

YouthLink
Since/Depuis 1914

BLUESLINK
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2019



 **United Way
Toronto**
A United Way member agency

www.youthlink.ca

Sponsorship Package

BLUESLINK 2019



Its not about coming and contributing it's about celebrating those in need.

What Is BluesLink?

An evening of entertainment, food & drinks, silent and live auctions and more...

Held at the well-known Guild Inn Estate BluesLink 2019 is sure to impress. With over 300 guests, supporters, community influencers, and volunteers, plus members of the media.

Most importantly, this evening will be about coming together to celebrate Scarborough's youth.

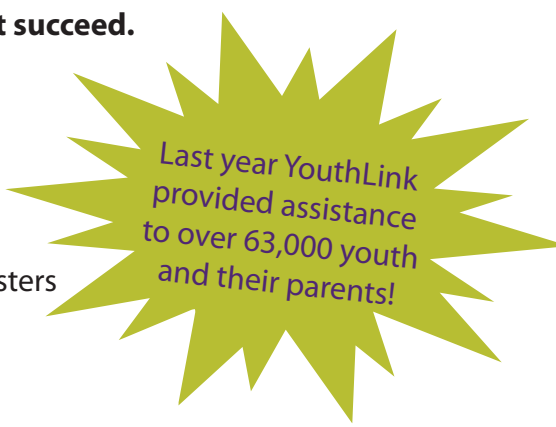
100% of the proceeds will go towards the daily functions of essential programs and homes for youth.

With your help youth under our care go from surviving to thriving!

Without your help, we can not succeed.

BluesLink's History

BluesLink began 11 years ago under the direction of the Big Sisters of Metropolitan Toronto.



Last year YouthLink provided assistance to over 63,000 youth and their parents!





WHY BE A PARTNER?

YouthLink is a vital youth mental health agency located in the heart of Scarborough. We have been helping youth, parents and families since our inception in 1914.

Did you know:

- 70% of mental health problems have their onset during childhood or adolescence.
- Young people aged 15 to 24 are more likely to experience mental illness and/or substance use disorders than any other age group.
- 34% of Ontario high-school students indicate a moderate-to-serious level of psychological distress (symptoms of anxiety and depression). 14% indicate a serious level of psychological distress.

Statistics provided by CAMH

The funds raised at BluesLink will go directly towards funding over 15 programs including: residence homes and our new youth emergency shelter and transition home.

WE NEED YOUR HELP TO COMBAT THESE PROBLEMS!

Mental illness will not go away on its own. The longer it is left untreated – the longer the solution will be.

WHAT HAPPENS WHEN WE DON'T HELP?

An increase in:

- Homelessness
- Violent tendencies
- Incarceration
- Bullying
- Victimization
- Suicide & self harm
- And more...

Increase costs to our:

- Healthcare system
- Judicial system
- Policing services
- Ambulance services
- Social services



GET INVOLVED - BECOME A SPONSOR TODAY

IN 2018 OVER 2,500 KIDS
REACHED OUT TO US BY
PHONE, WALKING IN, AND
ONLINE FOR HELP!

RHYTHM SPONSOR - \$25,000

APPRECIATION FOR YOUR SPONSORSHIP

- Corporate name: Title sponsor e.g. Your Company's
- Your company logo on all BluesLink material (Tickets, program, posters etc.)
- Two full pages in centre of the program
- Representation on all printed advertising, media outlet advertising, and online advertising
- Increase your reach to over 15 thousand followers
- Social media posts of your organization's support of YouthLink, including but not limited to YouthLink's website; Facebook; Twitter; Instagram; Linked-in
- Your logo and company write up on our sponsorship page of YouthLink's website
- Your own display table in the lobby of The Guild Inn
- Run of Corporate video and image collage during BluesLink pre-show and while attendees are being seated (supplied by you)
- Recognition at all YouthLink special events
- Thank you wall plaque
- Special mention in pre-show announcement
- Recognition by EMCEE during the evening
- Two complimentary corporate tables for 20 guests!
- Photobooth! Your company logo will be on every guest picture printed at BluesLink!
"Thank you to your company for providing our photobooth"

A donation of \$25,000 will pay for three meals per day for all 51 homeless teens for an entire month!

WOODWIND SPONSOR – \$10,000

VALUE FOR YOUR SPONSORSHIP

- Your company logo on all BluesLink material (Tickets, program, posters etc.)
- One full page advertisement in BluesLink's program
- Representation on all printed advertising, media outlet advertising, and online advertising
- Increase your reach to over 15 thousand followers
- Social media posts of your organization's support of YouthLink, including but not limited to YouthLink's website; Facebook; Twitter; Instagram; Linked-in.
- Your logo and company write up on our sponsorship page of YouthLink's website
- Your own display table in the lobby of The Guild Inn
- Run of corporate video and image collage during BluesLink pre-show and while attendees are being seated (supplied by you)
- Recognition at all YouthLink special events
- Thank you wall plaque
- Special mention in pre-show announcement
- Recognition by EMCEE during the evening
- One complimentary corporate tables for 10 guests!
- Photobooth! Your company logo will be on every picture printed at BluesLink!
"Thank you to Your company for providing our photobooth"

A donation of \$10,000 pays to furnish two rooms for a homeless youth at our shelter or three meals a day for 15 youth for a month!

BRASS SPONSOR – \$7,500

VALUE FOR YOUR SPONSORSHIP

- Half page advertisement in BluesLink's program
- Representation on all printed advertising, media outlet advertising, and online advertising
- Increase your reach to over 15 thousand new followers, Social media posts of your organization's support of YouthLink, including but not limited to YouthLink's website; Facebook; Twitter; Instagram; Linked-in.
- Your logo and company write up on our sponsorship page of YouthLink's website
- Your company literature on our sponsorship table in the lobby of The Guild Inn
- Run of Corporate video and image collage during BluesLink pre-show and while attendees are being seated (supplied by you)
- Recognition at all YouthLink special events
- Thank you plaque
- Special mention in pre-show announcement
- Recognition by EMCEE during their evening speeches
- One corporate table for up to 10 guests.
- Photobooth! Your company logo will be on every guest picture printed at BluesLink! "Thank you to Your company for providing our photobooth"

A donation of \$7,500 pays for providing new clothing to youth in our emergency shelter and transition home.

STRING SPONSOR – \$5,000

VALUE FOR YOUR SPONSORSHIP

- Half page advertisement in BluesLink's program
- Representation on all printed advertising, media outlet advertising, and online advertising
- Increase your reach to over 15 thousand followers: Social media posts of your organization's support of YouthLink, including but not limited to YouthLink's website; Facebook; Twitter; Instagram; Linked-in
- Your logo on our sponsorship page of YouthLink's website
- Thank you plaque
- Your company literature on our sponsorship table the lobby of The Guild Inn
- Special mention in pre-show announcement
- Recognition by EMCEE during their evening speeches
- One corporate table for up to 10 guests

A donation of \$5,000 pays for furnishing a room at the new youth emergency shelter and transition home.



VOCALIST SPONSOR – \$2,500

- Quarter page advertisement in BluesLink's program
- Representation on all printed advertising, media outlet advertising, and online advertising
- Increase your reach to over 15 thousand followers: Social media posts of your organization's support of YouthLink, including but not limited to YouthLink's website; Facebook; Twitter; Instagram; Linked-in
- Your logo on our sponsorship page of YouthLink's website
- Your company's literature on our sponsorship table the lobby of The Guild Inn
- Recognition by EMCEE during their evening speeches
- Six tickets reserved for your company
- Thank you plaque

A donation of \$2,500 pays for 3.5 days of Toronto transit transportation YouthLink provides to youth who attend tutoring sessions, school, and foodbanks.

JAZZ SPONSOR – \$1,000

- Representation on all printed advertising, media outlet advertising, and online advertising
- Your small logo on our sponsorship page of YouthLink's website
- Your company literature on our sponsorship table the lobby of The Guild Inn
- Recognition by EMCEE or Evan Back, or Janice Hayes during their evening speeches
- Four tickets reserved for your company

A donation of \$1,000 covers the weekly cost of three meals a day for a homeless youth.

BECOME A SPONSOR TODAY!

PLEASE CONTACT

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