



TELUS Friendly
Future Foundation

TOGETHER *for* TOMORROW

2026 Gala Sponsorship Opportunities

TELUS Centre for Performance and Learning
273 Bloor Street West, Toronto
June 18, 2026

Our cause

Imagine a future where every young person can thrive, regardless of background or circumstance. That's the world the TELUS Friendly Future Foundation is building - and we need partners like you to make it possible.

Too many youth face impossible barriers. Nearly one in three can't access the mental healthcare they need. Rising costs have put post-secondary education out of reach for deserving students. Without support, an entire generation of changemakers risks being left behind.

Since 2018, we've been changing that story. As a Canadian registered charity, each year we fund 500+ youth-serving organizations delivering health and education programs, and award bursaries to 500+ students facing financial hardship - empowering them to pursue their dreams and give back.

In 2025, we invested over \$10 million coast to coast. Because TELUS covers our operational costs, 100% of your contribution goes directly to supporting young people.

Together, let's make the future friendly.



TELUS Friendly
Future Foundation



An exclusive evening

Please join us on June 18, 2026 at the Together for Tomorrow Gala, presented by TELUS. You and your guests will enjoy an evening of fine dining, live and silent auctions featuring unique experiences, and an intimate one-night only concert featuring the legendary **Lionel Richie** - all within the magical setting of TELUS Centre for Performance and Learning, home of the Royal Conservatory of Music on Toronto's famed Bloor Street.

This special evening brings together guests from Canada's leading business, philanthropic, culture and arts communities.

- 5:15pm** Champagne reception and purple carpet
- 6:30pm** Dinner and live auction
- 8:30pm** Concert featuring Lionel Richie
- 10:00pm** After party and dessert reception



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A look back at our 2025 Gala

[Click here](#) to watch the recap

\$2.6M raised

World-class event
experience for
850 guests

"It was beautiful down to every detail. Hearing the students' stories was both touching and motivating... I can't imagine the choreography you had arranged behind the scenes. The guest experience was seamless."

— Sponsor, 2025 Gala





LUMINARY

\$100,000 1 available



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Event Engagement

- 1 table at dinner for 10 guests and an additional 10 guests at the concert & after party (premium placement)
- Sponsor of concert OR after-party with unique activation and branding opportunity (to be discussed/custom)
- Access to exclusive sponsor cocktail reception, red-carpet photos, after party and dessert experience
- Exclusive VIP backstage experience for 10 guests (# TBC)
- Speaking opportunity during formal portion of the event program (run of show TBC)
- Verbal Recognition from the stage

Marketing and Brand Benefits

- Prominent position in paid advertising as a sponsor of the event
- Prominent logo recognition on event website, sponsor signage & video screens
- Prominent mentions in social media
- Company logo on invitation
- Company highlight in post-event video
- Right to use trademarks in association with the named event for 1 year

Additional Engagement Benefits

- Opportunity to have bursary recipient speak at your company
- Opportunity to participate in bursary selection committee
- Golf foursome in Toronto or Vancouver or Halifax tournament

Other Recognition

- Recognition in TELUS Friendly Future Foundation Annual Report
- Recognition in Foundation Annual Impact Summit (Fall)
- Recognition on Foundation website
- Exclusive story spotlight in internal TELUS communications and in Gala update to TELUS CEO

TRAILBLAZER

\$70,000 2 available



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Event Engagement

- 1 table at dinner for 10 guests and an additional 10 guests at the concert & after party (premium placement)
- Access to exclusive sponsor cocktail reception, red-carpet photos, after party and dessert experience
- Exclusive VIP backstage experience for 5 guests (# TBC)
- Verbal Recognition from the stage

Marketing and Brand Benefits

- Inclusion in paid advertising as a sponsor of the event
- Tiered logo recognition on event website, sponsor signage & video screens
- Mentions in social media
- Company logo on invitation
- Inclusion in post-event video
- Right to use trademarks in association with the named event for 1 year

Bursary Engagement & Recognition

- Opportunity to participate in bursary selection committee
- Golf foursome in Toronto or Vancouver or Halifax tournament

Other Recognition

- Recognition in TELUS Friendly Future Foundation Annual Report
- Recognition in Foundation Annual Impact Summit (Fall)
- Recognition on Foundation website
- Exclusive story spotlight in internal TELUS communications and in Gala update to TELUS CEO

INNOVATOR

\$35,000

9 available



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Event Engagement

- Tickets for 8 guests at the dinner and an additional 8 guests at the concert & after party (standard placement)
- Access to exclusive sponsor cocktail reception, red-carpet photo opportunity, and after party and dessert experience

Marketing and Brand Benefits

- Inclusion in paid advertising as a sponsor of the event
- Tiered name recognition on event website, sponsor signage & video screens
- Mentions in social media
- Company name on invitation
- Right to use trademarks in association with the named event for 1 year

Other Recognition

- Recognition in TELUS Friendly Future Foundation Annual Report
- Recognition on Foundation website

ACTIVATION SPONSORSHIP

\$20,000 5 available

(Live Auction, Silent Auction, Raffle, Purple Carpet, Coat Check)

Event Engagement

- Tickets for 4 guests at the dinner and an additional 4 guests at the concert & after party
- Access to exclusive sponsor cocktail reception, red-carpet photo opportunity, and after party and dessert experience

Marketing & Brand Benefits

- Profile in Live / Silent Action and/or Raffle communications
- Inclusion in paid advertising as a sponsor of the event
- Tiered recognition (name) on event website, sponsor signage & video screens

Other Recognition

- Right to use trademarks in assoc. with the named event for 1 year
- Recognition in Foundation Annual Report

OFFICIAL IN-KIND SPONSORSHIP

\$10,000 in-kind value

3 available (beer, wine, spirits)
Min. \$10K for recognition

Event Engagement

- Tickets for 2 guests at the dinner and an additional 2 guests at the concert & after party
- Access to exclusive sponsor cocktail reception, red-carpet photo opportunity, and after party and dessert experience

Marketing & Brand Benefits

- Official sponsor of chosen category
- Inclusion in paid advertising as a sponsor of the event
- Tiered recognition (name) on event website, sponsor signage & video screens

Other Recognition

- Right to use trademarks in assoc. with the named event for 1 year
- Recognition in Foundation Annual Report



For those unable to pursue a sponsorship opportunity, don't miss the chance to attend this legendary gala with our executive ticket package.

Executive Ticket Package

\$7,500

Limited number available
until dinner sold out

(2 full-access tickets for you and a guest)

Event Engagement

- Tickets for 2 guests at the dinner and concert
- Access to exclusive sponsor cocktail reception, red-carpet photo opportunity, and VIP concert after-party and dessert experience
- No sponsorship benefits

CONCERT ONLY TICKETS

Purchase [HERE](#)

(\$350 each, includes concert & VIP after-party;
sponsor discounts available, ask for details)





TELUS Friendly
Future Foundation

Investing in tomorrow's leaders, today

Providing bursaries to deserving students so they can pursue their dreams and create a better world.



Adil

Newcomer champion

Post-secondary: Langara College

Studying: Computer Science

Goal: Become first in his family to graduate from post-secondary studies

“When I immigrated to Canada, many people helped me get on my feet. I am passionate about using technology to give back to my community and guide other newcomers so they, too, can succeed.”



Sophia

Inclusive tech trailblazer

Post-secondary: Memorial University

Studying: Mechanical Engineering

Goal: Design and optimize prosthetic limbs

“Studying in a male-dominated field, pursuing my dream to help people has been difficult. But with diversity and inclusion being vital to engineering design, I hope to specialize in biomedical or mechatronics engineering to help create a future where no one is left behind.”



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Helping youth reach their full potential

Creating positive outcomes through our grants



“Hit the Ground Running provides trauma victims, like me, with the ability to communicate with others who have experienced similar circumstances. Not everyone will have the resources to take on the burdens of rehab to recover from their individual traumas. I love that the organization, thanks in part to the TELUS Friendly Future Foundation, helps cover some of the costs associated with getting back to full health. It creates hope for trauma survivors to get back to their best.”

-Michael, trauma survivor, Hit the Ground Running

This program received funding from a TELUS Friendly Future Foundation grant



“When youth have the opportunity to explore, create and lead in STEM, they don’t just change their own futures – they transform communities, society and the planet. With the support of the TELUS Friendly Future Foundation, we are equipping 3,000 Black and racialized youth with equitable access to hands-on STEM experiences, mentorship and career pathways. This investment fuels curiosity, builds confidence and ensures that the next generation of innovators can thrive, shaping a more inclusive and equitable future.”

-Dr. Eugenia Addy, CEO, Visions of Science

This program received funding from a TELUS Friendly Future Foundation grant



Secure your sponsorship today

To discuss sponsorship opportunities, please contact
Louise Malhotra, Head of Fundraising and Partnerships, at
louise.malhotra@telus.com or **437-352-4377**.

- For more information on our cause,
visit **friendlyfuture.com**