





OHA MISSION

This year's event will support programming at the new Kimel Family Centre for Brain Health and Wellness, located at Baycrest. The world's first research-based community centre dedicated to reducing dementia risk and promoting healthy brain aging.

Led by Drs. Howard Chertkow and Nicole Anderson, the Kimel Centre team conducts individualized dementia risk assessments and then "prescribes" a personalized program to determine which interventions best reduce a person's risk.

GUEST PROFILE

This event will be targeted to affluent consumers who are highly educated, influential, and have above average disposable income. Sponsoring The Decades Dance will allow you to reach a highly sought after group of clients.

THE STATS

Male 50% Female 50%
High Household Income
Education level – University Degree
Children still at home or attending university

Sponsorship Opportunities

BENEF175	Presenting Sponsor	Supporting Sponsor	Entertainment Sponsor	Catering Sponsor	Valet Sponsor	Gift Bag Sponsor	VIP Sponsor	Red Carpet Sponsor	Friend Sponsor
	\$50,000	\$25,000	\$25,000	\$25,000	\$10,000	\$10,000	\$5,000	\$5.000	\$1.000
Spoken word of thanks from event stage									
Night of brand activation									
Private VIP booth (including bottle service, catering and dedicated server)									
Access to VIP lounge									
Name/logo on marketing material & signage									
Social handles tagged									
Welcome post on social channels									
Thank you post on social channels									
Activation highlighted in live Instagram story									
Name/logo on Generation NeXt campus recognition									
Listing on webpage									
Opportunity for exclusive talk with Baycrest experts in brain health									
Access to Q and A with Baycrest experts in brain health									
Tickets included									

^{*}Brand activation opportunities are customized to suit each brand

^{*}This document was last updated on May 29th please reach out to Rebecca Kornblum to discuss current Sponsorship Opportunities at rkornblum@baycrest.org

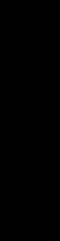


CO-CHAIRS

KATE CORRIN
JENNY ELMALEH
ERICA GODFREY
LAUREN KIMEL-WISE
ASHLEY LINDZON

COMMITTEE

RACHEL BUSBRIDGE
ESTELLE ELMALEH
JENNIFER FRANKFORT
TIFFANEY GOODMAN
ERYN GREEN
HEATHER MCCALLUM
CORRY MERETSKY
CAROLYN PEARL
DARA RAMES
STEPHANIE SLAVENS
ILANA VALO









FOR MORE INFORMATION, PLEASE CONTACT REBECCA KORNBLUM

@ THE BAYCREST FOUNDATION

RKORNBLUM@BAYCREST.ORG

416.785.2500 EXT 3806

