



# ICONIC

THE BIG FUN PARTY



IN SUPPORT OF

sherbourne HEALTH



## THE EVENT

Join us for **ICONIC: The Big Fun Party**, Sherbourne Health's inaugural fundraiser supporting the city's 2SLGBTQ+ community!

An unforgettable evening of divas and dance hits, this event will bring together 400 guests, including corporate partners, media, influencers, and community members. The night begins with an exclusive VIP reception, leading into ICONIC performances and a lively dance floor with hits spun by a renowned DJ.

Help us raise \$100,000 in support of Sherbourne Health's vital 2SLGBTQ+ programs and services by becoming a sponsor. **Don't miss your chance to be a part of this ICONIC event!**

Thursday, October 23, 2025

VIP Reception: 6:30 PM | Main Event: 7:00 PM - Midnight

Daniels Spectrum | Downtown Toronto

# THE ENTERTAINMENT



## CECE PENISTON

### Headline Performer

International House Music Legend CeCe scored five Billboard Top 10 hits, including her signature song, *Finally*. In 2016, Billboard ranked her among the Top 100 Dance Club Artists of All Time.



## NINA WEST

### Performer

A True "Every-Queen," Nina is an actor, singer/songwriter, producer, author, host, and activist. She won Miss Congeniality on *RuPaul's Drag Race* Season 11 and was on *RuPaul's Drag Race: All Stars 9*.



## TYNOMI BANKS

### Host & Performer

International, World-Class Drag Entertainer Tynomi was a standout on Canada's *Drag Race*. Known for her dynamic performances, she debuted her first single, *Die For Love*, in 2024.



## HÉCTOR FONSECA

### DJ

NYC-born DJ, Producer, Remixer and Influencer, Héctor has earned over 20 Billboard #1 remixes for artists like Beyoncé and Madonna, and headlines major festivals worldwide.

# THE CAUSE

For over 25 years, Sherbourne Health has been an **ICONIC** example of **community-driven healthcare**. Our award-winning programs, designed *by* the community, *for* the community, break down barriers to employment, housing, and connection.

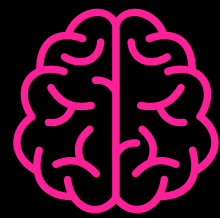


Your support means a 2SLGBTQ+ youth can find a **meal**, access housing, or connect with mental health services through Supporting Our Youth (SOY)—all in a **safe space** where they can be themselves.

Your support means a trans or non-binary individual of any age can **overcome barriers to employment** at our pioneering Trans and Non-Binary Career Fair, or a trans elder finds a **welcoming community** with Mature Trans Sisters.



# MEETING 2SLGBTQ+ COMMUNITY NEEDS



**14X**

2SLGBTQ+ youth face **14 times** the risk of suicide and substance abuse

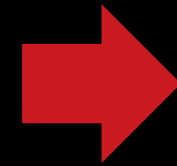


Sherbourne Health provides 2SLGBTQ+ **mental health services** and **harm reduction** supports



**1/2**

Half of trans people in Ontario live on **less than** \$15,000 a year

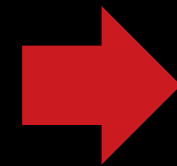


We connect trans and non-binary individuals to **employment** through career mapping, skills-building, peer support, and a career fair

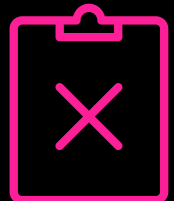


**77%**

77% of 2SLGBTQ+ youth face **bullying**, 36% don't feel safe at school, 28% don't feel safe at home



Our 2SLGBTQ+ youth programming provides a **safe space**, along with meals, goal planning, health & wellness supports, referrals, and more



**45%**

45% of trans and non-binary people can't get the **health care** they need



Our robust **gender-affirming** care includes trans support groups, transition-related resources, and **training** for healthcare providers

# BE AN ICONIC SPONSOR

**This is more than a party—it's a movement.** Be the ICON who helps Sherbourne Health continue its groundbreaking work for the 2SLGBTQ+ community. Make a tangible difference in 2SLGBTQ+ health and well-being by sponsoring our inaugural **ICONIC: The Big Fun Party**. Your support is key to the success of this event and raising much-needed funds for our programs. As a valued partner, your company will be recognized in our event marketing materials and throughout the evening.



*Past supporters of Sherbourne Health have included Laverne Cox, Brandon Ash-Mohammed, Tegan and Sara, and Bilal Baig.*



*Please note, at this level, event recognition benefits can be tailored to meet your marketing and engagement needs.*

# PRESENTING SPONSOR

\$50,000

## RECOGNITION

- Speaking opportunity or video address from stage and verbal recognition during opening speeches
- Full-page ad on back cover of event program
- Logo featured on a step and repeat banner for photos, all print materials and electronic signage
- Opportunity for branded activation
- Opportunity to distribute gift or promotional item in 400 gift bags
- Branded corporate volunteer opportunities
- Sponsorship highlighted in press releases, media mentions, adverts, and in Sherbourne Health's e-newsletters
- Recognition in event emails (masthead as presenting sponsor), on event website (tiered), and on social media (12 posts)
- Recognition in Sherbourne Health's annual report and website
- Tax receipt for maximum amount allowed by CRA

## VIP RECEPTION & TICKETS

- 10 tickets to exclusive VIP experience featuring meet-and-greet with talent, food and drink, networking, and access to general event
- 4 tickets to general event



# PLATINUM SPONSOR

\$25,000

## RECOGNITION

- Verbal recognition during opening speeches
- Half-page ad in event program
- Logo featured on a step and repeat banner for photos, all print materials and electronic signage
- Opportunity to distribute gift or promotional item in 400 gift bags
- Sponsorship recognition in event emails, on event website (tiered), and on social media (8 posts)
- Sponsorship recognition in Sherbourne Health's e-newsletters
- Recognition in Sherbourne Health's annual report and website
- Employee volunteer opportunities at event
- Tax receipt for maximum amount allowed by CRA

## VIP RECEPTION & TICKETS

- 8 tickets to exclusive VIP experience featuring meet-and-greet with talent, food and drink, networking, and access to general event
- 4 tickets to general event

*Two Available*



# GOLD SPONSOR

\$15,000

## RECOGNITION

- Verbal recognition during opening speeches
- Logo featured in event program (tiered)
- Logo featured on select print materials and electronic signage
- Opportunity to distribute gift or promotional item in 400 gift bags
- Sponsorship recognition in event emails, on event website (tiered), and on social media (6 posts)
- Sponsorship recognition in Sherbourne Health's e-newsletters
- Recognition in Sherbourne Health's annual report and website
- Tax receipt for maximum amount allowed by CRA

## VIP RECEPTION & TICKETS

- 6 tickets to exclusive VIP experience featuring meet-and-greet with talent, food and drink, networking, and access to general event
- 4 tickets to general event

*Two Available*

# SILVER SPONSOR

\$10,000

## RECOGNITION

- Logo featured in event program (tiered)
- Logo featured on select print materials and electronic signage
- Sponsorship recognition in event emails, on event website (tiered), and on social media (4 posts)
- Sponsorship recognition in Sherbourne Health's e-newsletters
- Recognition in Sherbourne Health's annual report and website
- Tax receipt for maximum amount allowed by CRA

## VIP RECEPTION & TICKETS

- 4 tickets to exclusive VIP experience featuring meet-and-greet, food and drink, networking, and access to general event
- 4 tickets to general event

*Three Available*

# BRONZE SPONSOR

\$5,000

## RECOGNITION

- Logo featured in event program (tiered)
- Logo featured on select print materials and electronic signage
- Sponsorship recognition in event emails, on event website (tiered), and on social media (2 posts)
- Sponsorship recognition in Sherbourne Health's e-newsletters
- Recognition in Sherbourne Health's annual report and website
- Tax receipt for maximum amount allowed by CRA

## VIP RECEPTION & TICKETS

- 4 tickets to exclusive VIP experience featuring meet-and-greet, food and drink, networking, and access to general event

*Eight Available*

# ICONIC

THE BIG FUN PARTY



## CONTACT

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