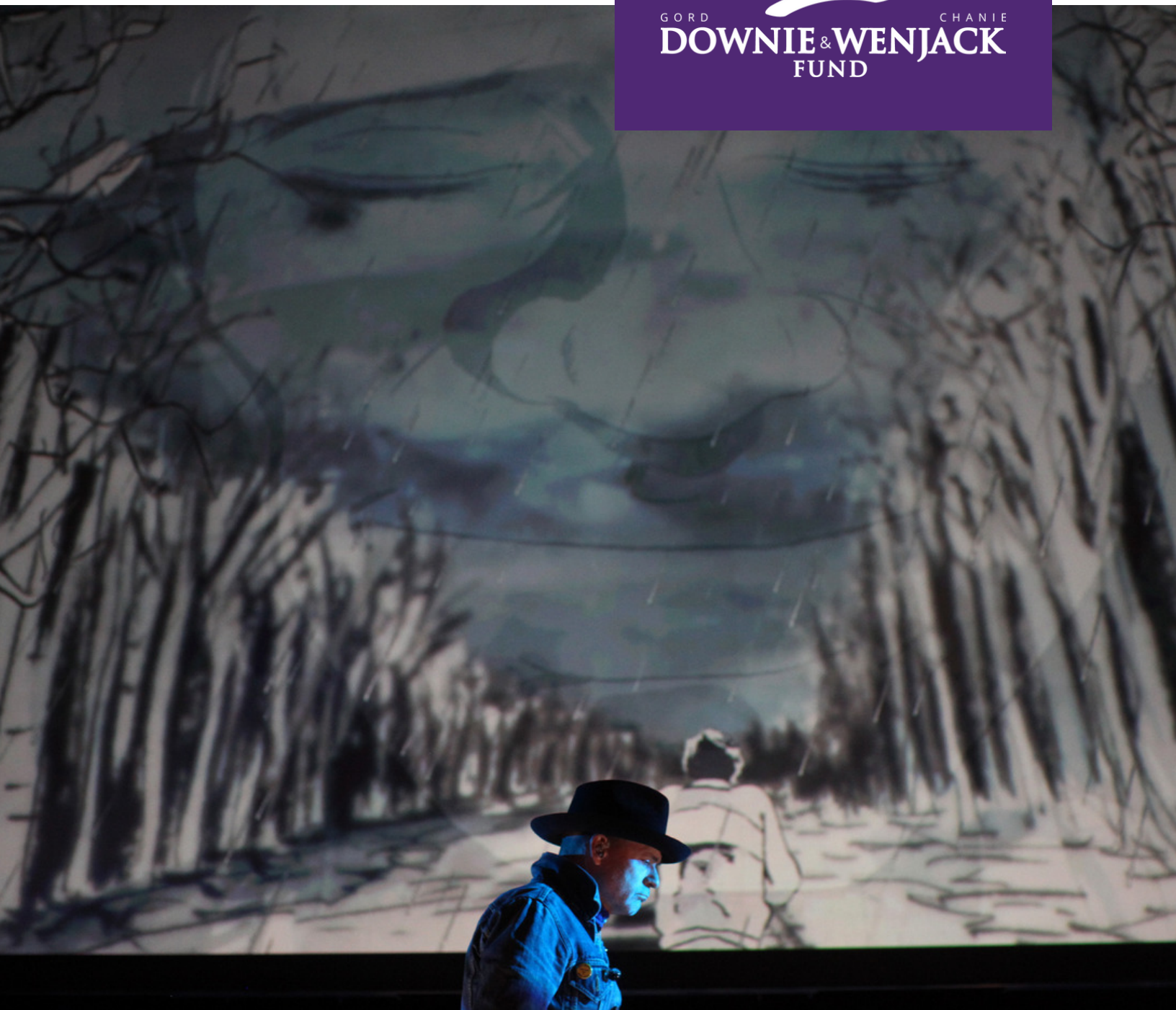


SPONSORSHIP
OPPORTUNITIES

SECRET
PATH
LIVE



GORD CHANIE
DOWNIE & WENJACK
FUND



THE EVENT

**"GORD DOWNIE'S SECRET PATH
AT ROY THOMSON HALL WAS,
WELL, PERFECT." – NOW TORONTO**

Secret Path Live 2019 is a re-creation of the 2016 performances that brought together renowned musicians to share the Chanie Wenjack story through an immersive multimedia experience. The project intertwines the music from the Juno award-winning album, graphic novel by Jeff Lemire and the animated film 'Secret Path' to bring to light the painful legacy of Canada's residential school system, the long-suppressed mistreatment of Indigenous children and families, to the national stage. The hope was to continue a national conversation and further reconciliation.

Downie began 'Secret Path' as 10 poems inspired by the story of Chanie Wenjack, a 12-year-old boy who died of exposure on October 22, 1966. He was attempting to walk home from the Cecilia Jeffrey Indian Residential School near Kenora, Ontario to return to family he was taken from over 600 km away. Gord Downie's remarkable and emotional 'Secret Path' original performance featured musicians Kevin Drew (Broken Social Scene), Kevin Hearn (Barenaked Ladies), Josh Finlayson (Skydiggers), Dave Hamelin (The Stills), Charles Spearin (Broken Social Scene), and of course Gord Downie.



Taking place during the 2nd annual Secret Path Week, Secret Path Live 2019 will return to Roy Thomson Hall almost three years since Gord Downie himself performed the album on the same stage. The re-creation of the iconic performances will reunite the original band members with special guest artists who will step in for Gord.

Additionally, other surprise guest dancers and artists will come together to create a fully immersive and cultural experience that celebrates Indigenous history and commemorates the lives of Gord and Chanie.



EVENT INFORMATION

WHEN

Saturday, October 19th, 2019

5:30 - 10 pm

Roy Thomson Hall, 60 Simcoe St., Toronto

PROGRAM

We will be holding an intimate and exclusive cocktail reception and dinner for sponsors only.

5 pm Cocktail Reception

6 pm Dinner (includes gourmet 3 course meal, mix and mingle with the band, special Indigenous culturally based performances, other surprise guests)

8 pm Secret Path Live Concert and Special Performances

EXPECTED ATTENDANCE

Intimate and Exclusive Cocktail Reception & Dinner 250 guests

Concert and Special Performances 2,630 guests.

DRESS

Stylish with accents of purple

THE CAUSE

"DO SOMETHING" - GORD DOWNIE

Inspired by Chanie's story and Gord's call to build a better Canada, the Gord Downie & Chanie Wenjack Fund (DWF) aims to build cultural understanding and create a path towards reconciliation between Indigenous and non-Indigenous peoples.

DWF's work centres around improving the lives of Indigenous people by building awareness, education, and connections between all Canadians. Through Legacy Schools, Legacy Spaces and Secret Path Week, DWF aims to further educate and promote reconciliACTIONS nationwide. We invite you to "Do Something."





SPONSORSHIP LEVELS

As a sponsor of Secret Path Live, your company will be aligned with an entertaining night in support of the Gord Downie & Chanie Wenjack Fund. Partner with us and you will be given distinctive opportunities to showcase your brand to both an influential and broad audience. Most importantly, your support will help create a pathway toward reconciliation between Indigenous and non-Indigenous Canadians through awareness, education and action.

LEGACY PARTNER - PLATINUM LEVEL

1 exclusive opportunity

\$100,000

PRESENTING SPONSOR

Enjoy the spotlight as our Legacy partner, your logo will be incorporated into all marketing materials and will be the most prominent brand on-site.

ACTION PARTNERS - SILVER LEVEL

Up to 10 opportunities

\$25,000

Actions speak louder than words. Your actions will ensure significant funds are raised.

RECONCILIATION PARTNER - GOLD LEVEL

1 exclusive opportunity

\$50,000

DINNER SPONSOR

Make an impact. Align your brand with the exclusive cocktail reception and dinner taking place prior to the concert.

CONVERSATION PARTNERS - BRONZE LEVEL

\$15,000

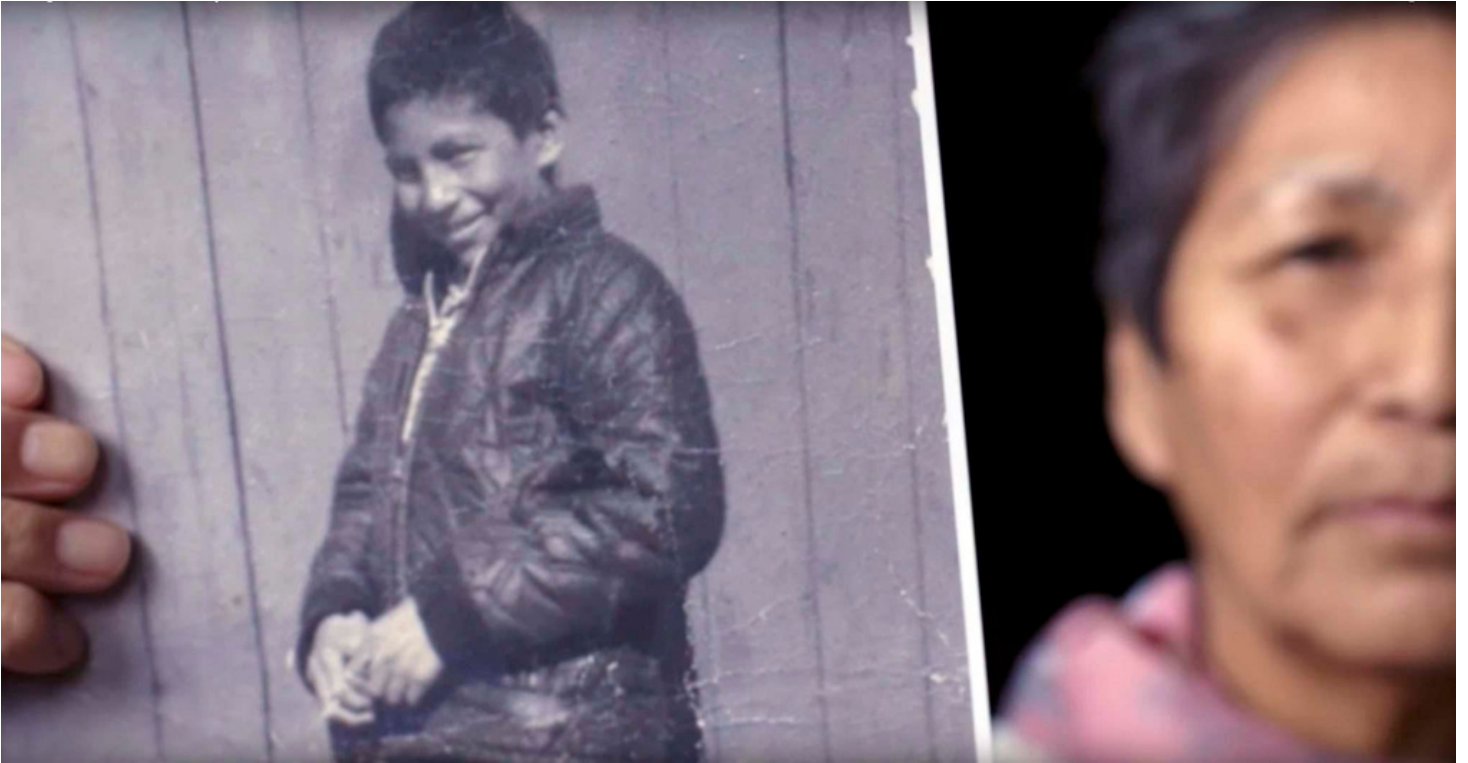
Take a bow, because as one of our conversation sponsors you'll ensure the night is unforgettable for all of our guests.

We are happy to customize a package that best meets your company's business objectives, budget and client-entertaining needs.

THE BENEFITS

	Platinum \$100,000	Gold \$50,000	Silver \$25,000	Bronze \$15,000
On Site Recognition				
Opportunity to speak during exclusive dinner	✓			
Logo featured on event step and repeat photo backdrop	✓	✓		
Opportunity for on-site sponsorship activation	✓	✓	✓	
Verbal recognition during dinner	✓	✓	✓	
Tiered logo recognition on sponsor sign	✓	✓	✓	✓
Tiered logo recognition on-screen in sponsor loop	✓	✓	✓	✓
Marketing, Promotions and Communications Recognition				
Brand awareness through Twitter Canada amplification and “moments”	✓	✓		
Company recognition within event-related press releases	✓	✓		
Tiered recognition/mention on all earned and owned media, including: social media/digital advertising, radio, print and television media interviews/coverage	✓	✓	Select Media	
Logo recognition on all outdoor and digital signage	✓	✓	✓	
Company mention on DWF social media	✓	✓	✓	
Tiered logo recognition on all collateral materials	✓	✓	✓	✓
Tiered logo recognition in print thank you ad (TBC)	✓	✓	✓	✓
Tiered logo recognition on event website	Logo & live link	Logo & live link	Logo & live link	Logo
Tiered recognition in DWF Annual Report	Logo	Logo	Logo	Logo
Hospitality Benefits				
Concert (Premium seats)	24 tickets	16 tickets	8 tickets	8 tickets
Tables for Exclusive Dinner	3 VIP Tables of 8	2 VIP Tables of 8	1 VIP Table of 8	1 Table of 8

Note: Sponsors are eligible for a partial tax receipt for the maximum amount allowable by the Canada Revenue Agency. Tax receipts will be issued following the event if requested.



THANK YOU

We look forward to including your organization as a sponsor of Secret Path Live.

For more information, please contact
Sarah Midanik, President & CEO
sarah@downiewenjack.ca

Visit us at downiewenjack.ca