

Eat. Drink. Play.



CASINO NIGHT

*A luxurious night of philanthropy and fun,
creating paths to adventure for kids!*

THURS



30

MAY

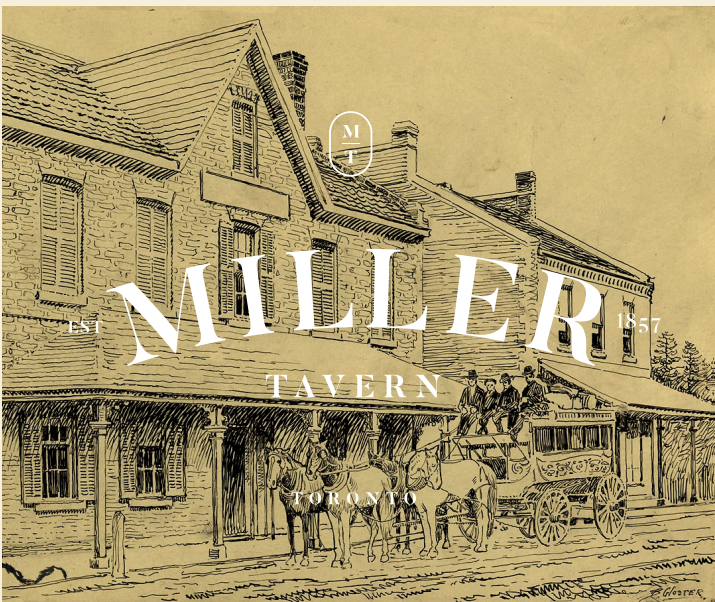


CASINO NIGHT



**We're back for 2024.
Bigger and better and even more game play!**

Join us for an evening of luxury and celebration supporting kids across Ontario. Variety's Casino Night has become one of the most anticipated annual fundraising events as our community, corporate partners and industry executives Go ALL IN for a Great Cause. Bustling with casino games including blackjack and roulette, guests enjoy Vegas-style gameplay. The speak-easy-themed evening hosts live entertainment, prizes, giveaways, hors d'oeuvres and light fare, an open bar and one great party. The only thing you won't be gambling on is fun!



**Thursday, May 30
6:30pm - 10:30pm**

Miller Tavern

3885 Yonge St, North York, ON M4N 2P2

About the Venue

The Miller Tavern, former gambling den during prohibition, is a Hogg's Hollow institution that dates back to the 1860's, reverts tradition and reads classic American tavern.

About Variety - the Children's Charity of Ontario

At Variety, we bring parents, countless volunteers, donors, and local community-driven organizations and funders together for a single purpose: to create welcoming spaces, run dynamic programming, and make one-on-one connections that transform the lives of children with disabilities, right here in Ontario. Through sports, fitness, training, and skills development, we offer specialized programming and services dedicated to establishing accessible and inclusive opportunities for children with disabilities, creating a level playing field devoid of barriers, intimidation, or other obstacles, and to make a profound difference in the spirits and lives of children with disabilities and their families.

LEARN MORE | VARIETYONTARIO.CA



CASINO NIGHT



May 30, 2024
varietyontario.ca/casinonight

The Big Deal | \$10,000 - SOLD

Presenting Sponsor, 1 Available

- Branding on event marketing materials (event day, website, social media, etc.)
- On-site event activation
- Sponsorship announcement in the Variety newsletter, pre-event.
- Sponsorship of all our 23 different day camps (8-week duration)
- Brand exposure with a corporate group experience at Variety Village
- Sponsor acknowledgment on social channels during the summer camp season
- Company logo included on campers' tees, one season
- Camp "themed" day: example 'Safari day brought to you by [Company Name]'
- Opportunity to include an item in event grab bags at the event
- Opportunity to include an item in 'Camper Kits' for the 2023 season
- 8x tickets to the event
- \$200 in gaming chips
- Reserved parking spot for two
- Partial tax receipt

High Roller | \$7,500

Entertainment Sponsor, 1 Available

- Branding on event marketing materials (event day, website, social media, etc.)
- Sponsorship announcement in the Variety newsletter, pre-event.
- Brand exposure with a corporate group experience at Variety Village
- Sponsor acknowledgment on social channels during the summer camp season
- Branding opportunities (online and in-person)
- Company logo included on campers' tees, one season
- Ambassador appreciation video
- 4x tickets to the event
- \$100 in gaming chips
- Partial tax receipt



For more information please contact:
Chris Yaccato, Manager, Fundraising & Corporate Engagement
(416) 699-7167 x 291, cyaccato@varietyontario.ca

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Double Down | \$7,500

Beverage & Fare Sponsor, 1 Available

- Branding on event marketing materials (event day, website, social media, etc.)
- Signature cocktail or fare naming rights
- Sponsorship announcement in the Variety newsletter, pre-event.
- Brand exposure with a corporate group experience at Variety Village
- Sponsor acknowledgment on social channels during the summer camp season
- Branding opportunities (online and in-person)
- Company logo included on campers' tees, one season
- Ambassador appreciation video
- 4x tickets to the event
- \$100 in gaming chips
- Partial tax receipt

Roll the Wheel | \$5,000

Roulette Sponsor, 1 Available

- Branding on event marketing materials (event day, website, social media, etc.)
- 1 Sponsor acknowledgment on social channels at the end of the summer camp season
- A letter of appreciation from an ambassador
- Brand placement at the Crown and Anchor Wheel
- 2x tickets to the event
- \$50 in gaming chips
- Partial tax receipt

Ace High | \$3,500

Gaming Table Sponsor, 5 Available

- Branding on event marketing materials (event day, website, social media, etc.)
- 1 Sponsor acknowledgment on social channels at the end of the summer camp season
- A letter of appreciation from an ambassador
- Brand placement at the gaming table
- 2x tickets to the event
- \$50 in gaming chips
- Partial tax receipt



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Bluff em' | \$1,500

Magician, Auction, 50/50 Sponsorship, 4 Available

- 1 Sponsor acknowledgment on social channels at the end of the summer camp season
- Branded magician name tag
- A letter of appreciation from an ambassador
- 2x tickets to the event
- \$50 in gaming chips

Media Sponsorship

Exclusive Sponsor, 1 Available

Variety is looking to partner with an organization that aligns with our mission. Becoming a media sponsor for Variety's Casino night not only showcases your brand event night but gives you the opportunity to combine some of these added benefits;

- Exclusivity as the event media sponsor
- Opportunity to expose your media organization to an influential accessibility-focused audience.
- Listing as Media Partner on marketing collaterals for the event
- Featured on website with a dedicated link to your media outlet's website
- Signage at the event
- Complimentary insertion in event takeaway and camper kits
- Opportunity to broadcast live from the event
- Opportunity to active a social media contest
- Tickets to the event
- Speaking Opportunities

Custom Sponsorship

Variety will work with your team to create a recognition or activation piece that appeals to you and best represents your brand for the event. Let's get creative and get you noticed!

In-Kind Donor

As an alternative to sponsorship, consider donating an auction item, product or service to the event. Not only does this help us raise much-needed funds, it's also a great way to promote your business!



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CASINO NIGHT



The Gambler | Tickets \$200

Our bigger and better Casino Night is set to enhance year one's fun, ensuring an evening filled with exhilaration, high stakes, and unparalleled experiences. Prepare to be awestruck as we unveil a larger venue, more thrilling games, luxurious amenities, and an expanded selection of gourmet delights. Start your play with \$20 in gaming chips included in your Ticket. The speak-easy themed evening features live entertainment, prizes, giveaways, an open bar, and one great party!

Ticket includes partial tax receipt.

PURCHASE YOUR TICKET | varietyontario.ca/casinonight



Your sponsorship provides opportunity for Kids!

It is businesses like yours who will make the difference in our community by donating and showcasing your business as one that is engaged in your community. Casino Night gives you the opportunity to showcase your brand and create a memorable experience for our guests, and our campers!

Your Individual Gift Makes a Difference

Your gift today gives children with disabilities the opportunity to thrive. We work to create accessible spaces, provide essential sports and life skills programming, and work tirelessly to give kids a place to belong.

DONATE | VARIETYONTARIO.CA

OUR AUDIENCE

Newsletter, Print & Digital

Reaching an audience of more than 12,000 subscribers, your sponsorship includes promotional detail, interactive links and information about your organization as a sponsor of Casino Night.

Web Presence

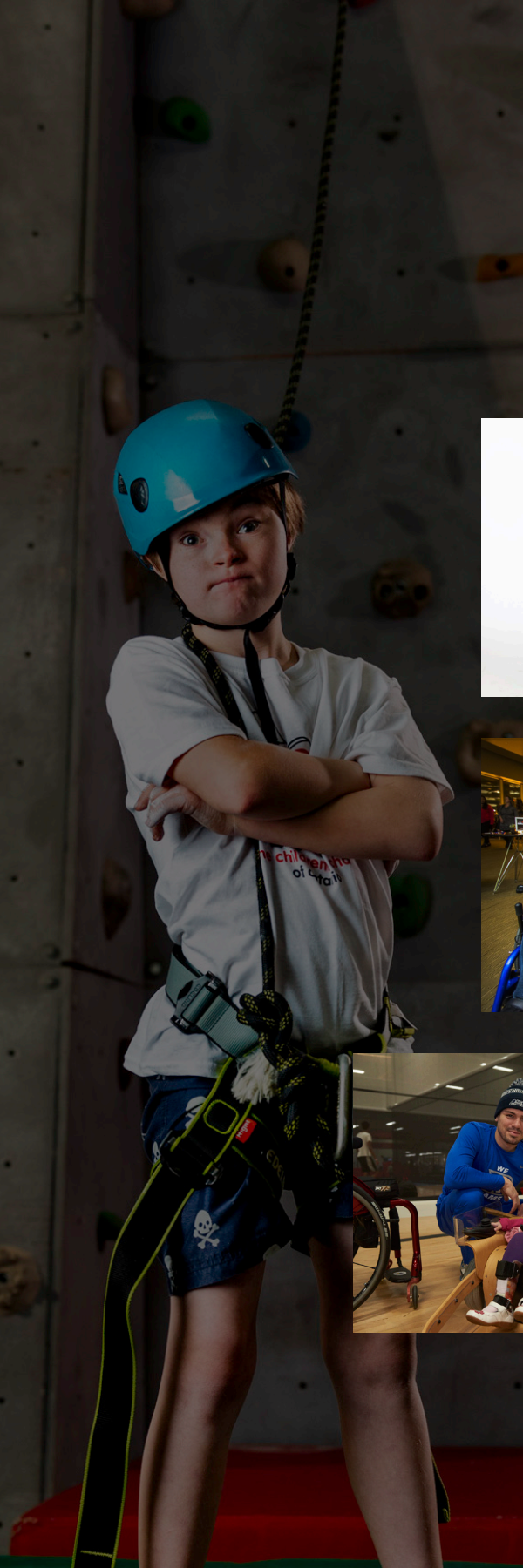
Your logo and interactive link is included on the event web page. Note, posts are made chronologically in order of sponsorship.

8,345+ Social Followers

8,444 Subscribers

71,096+ Unique visitors

6,000+ Members



THOMAS | Age 13

Variety is one of the few places in the city that Thomas can go to swim, attend camp or access open gym space and feel welcome and encouraged to be physically active. Although we live on the other side of the city, the drive to Variety Ontario is always worth it!



51%

of children with disabilities say they have no friends and those who do, spend less than two hours a week with their peers.



GAVI | Age 13

She may have a neurological disorder that affects her muscles and voice, but Gavriella "Gavi" Engel-Yan is a force to be reckoned with. She uses a motorized wheelchair to travel and talks by typing into a machine, but Gavi has some pretty impressive accomplishments already; for one, she is Canada's first and only female Volt Hockey player!

LEARN MORE ABOUT VOLT