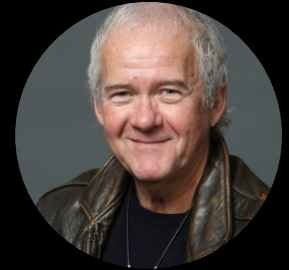




Alana Bridgewater



Murray McLauchlan

Voices
— THAT —
Care
2020



Loreena McKennitt



Denise Donlon



Steve Patterson



Marc Jordan



Julie Nesrallah

FRIDAY OCTOBER 23, 2020

2020 SPONSORSHIP PROGRAM

AN INTIMATE MUSICAL EVENING TO BENEFIT



Voices THAT Care 2020

2020 Sponsorship Program

Voices that Care is a fundraising concert that benefits the Room 217 Foundation. The Room 217 Foundation is a health arts organization dedicated to humanizing health care through music. Room 217's music care approach includes purposefully designed music care resources for vulnerable populations, education for caregivers who wish to integrate music into care practice, and an integrated model of music care that will help health care organizations optimize music. Proceeds from this year's concert will support our Palliative Care program, bringing Room 217's Music Collections into hospice and palliative care communities across Canada.

The event will be Live Streamed on Friday, October 23, 2020 from the Glenn Gould Studio located at CBC, 250 Front Street, West, Toronto.

The evening's host will be award-winning television producer, host, author and Member of the Order of Canada, **Denise Donlon**. This year's performance roster includes the best in class Canadian talent.



Alana Bridgewater – is a Toronto actor and singer, who is best known for her role as 'Killer Queen' in the Mirvish rock musical *We Will Rock You*. In 2017, She made her debut at the Signature Center on 42nd Street in NYC with the prestigious Soulpepper Theatre Company in *Spoon River* and *First Ladies*. Other Soulpepper Theatre credits include the title role in *Ma Rainey's Black Bottom*, *Rose – A Musical*, *Idomeneus*, *Porgy & Bess*, *Riverboat* and the *Global Cabaret Festival*. Other theatre productions have included *Shrek* and *The Wizard of Oz* (Grand Theatre) and *Hairspray* (Charlottetown Festival).



Loreena McKennitt – is a recipient of the Billboard Music Award for International Achievement, a two-time Juno Award winner, and two-time Grammy Award nominee. Her love of music is attributed in part to her Mennonite community in Manitoba, but it was her introduction to folk music, then Celtic music that put her on the path to international success as a musician, composer, harpist, accordionist, pianist, and vocalist. She released her 10th studio album in 2018.



Steve Patterson - is a Canadian stand-up comedian, actor, writer, television and radio host, and television producer known for his satire and observational comedy. Steve is best known as host of the hit show *The Debaters* on CBC Radio One. Patterson has been a professional headliner since 1997 and has taped numerous national television specials in the past decade including four *Just For Laughs* galas.



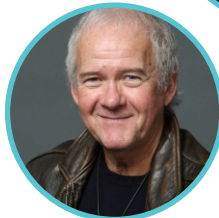
Julie Nesrallah - is a mezzo-soprano singer and broadcaster host of *Tempo* on CBC Music, Canada's national classical music program, and is also the executive producer and star of *Carmen on Tap*, a company that performs Georges Bizet's opera *Carmen* as dinner theatre. Miss Nesrallah has performed for leading opera companies, symphonies, festivals and chamber music ensembles across Canada and around the world. Operatic roles include Isabella in Rossini's *L'italiana in Algeri*, The Composer in Strauss' *Ariadne auf Naxos*, Suzuki in Puccini's *Madama Butterfly*, Maddalena in Verdi's *Rigoletto*, Cherubino in Mozart's *The Marriage of Figaro*, Cenerentola in Rossini's *La Cenerentola* and Carmen in Bizet's *Carmen*, to name a few. Miss Nesrallah has been the recipient of several distinguished awards including the Canada Council for the Arts Emerging Artist Award and Mid-Career Grant, and most recently the Queen's Diamond Jubilee Medal for her cultural contribution to Canada's performing arts.



Marc Jordan - is a Canadian songwriter whose songs have been on 35 million CDs. Born in New York but raised in Toronto, Marc was signed to Warner Music in L.A. to write songs for Diana Ross, Chicago, Kansas, Manhattan Transfer, Kenny Loggins, Cher, Rod Stewart and Olivia Newton John. He won a Juno for Producer of the Year in 1994, and has performed with Murray McLauchlan, Cindy Church and Ian Thomas in the group *Lunch at Allen's*. His most recent album, *Both Sides*, is nominated for a 2020 Juno.



Murray McLauchlan - is one of Canada's most highly regarded songwriters. He began writing and performing songs in his late teens and has played at major music festivals and rooms throughout North America. His work has been covered by other folk and country artists. Murray has won 11 JUNO awards and has 18 albums to his credit.



Opportunities for Sponsorship

Sponsorship opportunities are now available and we invite you to share in this year's concert benefiting Room 217 Foundation. All sponsorships include an invoice and receipt acknowledgement letter for business purposes – charitable no. 857285092RR0001

Through Room 217's involvement in Toronto's corporate and diverse communities, Voices that Care will be attended by 340 community and business leaders, politicians, honorary guests, professionals and exceptional caregivers. Guests also include urban professionals in entertainment, fashion, financial services, law and media.

The Room 217 Foundation will work closely with you to tailor an exclusive sponsorship package tastefully showcasing your support, while also meeting your philanthropic and strategic marketing goals, and budget.

For more information, please contact Bev Foster, Executive Director
bfoster@room217.ca

EXCLUSIVE – \$25,000

Logo prominently displayed on invitation and ticket

Recognition in all event media, news releases with company's support acknowledged in selected media

Logo appears on sponsor acknowledgement page on back cover of event program

Full page recognition in electronic event program

Opportunity to provide a sponsor specific draw item | prize for our All Access ticket holders

Presenting Sponsor recognition during event from stage and on reception screens

Special recognition in Annual Report

8 premium reserved live-stream tickets for pre-show & live show

GOLD – \$20,000

Logo prominently displayed on ticket

Recognition in one event media news release with company's support acknowledged in selected media

Logo appears on sponsor acknowledgement page on back cover of event program

Half page recognition in electronic event program

Opportunity to provide a sponsor specific draw item | prize for our All Access ticket holders

Gold Sponsor recognition during event from stage and reception screens

Special recognition in Annual Report

6 premium reserved live-stream tickets for pre-show & live show

SILVER – \$15,000

Logo prominently displayed on ticket

Recognition in one event media news release with company's support acknowledged in selected media

Logo appears on sponsor acknowledgement page on back cover of event program

Half page recognition in electronic event program

Opportunity to provide a sponsor specific draw item | prize for our All Access ticket holders

Silver Sponsor recognition during event and reception screens

Special recognition in Annual Report

4 premium reserved live-stream tickets for pre-show & live show

BRONZE – \$10,000

Recognition in one media event media news release with company's support acknowledged in selected media

Half page recognition in electronic event program

Opportunity to provide a sponsor specific draw item | prize for our All Access ticket holders

Bronze Sponsor recognition during event from stage and on reception screens

Special recognition in Annual Report

4 premium reserved live-stream tickets for pre-show & live show

RECEPTION – \$5,000

Logo appears on sponsor acknowledgement page on back cover of electronic event program

Quarter page recognition in electronic event program

Patron Sponsor recognition during event from stage

Logo displayed on event website with hyperlink

Company's support acknowledged in selected media

Special recognition in Annual Report

2 live-stream tickets

EVENT – \$5,000

Logo appears on sponsor acknowledgement page on back cover of electronic event program

Quarter page recognition in electronic event program

Event Partner recognition during event from stage

Logo displayed on event website with hyperlink

Company's support acknowledged in selected media

Special recognition in Annual Report

2 live-stream tickets

CELEBRITY - \$3,000

Logo appears on sponsor acknowledgment on back cover of electronic event program

Celebrity Sponsor acknowledgment during event

Eighth page recognition in electronic event program

Company's support acknowledged in Annual Report

2 live-stream tickets

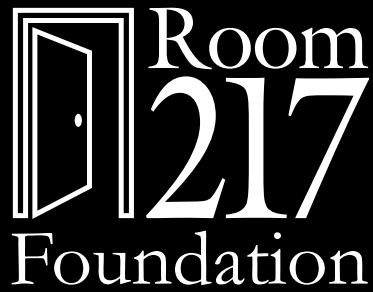
EXCEPTIONAL CAREGIVERS - \$1,000

Care Partner recognition in electronic event program

Special recognition in Annual Report

2 live-stream tickets





The Room 217 Foundation is a music-based health arts organization and social enterprise that uses music to make meaningful changes by bringing a unique, cost effective approach to care through research-informed music resources, education, training and outcomes research. Room 217 believes that the application of music can achieve positive healthcare outcomes. Room 217's music applications meet current health priorities of person-centred care and non-pharmacological interventions and are accessible for anyone to use and learn to integrate.

As an umbrella organization, Room 217 connects people with common interests and connects people to resources. It inspires, educates, informs, and mobilizes. With national and international reach, Room 217 is passionate and entrepreneurial, with a credible brand in certain health care sectors like hospice palliative care and long term care.

The Room 217 Foundation currently serves care partners in a number of populations: palliative and end of life care, long term care, dementia care, and persons aging in place. End user carers who engage in Room 217 offerings include recreational therapists and other activity professionals, personal support workers, nurses, social workers, chaplains, bereavement counsellors, life care specialists, volunteer and family caregivers. Future populations may include people with autism, Parkinson's disease or cancer care, where the therapeutic value of music has been proven.

Since 2005, the music of Room 217 has been a peaceful presence in the lives of thousands of people. In 2008, the Room 217 foundation was established as a not-for-profit corporation and registered Canadian charity in 2009. Currently, the focus and scope of the room 217 Foundation is on Canada and the UK.

The Room 217 Foundation will work closely with you to tailor an exclusive sponsorship package tastefully showcasing your support, while also meeting your philanthropic and strategic marketing goals, and budget in a virtual, live streaming format! For more information, please contact Bev Foster, Executive Director bfoster@room217.ca.

A large teal circle containing the text "Voices THAT Care 2020" in white. The word "Voices" is in a large, elegant serif font, "THAT" is in a smaller, all-caps sans-serif font between two horizontal lines, "Care" is in a large, elegant serif font, and "2020" is in a smaller, all-caps sans-serif font at the bottom. The background of the page is black with a pattern of teal circles of various sizes.