



BAYCREST'S GENERATION NEXT

presents

DECADES DANCE

20'S AFTER DARK

A Gatsby Soirée



Baycrest

GENERATION
NEXT



◆ GENERATION NEXT

Generation NeXt is a dynamic group of professionals in their 40s and 50s united by a deep personal connection to Baycrest and a shared commitment to defeating dementia.

Through fundraising and advocacy, we support groundbreaking research, innovative care, and prevention-focused solutions that improve the lives of older adults. Together, we are helping build a future where aging is embraced with dignity — a future where we fear no age.

◆ ABOUT BAYCREST

Baycrest is an academic health sciences centre providing a full continuum of care for older adults on one campus. A global leader in aging and brain health, Baycrest integrates care, research, education, and innovation to address the most complex challenges of aging.

◆ OUR MISSION

More than 770,000 Canadians are living with dementia, with nearly 100,000 new diagnoses each year. While there is no cure, evidence shows dementia risk can be reduced through early, personalized intervention.

Baycrest is Canada's largest clinical trials site for dementia therapeutics and interventions, leading a prevention-first approach beginning in midlife.



◆ THE KIMEL FAMILY CENTRE

This year, Generation NeXt is proud to support The Kimel Family Centre for Brain Health and Wellness. The Kimel Family Centre is the world's first research centre with on-site, personalized, science-based dementia prevention programming.

PARTICIPANTS RECEIVE:

- Comprehensive brain health assessments
- Personalized risk reports and lifestyle prescriptions
- Access to 100+ targeted programs
- Ongoing progress tracking

Early results show declining dementia risk and improved cognition.

Under the leadership of Dr. Howard Chertkow, the Centre is pioneering combination therapy trials, studying supplements, medications, and emerging therapies used together for greater impact.

“This is the decade when we will achieve the breakthroughs needed to prevent and defeat dementia.”

— **DR. HOWARD CHERTKOW**

◆ THE DECADES DANCE

The Decades Dance is Generation NeXt's signature annual fundraising event, celebrating a different decade each year. Now in its fourth year, the event has raised over \$1.5 million in support of Baycrest's research and care.

This year's event is an immersive night inspired by prohibition-era glamour — speakeasies, jazz, hidden doors, and vintage style. Guests step into a world of cocktails, music, and nostalgia for an unforgettable evening of fun and philanthropy.

◆ GUEST PROFILE

The Decades Dance attracts an affluent, influential, and socially conscious audience from Toronto and the GTA.

AUDIENCE SNAPSHOT

- 50% Male / 50% Female
- High household income
- University-educated
- Children at home or in university

This engaged demographic offers sponsors meaningful brand alignment and exceptional visibility.



THE GOLD STANDARD

Title Sponsorship - \$100,000

AT THE EVENT

- Speaking opportunity at the event
- Brand activation space on-site
- Private VIP booth
- 16 Tickets
- Premium bottle service and catering with a dedicated server
- Limousine transportation for you and your guests

MARKETING & ENGAGEMENT

- Name/logo featured as the event Title Sponsor on all marketing materials and day-of-event signage
- Recognition in event graphics and captions
- Social handle tagged in every promotion
- Announcement/welcome post on Baycrest social channels as Title Sponsor
- Dedicated “Thank You” social post after the event
- Inclusion in pre- and post-event email communications to attendees

BAYCREST BENEFITS

- Name/logo included in Generation NeXt campus recognition throughout the year
- Listing on the Generation NeXt webpage as Event Title Sponsor
- Exclusive opportunity for an in-person or Zoom talk with a Baycrest expert on brain health, wellness, and aging topics
- Option for a custom video message highlighting your support
- Recognition in Baycrest annual report

We are happy to discuss a tailored recognition package to meet your corporate goals.

DECADES DANCE | SPONSORSHIP OPPORTUNITIES

TICKER TAPE TITAN

Presenting Sponsorship - \$50,000

(2 available)

AT THE EVENT

- Spoken acknowledgment from the stage
- Brand activation space on-site
- Private VIP booth
- 14 Tickets
- Premium bottle service and catering with a dedicated server
- Limousine transportation for you and your guests

MARKETING & ENGAGEMENT

- Name/logo on all marketing materials and day-of-event signage
- Social handle tagged in promotions
- Dedicated “Thank You” social media post after the event
- Inclusion in pre- and post-event attendee communications

BAYCREST BENEFITS

- Name/logo on Generation NeXt campus recognition throughout the year
- Listing on Generation NeXt webpage as Event Sponsor
- Opportunity to participate in a Zoom talk or Q&A with a Baycrest expert





DECADES DANCE | **SPONSORSHIP OPPORTUNITIES**

THE COTTON CLUB

Supporting Sponsorship - \$25,000

(4 available)

AT THE EVENT

- Private booth for 12 guests
- Premium bottle service and catering with a dedicated server
- Limousine transportation for you and your guests

MARKETING & ENGAGEMENT

- Name/logo on event marketing materials and day-of-event signage
- Social handle tagged in promotions
- Dedicated “Thank You” social media post after the event

BAYCREST BENEFITS

- Name/logo on Generation NeXt campus recognition throughout the year
- Listing on Generation NeXt webpage as Event Sponsor
- Participation in a Zoom talk or Q&A with a Baycrest expert

DECADES DANCE | **SPONSORSHIP OPPORTUNITIES**

THE HIGH ROLLER

Booth Sponsorship - \$12,500

(15 available)

AT THE EVENT

- Private booth for 10 guests
- Premium bottle service and catering with a dedicated server

MARKETING & ENGAGEMENT

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

BAYCREST BENEFITS

- Name/logo on Generation NeXt campus recognition throughout the year





DECADES DANCE | **SPONSORSHIP OPPORTUNITIES**

THE SILENT SCREEN STAR

Event Sponsorships - \$10,000 each

OPTIONS: Entertainment, Bar Sponsor, Catering, Gift Bag

AT THE EVENT

- Name/logo prominently displayed
- Name/logo on event marketing materials and day-of-event signage
- 6 Tickets

BAYCREST BENEFITS

- Name/logo on Generation NeXt campus recognition throughout the year
- Listing on Generation NeXt webpage as Event Sponsor

Event Sponsorships - \$5,000 each

OPTIONS: Photo Booth, Valet, Late-night Snacks,
Red Carpet, Signature Cocktail

AT THE EVENT

- Name/logo prominently displayed
- Name/logo on event marketing materials and day-of-event signage
- 4 Tickets

BAYCREST BENEFITS

- Name/logo on Generation NeXt campus recognition throughout the year
- Listing on Generation NeXt webpage as Event Sponsor

DECADES DANCE | SPONSORSHIP OPPORTUNITIES

THE BOOTLEGGER

VIP Sponsorship - \$5,000

AT THE EVENT

- Name/logo on event marketing materials and day-of-event signage
- 4 Tickets

BAYCREST BENEFITS

- Name/logo on Generation NeXt campus recognition throughout the year
- Listing on Generation NeXt webpage as Event Sponsor

THE FLAPPER SQUAD

Friend Sponsorship - \$1,800

AT THE EVENT

- Listing as a sponsor
- 2 Tickets

BAYCREST BENEFITS

- Name/logo on Generation NeXt campus recognition throughout the year
- Listing on Generation NeXt webpage as Event Sponsor





CO CHAIRS

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