



**over the
EDGE
FOR CHAI**

SPONSORSHIP 20 OPPORTUNITIES 23

THE DONALD BERMAN



**Chai
Lifeline
CANADA**

GO OVER THE EDGE FOR CHAI

Chai Lifeline Canada is teaming up with Over the Edge and Hotel X for a once-in-a-lifetime experience.

Join us on Sunday October 15th, 2023 for the 3rd annual **Over The Edge for Chai**. This exclusive event will accommodate a maximum of 76 participants who will rappel down the face of the Hotel X, in the heart of downtown Toronto, surrounded by the waterfront, skyscrapers and a view of the CN Tower.

When you go Over the Edge, you will confront your fears and embrace your brave side in support of our young clients who face life-threatening and chronic illnesses every day. All funds raised will support the children and their families to build resilience, to bring them joy, and to instil hope in the future.

No training is needed. The main requirement is your desire to help children and their families who are living with life-threatening and chronic illness. Every day, they must face the challenge... just as you will - when you go Over the Edge for Chai.

Are you brave enough to go Over the Edge for Chai?

COMMITTEE

Co-Chairs:

Deborah & David Posner and Judy & Elie Roth

Mitchell Blass
Carly Farber
Lisa Fried
Jessica Gerlock
Kyle Gold
Sara Klein

Bayla & Raphie Konsker
Zoe & Zev Mandelbaum
Adi & Brian Rakowski
Amy Stopnicki
Daniel Warner



SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVEL	FINANCIAL COMMITMENT	# OF SPONSORS		OFFER IN RETURN			
PRESENTING SPONSOR	\$25,000	1	"Over the Edge for Chai sponsored by _____" on ALL promotional materials and acknowledgement on ALL signs	6 rappelling spots (this is a full team)	3 valet parking passes	Company/foundation logo or personal name printed on shirt	Shirts personalized with team name for the all 6 rappellers
CELEBRATION ZONE SPONSOR	\$18,000	2	Acknowledgement on welcome sign upon entrance	5 rappelling spots	2 valet parking passes	Company/foundation logo or personal name printed on shirt	Shirts personalized with team name for the 5 rappellers
MEDIA SPONSOR	\$10,000	3	Acknowledgement on sign by livestream or photobooth	4 rappelling spots	1 valet parking pass	Company/foundation logo or personal name printed on shirt	Shirts for all 4 rappellers
REFRESHMENTS SPONSOR	\$5,000	unlimited	Acknowledgement on sign by food station	2 rappelling spots			Shirts for both rappellers
STAGING ZONE SPONSOR	\$2,500	unlimited	Acknowledgement on sign by staging zone	1 rappelling spot			Shirt for rappeler

ALL SPONSORS:

- Company/Foundation/Personal name and/or logo to be listed on sign that lists ALL sponsors
- Company/Foundation/Personal name and/or logo to be included in media loop on tv screen in the celebration zone
- Company/Foundation/Personal name and/or logo to be on the Over the Edge webpage
- All the sponsors rappellers will receive all the swag/merch that the top fundraisers get at the event
- All the sponsors will get recognition in the post event monthly newsletter along with the post event Instagram/Facebook

ABOUT CHAI LIFELINE CANADA

Chai Lifeline Canada meets the social, emotional, and practical needs of children, families, and communities impacted by illness, trauma, or loss.

WHAT WE KNOW:

- That seriously ill children need and deserve as happy and normal a childhood as possible.
- That illness affects each member of the family.
- That the well-being of an ill child is impacted by the well-being of his or her family.
- That pediatric illness can have a devastating financial effect on families.

WHAT WE DO:

- Find ways to bring joy to the lives of our young patients and their families through creative, innovative, and effective family-centered programs, activities, and services.
- Provide unparalleled support throughout the child's illness, recovery, and beyond.
- Offer our services free of charge to ensure that every family has access to the programs it needs.
- Embody the ideals of compassion, kindness, and caring for others.

"The Hospital for Sick Children saved my life, Chai Lifeline saved my childhood."

- Jess Rosenbloom

