

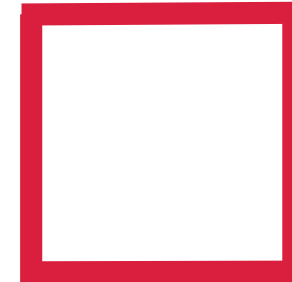


**THE WORLD
THAT'S POSSIBLE**

December 7, 2026 | The Ritz-Carlton, Toronto



**2026 SPONSORSHIP
OPPORTUNITIES**



A WAR CHILD GALA

THE WORLD THAT'S POSSIBLE

Join us on **December 7th** at **The Ritz-Carlton, Toronto** for an exclusive gala evening in support of War Child's important, life-changing programs.

Why your support is crucial:

- War Child protects, educates, and empowers children and families affected by conflict.
- Our programs are innovative, evidence-based, and effective in creating positive change in the lives of those we serve.
- Our approach is locally led and grounded in a deep understanding of the complex issues facing conflict-affected communities.
- We are committed to sustainable, long-term solutions.
- Your support is needed now, more than ever.
- Because no child should have to live with war. Ever.

[**WARCHILD.CA/GALA**](https://www.warchild.ca/gala)

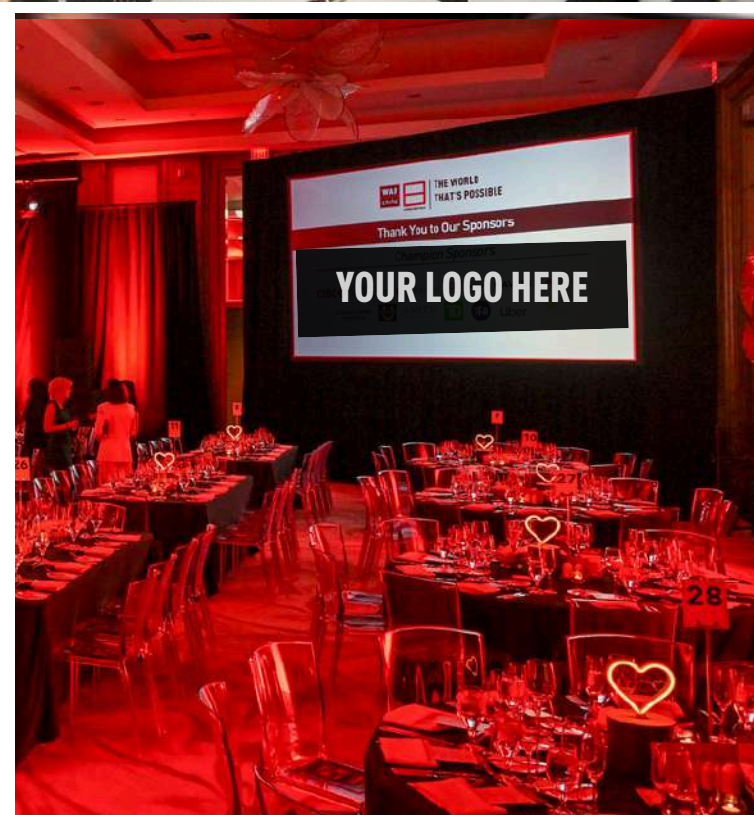


2026 SPONSORSHIP OPPORTUNITIES

By partnering with War Child, you will align your brand with a respected and globally recognized charity while gaining access to a passionate community of supporters.

In addition to a robust offering of exciting benefits, all sponsorship packages offer the following opportunities:

- ✓ Enhanced brand recognition and reputation as a socially responsible company through tailored activations, product, and prominent logo placement
- ✓ Opportunities to authentically incorporate your brand's unique values, expertise, and goals into a customized sponsorship
- ✓ Exclusive VIP experiences and access to a highly engaged and passionate community of influencers, philanthropists, and advocates
- ✓ Opportunity to network and connect with influential individuals and leaders in a variety of industries
- ✓ Potential for cause-related marketing opportunities and positive media coverage
- ✓ Opportunity for employee engagement and team building through volunteering, event participation, lunch and learns and more



MEDIA PARTNERSHIPS

Unmatched opportunities to elevate your brand's visibility and amplify reach through premium print and digital advertisements, offering a strategic, multi-channel presence across Toronto's high-traffic environments.

ESTIMATED VALUE: \$450,550+ / 73.7 MILLION+ IMPRESSIONS

TORONTO STAR

Your brand will be prominently displayed in Toronto Star advertisements, with estimated reach and values* of:

Two half-page print advertisements

\$29,000 VALUE / 2.4 M WEEKLY READERS

Digital advertisements

\$7,500 VALUE / 500K IMPRESSIONS

*Reach and values listed are for \$15,000 sponsors and above.

PATTISON

Your brand prominently displayed in advertisements across Pattison's high-traffic network**:

TTC Video Screens and Ads

\$271,300+ VALUE / 54.2 MILLION+ IMPRESSIONS

The PATH Digital Network

\$82,400+ VALUE / 8.8 MILLION+ IMPRESSIONS

GTA Downtown Office Networks

\$60,325+ VALUE / 7.6 MILLION+ IMPRESSIONS

**Reach and values listed are for \$25,000 sponsors and above.

Social media promotion through celebrity mentions, collaborative posts, and War Child social channels amplify reach to over 79,000+ people across Instagram, LinkedIn, and Facebook.



PRESENTING SPONSOR

\$50,000 - SPONSOR EXCLUSIVITY



Event Benefits:

- 3 Premium VIP Tables of 10 people each with “Best Seats in the House” prime table location
- Option to have your tables hosted by a celebrity, War Child Board or Executive Member (8 guests, 2 host seats per table)
- Private Table Concierge & valet service



Brand Recognition

Premier Presenting Sponsor recognition and top billing as “Presented by” with logo lock up on all printed and digital materials including:

- Pattison network advertising (\$414,050+ value / 70.7M+ reach)
- Toronto Star print and digital advertisements (\$36,500 value / 2.9M+ reach)
- Press releases and all public relations messaging
- War Child social media channels and social media advertisements
- Gala newsletters (5K+ subscribers) and gala website
- Full-page colour advertisement in Event Program – inside front cover
- Event signage and multimedia event presentation
- On-stage verbal recognition by War Child Founder and President Dr. Samantha Nutt. Opportunity to pre-record a short video message, or introduce a speaker or talent during the gala program
- Logo placement on War Child Canada’s website throughout the year
- Recognition in War Child’s 2026 Annual Report

LEADERSHIP SPONSOR

\$25,000

Event Benefits:

- 2 VIP tables of 10 people each
- Valet service

Brand Recognition

Leadership Sponsor logo recognition on all printed and digital materials including:

- Pattison network advertising (\$414,050+ value / 70.7M+ reach)
- Toronto Star print and digital advertisements (\$36,500 value / 2.9M+ reach)
- Press releases and all public relations messaging
- War Child social media channels and social media advertisements
- Gala newsletters (5K+ subscribers) and gala website
- Half-page colour advertisement in Event Program
- Event signage and multimedia event presentation
- On-stage verbal recognition by the gala host
- Recognition in War Child's 2026 Annual Report





CHAMPION SPONSOR

\$15,000

Event Benefits:

- 1 gala table of 10 people each
- Valet service

Brand Recognition

Champion Sponsor logo recognition on printed and digital materials including:

- Toronto Star print and digital advertisements (\$36,500 value / 2.9M+ reach)
- Press releases and all public relations messaging
- War Child social media channels and social media advertisements
- Gala newsletters (5K+ subscribers) and gala website
- Quarter-page colour advertisement in Event Program
- Event signage and multimedia event presentation
- Recognition in War Child's 2026 Annual Report

**SUPPORTER
TABLE**
\$10,000

- 1 gala table of 10 people each
- Valet service
- Name recognition on the gala website, multimedia presentation, and in event program
- Recognition in War Child's 2026 Annual Report

A STAR-STUDDED AFFAIR

Past notable War Child supporters and participants include:



Our Lady Peace (2025)



Jim Cuddy & Greg Keelor
of Blue Rodeo (2024)



Margaret Atwood
(2024)



The Tragically Hip
(2023)



Metric (2022)



Chantal Kreviazuk (2022)



Arthur Simeon (2022)



Sting (2020)



David Harbour (2020)



Amanda Seyfried (2019)



Mustafa (2019)



Rupi Kaur (2018)

...and more, including Alex Lifeson, Rick Mercer, Sarah McLachlan, Sarah Rafferty, Troian Bellisario, Thomas Sadoski, JP Saxe, Patrick J. Adams, Ashley Park, Colin Mochrie, Sheau McKinney, Josh Radnor, Amaal Nuux, LP, and more.

AWARDING LEADERS IN OUR COMMUNITY



We are thrilled to recognize and honour the dedication and support of our community's outstanding philanthropists and humanitarian leaders.

Recipients have included:

- The Tragically Hip and Jake Gold
- Margaret Atwood
- Stephen Smith
- Peter Gilgan
- The late hon. Hilary M. Weston
- Victor G. Dodig
- Raine Maida of Our Lady Peace
- Chantal Kreviazuk
- Gary and Donna Slaight
- Mohamad Fakh
- Paliare Roland Rosenberg Rothstein

THE GALA AUDIENCE

War Child's audience is an informed, affluent community of socially conscious professionals (ages 30–65) who are passionate about philanthropy, influential within their networks, and motivated to support brands that align with their values.

MEDIA COVERAGE

THE WORLD THAT'S POSSIBLE will attract a host of media coverage as well as priceless celebrity social media exposure, ensuring your brand will get maximum exposure from every angle.

A partnership with War Child is a proven platform for showcasing your brand.

OUR 2025 GALA COVERAGE INCLUDED:



PARTNERSHIPS

War Child has a long history of successful partnerships with leading brands, organizations, and individuals who share our passion for making a difference in the world.

PARTNERSHIPS OVER THE YEARS HAVE INCLUDED:





The world is full of possibilities. We just need the courage and conviction to reach for them together.

Join us to demand better, dream bigger, and aim for
THE WORLD THAT'S POSSIBLE.

Let's talk! We are excited to learn more about your business objectives and how we can best work together to fulfill them.



WAR
child

Barbara Harmer
Vice President, Strategic Partnerships
Email: barbara@warchild.ca



War Child is an acclaimed humanitarian organization that has, for over 25 years, supported the most vulnerable people living in the most complex humanitarian environments around the world, including **Afghanistan, Sudan, South Sudan, Yemen, Uganda**, and the **Democratic Republic of the Congo**. We are globally recognized for our grassroots, community-driven model of humanitarian action that is rooted in collaboration, is **99% locally led**, and focused on **long-term impact**. War Child breaks cycles of poverty and violence for millions of **children and their families** each year.

WARCHILD.CA

