

2024



# SISTEMA SPIRIT GALA

IN-KIND AUCTION  
SPONSORSHIP PACKAGE

Sip, Sample & Savour with  
Sistema Toronto

[www.sistema-toronto.ca](http://www.sistema-toronto.ca)  
Charity No. 819256603 RR0001

# ABOUT SISTEMA TORONTO

**Sistema Toronto** is an intensive after-school music and social development program for young people in underserved communities, offered at no cost to families. We build stronger communities by transforming the lives of children and youth, enabling them to grow and thrive as engaged citizens and future leaders. We work in four neighbourhoods across Toronto - Parkdale, Jane-Finch, Lambton Park, and East Scarborough, where up to **59% of children live below the poverty line**. Children and youth who would otherwise not have access to music lessons learn together for 10 hours each week where they beat on drums, play together in orchestras, and sing in choirs, while developing important life skills



**Sistema Toronto** is a registered charity that relies entirely on donor support. Without the generosity of the individuals, corporations, and foundations that support this program, none of our work would be possible.

**400+** Students in  
**4** Priority neighbourhoods  
Receive **10** hours per week of instruction  
Every week for **37** weeks.  
No auditions. No barriers. No cost.

# ABOUT THE EVENT

**Support the local arts & hospitality sector.**  
**Boost your brand visibility.**  
**Change a child's life.**

Sistema Toronto invites you to make meaningful change in the lives of young people by sponsoring the 2024 Sistema Spirit Gala, being held at Hotel Ocho on May 8, 2024. The Sistema Spirit Gala is an exclusive evening bringing together like minded philanthropists from across Toronto in celebration and support of music education for children and the power of music. With locally celebrated hosts and hosted by drag performers Fay & Fluffy, this signature annual gala is a night where supporters come together to enjoy good food, beverages, live music, and an auction to raise funds for music education and social action.

As a Sistema Spirit Gala Sponsor, you are helping to bring the Sistema Spirit Gala to life while supporting the development of future generations and Canadian music.

By becoming a sponsor, you will also build brand loyalty, engage new patrons, and demonstrate your company's commitment to strengthening underserved communities across Toronto.

As a Sistema Spirit Gala Sponsor, you will be a part of the movement that is giving over 400 children and youth in underserved communities access to free social and music education. Our sponsors support Sistema Toronto because they want to join our mission to enact social action through music education and make a positive, long-lasting impact on families.

**Support the local arts.**  
**Boost your brand visibility.**  
**Change a child's life.**



# ABOUT THE OPPORTUNITY



## In-Kind Sponsorship - Silent Auction Item

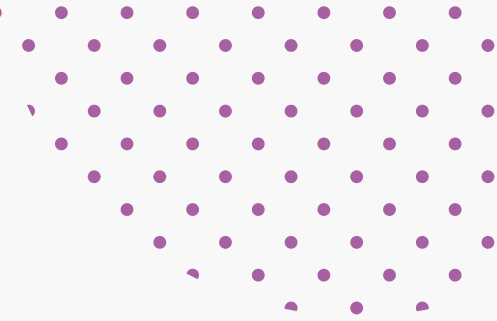
As a Sistema Spirit Gala In-Kind Auction Sponsor, you are helping to energize the 2024 Gala while supporting the growth and development of young musicians in Toronto's underserved neighbourhoods.

### Your business will receive:

- Brand recognition on Sistema Toronto's social media through grouped posts leading up to the event
- Brand recognition in gala program at event (note: logo confirmation must be received 14 days in advance of event)
- Brand recognition in Sistema Toronto's 2024 Annual Report



# MARKETING PERKS: AUDIENCE REACH



When you become a sponsor, you can let your network know that you're an official supporter of Sistema Toronto.

We'll share with our network too:

**200+ Event Attendees**

**Upbeat!** Sistema Toronto Newsletter's **1,750+ subscribers**

Our **media list** of bloggers, journalists, and influencers

Our Social Media Followers **@sistematoronto**



Instagram



**3,100+** followers



X (formerly Twitter)



**1,100+** followers

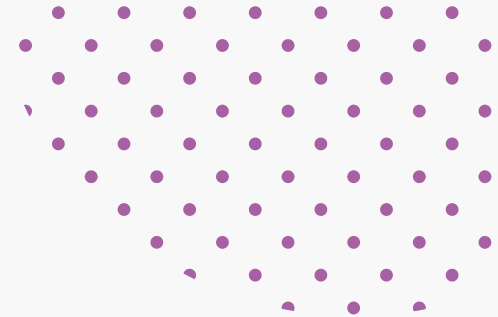


Facebook



**2,350+** followers

# SISTEMA SPIRIT GALA IN SUMMARY



Thank you for your time and interest in sponsoring **Sistema Spirit Gala!** Your support will be a tremendous addition to our community in enriching the lives of our students. We look forward to sharing your brand and work at our celebration!



**LET'S WORK TOGETHER TO  
SUPPORT CHILDREN AND  
FAMILIES IN UNDERSERVED  
COMMUNITIES**

## Land Acknowledgement

*We acknowledge the land our program is held on is the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples and is now home to many diverse First Nations, Inuit and Métis peoples. We also acknowledge that Toronto (T'karonto) is covered by Treaty 13 with the Mississaugas of the Credit, and the Williams Treaties signed with multiple Mississaugas and Chippewa bands.*

## CONTACT

Jordana de Bloeme  
Director of Development  
[Jordana.debloeme@sistema-toronto.ca](mailto:Jordana.debloeme@sistema-toronto.ca)  
(416) 545-0200