



DECADES DANCE

1950s jukebox jive

09.18.2025

Baycrest

**GENERATION
NEXT**

about Generation NeXt

Generation NeXt is a dynamic and driven group of professionals in their 40s and 50s who are deeply committed to Baycrest's groundbreaking work in dementia research, care and innovation. We share a strong, personal connection to the cause and are united in our passion to make a meaningful difference in our communities. By raising both funds and awareness, we are actively supporting Baycrest's fight to defeat dementia and improve the lives of those affected by it. With a shared vision for a world where aging is embraced with dignity and care, Generation NeXt is proud to contribute to a future free from the burden of dementia.



An illustration of a man and a woman in 1950s style. The man is wearing a black leather jacket over a white t-shirt, black leather pants, and black boots. He has a tattoo on his left arm. The woman is wearing a black leather jacket over a white top, black leather pants, and red shoes. She is also wearing sunglasses, a necklace, and a red scarf. They are standing close together, looking towards the camera.

about Baycrest

Baycrest is an academic health sciences centre providing a continuum of care for older adults, including independent living, assisted living, long-term care, and a post-acute hospital specializing in the care of older adults – all within one campus.

We are a global leader in geriatric residential living, healthcare, research, innovation, and education, with a special focus on brain health and aging. Baycrest includes one of the world's top research institutes in cognitive neuroscience, the Rotman Research Institute; the scientific headquarters of the Canadian Consortium on Neurodegeneration in Aging; the Centre for Aging + Brain Health Innovation; and the new Kimel Family Centre for Brain Health and Wellness, a one-of-a-kind community centre for dementia prevention research.

Fully affiliated with the University of Toronto, Baycrest provides excellent care for older adults combined with an extensive clinical training program for the next generation of healthcare professionals. Through these initiatives, Baycrest has remained at the forefront of the fight to defeat dementia as our organization works to create a world where every older person lives with purpose, fulfilment and dignity.

about The Decades Dance

The Decades Dance is a highly anticipated annual event celebrating a different iconic decade each year. Now in its third year, the dance brings a unique blend of nostalgia, fun, and philanthropy. We're thrilled, proud and so grateful to share that we've raised over \$1 million in support of groundbreaking research and compassionate care at Baycrest! Together, we're empowering our community to age fearlessly.

This year promises to be no exception...soooo step right up all you cool cats and kittens! Join us for a swell evening of cocktails and dancing, as we stepback in time and celebrate the fabulous 1950s! We're inviting you to slip into your snappiest attire - whether it's a poodle skirt, a crisp button-down, or your favourite pair of saddle shoes. Let's cut a rug and dance to all the jukebox hits that made this decade so unforgettable, all while raising our glasses for a great cause - Baycrest! This event promises to be the bee's knees, as we toast the innocence, charm and style that defined the 1950s.

Slide into the nostalgia of a 1950s diner, where the milkshakes are frosty, the tunes are rocking, and the vibe is unforgettable!



our mission

This year, we are proudly supporting research, care and innovation at Baycrest.

Research — Kimel Family Centre for Brain Health and Wellness

- World's first research-based community centre dedicated to dementia prevention
- Detailed risk assessments; 'prescriptions' for personalized program to reduce risk
- Cognitive, mental and physical health tracked to study benefits

Care — Computer-Equipped Medication Carts

- 50 medication carts and 16 'transfer carts' needed for hospital care
- State-of-the-art medication system reduces risk of errors, adverse drug events
- Allows health teams to electronically track medication administered at bedside



guest profile

The Decades Dance offers a unique and powerful opportunity to connect with great consumers. Our guests are highly educated, socially conscious, and culturally engaged leaders from Toronto and the Greater Toronto Area. This upscale, philanthropically minded crowd boasts disposable incomes above the national average, making them an ideal audience for brands looking to make a meaningful impact.

By partnering with Baycrest and becoming a sponsor of the Decades Dance, you gain exclusive access to this key demographic through a variety of channels. From pre-event promotions to on-site brand activations, and post-event media coverage through both paid and earned media, you'll have the opportunity to creatively and effectively engage this influential community. Aligning your brand with this iconic event will not only elevate your visibility but also demonstrate your commitment to supporting cutting-edge research and care for seniors, leaving a lasting impression on a discerning and engaged audience.

The Stats

Male 50% Female 50%

High household income

Education level — university degree

Children still at home or attending university

Sponsorship Opportunities



“ROCK’N’ROLL” SPONSOR

TITLE SPONSOR

\$100,000

at the event

- ★ Speaking opportunity at the event
- ★ Opportunity for brand activation space on-site
- ★ Private booth in VIP location at the event
- ★ 16 Tickets
- ★ Premium bottle service and catering provided all night with a dedicated server
- ★ Limousine to transport you and your guests to the event
- ★ Access to VIP area

marketing & engagement

- ★ Name/logo attached to the event, name in captions and in graphics
- ★ Name/logo on all marketing materials and all day-of-event signage
- ★ Social handle tagged in each promotion
- ★ Announcement/welcome post on social channels as the title sponsor of the event
- ★ Dedicated team photo at the event
- ★ Dedicated ‘Thank You’ social media post after the event

Baycrest benefits

- ★ Name/logo on Generation NeXt’s campus recognition across the year
- ★ Listing on Generation NeXt webpage as event sponsor
- ★ Opportunity to participate in a Zoom talk or Q&A with a Baycrest expert in Brain Health, Wellness, and Aging topics



“SOCK HOP” SPONSOR

PRESENTING SPONSOR

\$50,000 (2 available)

at the event

- ★ Spoken word of thanks from the event
- ★ Opportunity for brand activation space on-site
- ★ Private booth in VIP location at the event
- ★ 14 Tickets
- ★ Premium bottle service and catering provided all night with a dedicated server
- ★ Limousine to transport you and your guests to the event
- ★ Access to VIP area

marketing & engagement

- ★ Name/logo listed on marketing materials and all day-of-event signage
- ★ Social handle tagged in each promotion
- ★ Dedicated ‘Thank You’ social media post after the event

Baycrest benefits

- ★ Name/logo on Generation NeXt’s campus recognition across the year
- ★ Listing on Generation NeXt webpage as event sponsor
- ★ Opportunity to participate in a Zoom talk or Q&A with a Baycrest expert in Brain Health, Wellness, and Aging topics

“POODLE SKIRT” SPONSOR

SUPPORTING SPONSOR

\$25,000
(4 available)

at the event

- ✳ Private booth in VIP location at the event
- ✳ 12 Tickets
- ✳ Premium bottle service and catering provided all night with a dedicated server
- ✳ Limousine to transport you and your guests to the event
- ✳ Access to VIP area

marketing & engagement

- ✳ Name/logo listed on marketing materials and all day-of-event signage
- ✳ Social handle tagged in each promotion
- ✳ Live story of activation at the event
- ✳ Dedicated ‘Thank You’ social media post after the event



Baycrest benefits

- ✳ Name/logo on Generation NeXt's campus recognition across the year
- ✳ Listing on Generation NeXt webpage as event sponsor
- ✳ Opportunity to participate in a Zoom talk or Q&A with a Baycrest expert in Brain Health, Wellness, and Aging topics

“DOO-WOP” SPONSOR

BOOTH SPONSOR

\$12,500
(15 available)

at the event

- ★ Private booth in VIP location at the event
- ★ 10 Tickets
- ★ Premium bottle service and catering provided all night with a dedicated server
- ★ Access to VIP area

marketing & engagement

- ★ Name/logo listed on marketing materials and all day-of-event signage

Baycrest benefits

- ★ Name/logo on Generation NeXt's campus recognition across the year
- ★ Listing on Generation NeXt webpage as event sponsor



“SODA SHOP” SPONSOR



VIP SPONSOR

\$5,000
(20 available)

at the event

- ✳ 4 Tickets
- ✳ Access to VIP area
- ✳ Premium bottle service and catering provided all night with a dedicated server in the VIP section

marketing & engagement

- ✳ Name/logo listed on marketing materials and all day-of-event signage

Baycrest benefits

- ✳ Name/logo on Generation NeXt's campus recognition across the year
- ✳ Listing on Generation NeXt webpage as event sponsor

Other Opportunities...

*Help bring our event
to life by sponsoring:*

Entertainment \$10,000 *(4 available)*

Catering \$10,000 *(5 available)*

Signature Cocktail \$10,000

Gift Bag \$10,000

at the event

- ★ Name/logo listed on marketing materials and all day-of-event signage
- ★ 6 Tickets
- ★ Access to VIP area
- ★ Premium bottle service and catering provided all night in the VIP section

Baycrest benefits

- ★ Name/logo on Generation NeXt's campus recognition across the year
- ★ Listing on Generation NeXt webpage as event sponsor



Other Opportunities...

Photo booth \$5,000

Valet \$5,000

Late-night Snacks \$5,000

Red Carpet \$5,000

at the event

- ★ Name/logo listed on marketing materials and all day-of-event signage
- ★ 4 Tickets
- ★ Access to VIP area
- ★ Premium bottle service and catering provided all night in the VIP section

Baycrest benefits

- ★ Name/logo on Generation NeXt's campus recognition across the year
- ★ Listing on Generation NeXt webpage as event sponsor

Drive-In Sponsor \$1,800

at the event

- ★ Name/logo listed on marketing materials and all day-of-event signage
- ★ 2 Tickets

Baycrest benefits

- ★ Name/logo on Generation NeXt's campus recognition across the year
- ★ Listing on Generation NeXt webpage as event sponsor



Co-chairs

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Dena Rodness
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let's work together!

For more information, please contact
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