1,200



Celebrity Sponsor \$2,700

As a Celebrity Sponsor, you will receive:

A star on the Donor Wall in the PAL lobby in perpetuity

Recognition on communication materials including, but not limited to:

All media releases

Event flyers/posters

Our website (including a link to your company's site, in a prominent position)

PAL Toronto's newly designed website

Periodic postings on our Facebook page

Palingenesis, PAL Canada's national newsletter (approx. 400 circulation, 4 times/year)

PALTOR, PAL Toronto's newsletter (300 circulation, 4 times/year)

• On-site visibility:

Sponsor Logo Boards

Logo on looped video, running continuously

Listing in Souvenir Program

Recognition on the table card at your table, with logo

VIP Services including:

1 Event Table (3 guest seats worth a total of \$525 and 1 star)

Autographed Poster by your Celebrity player

Recognition in the celebrity zone of the event website

CELEBRITY

Sponsorship opportunities include:

Champion Sponsor \$10,000

Host Sponsor \$8,500

Production Sponsor \$6,000

Celebrity Sponsor \$2,700

Corporate Table Sponsor \$1,200



Corporate Table Sponsor \$1,200

As a Corporate Table Sponsor, you will receive:

Recognition on communication materials including, but not limited to:

Our website

Periodic Facebook postings

On-site visibility:

Sponsor Logo Boards

Listing in Event Program

VIP Services including:

1 event table (3 guest seats worth a total of \$525 and 1 star)

Recognition on the event website

CORPORATE TABLE



Scrabble® With the Stars

Monday, May 4, 2015 • The Arcadian Loft

Doors open 6:00pm • Event starts 6:30pm

info@scrabblewiththestars.ca / scrabblewiththestars.ca

In support of PERFORMING ARTS LODGES, TORONTO

#120-110 The Esplanade, Toronto, ON M5E 1X9 • Tel: 647-692-7925 / Fax: 416-955-8868

Charity Reg. No. 119091361RR0001

Please complete this form and return with payment by mail, fax, or e-mail (*all cheques should be made out to PAL Toronto with your invoice no. indicated*). You will receive an e-mail confirmation of payment within three days of receipt.

SPONSORSHIP LEVEL

☐ **Champion Sponsor \$10,000**
(3 tables)

☐ **Production Sponsor \$6,000**
(2 tables)

☐ **Corporate Table Sponsor \$1,200**
(1 table)

☐ **Host Sponsor \$8,500**
(2 tables)

☐ **Celebrity Sponsor \$2,700**
(1 table)

PURCHASER INFORMATION

Full name:

Email:

Address:

City:

Prov.:

Postal Code:

Phone:

☐ I am a returning sponsor

☐ I am a new sponsor and I'm sending my logo by e-mail

PLAYER INFO (you may invite up to three guests per table)

Full name:

Full name:

Full name:

Full name:

Full name:

Full name:

☐ I would like PAL to seat guests at my table(s)

☐ VISA

☐ Cheque is enclosed

AMOUNT \$

Card Number:

Expiry Date:

Security No.

The card holder agrees to pay total amount charged to card issuer according to card holder agreement.

Signature:

Date:

FOR OFFICE USE ONLY:

Received by:

Date: