

# BONFIRE BASH

CITY EDITION

A EVENING UNDER THE STARS

**Partnership Opportunities**

Dear Friend,

We invite you to join us on **Tuesday, November 1, 2022** for Bonfire Bash City Edition!

This glamorous camp-inspired evening will gather champions together in-person, raising critical funds to help make 200 weeks of camp possible for kids and families affected by childhood cancer.

As long-time supporters of Campfire Circle (formerly Camp Ooch & Camp Trillium), we know that together we can make healing through happiness possible for so many kids and families affected by childhood cancer.

Since the arrival of COVID in 2020, more than a thousand children have been diagnosed **with cancer, and in 2022, half of Campfire Circle's Campers at summer overnight camp will be on active treatment.** Kids and families need camp more than ever, right now.

**We are pleased to stand beside Campfire Circle as Camp Directors for this year's Bonfire Bash City Edition,** as we come together to raise funds for camp-inspired programs that promote well-being, resilience and social connection – all critical factors in helping children thrive and families heal.

**We hope you'll join us.**

Many thanks,

*Sylvia & Suzanne*

Sylvia Mantella & Suzanne Rogers  
Camp Directors, Bonfire Bash City Edition

## Tuesday, November 1, 2022 Fermenting Cellar, Toronto

Experience the magic of camp at a chic camp-inspired event in the heart of the city. Champions will come together for an intimate evening of cocktails and a gourmet dinner.

Together, we will make 200 transformative weeks of camp possible for kids and families affected by childhood cancer.

As one Camper shared, **“Camp is more than a place you go to in the summer. Camp is a place where you meet people who have gone through what you’ve gone through. You’re no longer different, you’re just the same. You can reach your goals that seem impossible elsewhere.”**

Your support will make healing through happiness possible for so many kids and families affected by childhood cancer.

Camp Directors  
Sylvia Mantella & Suzanne Rogers



# About Campfire Circle

A diagnosis of childhood cancer changes life in an instant. For kids and families, it can suddenly feel like everything is about cancer. Simple childhood joys like friendships, birthday parties, or sports teams being left behind in the need for medical appointments, hospital stays, and long absences from school.

There is the **possibility for great joy in the darkness** that is childhood cancer, and the potential to heal, grow and connect. Campfire Circle is a privately funded, volunteer based organization that provides kids affected by childhood cancer unique opportunities for growth through challenging, fun, enriching and magical experiences.

Whether **it's in a hospital setting, in the community**, virtually or at overnight camp, [Campfire Circle](#) fills the void, **at no cost to them**. **It's where curiosity and confidence, bravery and acceptance** come to play, and healing through happiness is on the agenda, every day, and in every way!

Campfire Circle is where kids can be kids, and families can be families, at no cost to them.

**You are a part of that circle, helping restore what's been lost to cancer and COVID, helping kids and families heal through happiness, together.**



# Childhood cancer changes lives. So does camp. And so can you.



## Overnight Camp

Kids-only camp, week-long family camp, and specialized one-week sessions for teens and bereaved siblings return this summer. Our Muskoka overnight camp is the only one of its kind in Canada to provide on-site IV chemotherapy and blood transfusions. This means that Campers at every stage of their treatment can come to camp.



## In-Hospital

We bring the playful spirit of camp to hospital settings with one-on-one bedside visits occurring daily at three pediatric oncology hospitals across Ontario, fostering fun and friendship with arts and crafts, games and theme days.



## Community

Fun, camp-style programs that include the whole family allow kids and families to discover a community of people who share similar experiences. Community programs across Ontario also include day camps and leadership programs.



## Virtual

Virtual programs are packed with fun activities for the whole family, including campfires and circle time. Virtual programs help kids connect with siblings at home, or make new friends while in the hospital.

# OUR GENEROUS SUPPORTERS

Thank you to our generous sponsors who are leading the way to bring healing through happiness to hundreds of kids and families affected by childhood cancer.

## PRESENTING SPONSORS

Mantella Corporation

Rogers

## CABIN SPONSORS

RBC

Solutions 2 GO

## **S'MORES** SPONSORS

Azrieli Foundation

Bulgari

Cassels Brock

EY

Global furniture group/ Teknion furniture systems / Milestone properties

Porter Family

## EVENT PARTNERS

ICON

McNabb Roick

Post Media

# PARTNERSHIP OPPORTUNITIES

## Campfire Sponsor - \$50,000 – **SOLD OUT**

Campfire Sponsors are true champions of camp, making a significant investment to boldly help us bring back in-person year-round programs. Your support will make the magic of camp possible for hundreds of families impacted by childhood cancer through specialized overnight camp sessions for kids with cancer, bereaved siblings and teens.

### PRE & POST EVENT RECOGNITION

- Logo recognition on digital event tickets, invitation and thank you emails
- Logo recognition and live link to company website on Bonfire Bash event site
- Logo company recognition on social media
- Logo recognition in pre and post-event advertisements in National Post

### EVENT RECOGNITION

- One page advertisement and logo recognition in event program
- Logo displayed on event signage
- Logo recognition on button braids for all guests
- Verbal recognition at the Bonfire Bash from the podium

### EVENT EXPERIENCE

- Two tables of 10
- Valet parking

### ADDITIONAL BENEFITS

- Sponsorship fulfillment report and business receipt
- Partial tax receipt available for personal sponsors
- Campfire Circle ambassador to speak at corporate event

# PARTNERSHIP OPPORTUNITIES

## Lake Sponsor - \$40,000 (only 3 available)

Lake sponsors know the healing power of being by the water—of quiet moments on the dock talking to friends, to canoe trip adventures, to diving into a lake for the first time in a long time. Your support will go a long way towards making sure Campfire Circle is ready to welcome Campers to learn new skills, challenge themselves with morning polar bear dips and make new friends.

### PRE & POST EVENT RECOGNITION

- Logo recognition on digital event tickets, invitation and thank you emails
- Logo recognition and live link to company website on Bonfire Bash event site
- Logo company recognition on social media
- Logo recognition in pre and post-event advertisements in National Post

### EVENT RECOGNITION

- **Special recognition at event experience.**
- One page advertisement and logo recognition in event program
- Logo displayed on event signage
- Verbal recognition at the Bonfire Bash from the podium

### EVENT EXPERIENCE

- One table of 10
- Valet parking

### ADDITIONAL BENEFITS

- Sponsorship fulfillment report and business receipt
- Partial tax receipt available for personal sponsors
- Campfire Circle ambassador to speak at corporate event



# PARTNERSHIP OPPORTUNITIES

## Cabin Sponsor - \$25,000

Cabin sponsors know the healing power of friendship and fun that can come from quiet moments in your **cabin talking to friends, to sharing meals discussing the day's adventures to the support of new friends** during challenging moments. Your generosity will go a long way towards making sure Campfire Circle is ready for more days filled with cabin contests, morning polar bear dips, braid making, rock wall climbing and so much more—all year round.

### PRE & POST EVENT RECOGNITION

- Logo recognition on digital event tickets and thank you emails
- Logo recognition and live link to company website on Bonfire Bash event site
- Logo company recognition on social media
- Logo recognition in pre and post-event advertisements in National Post

### EVENT RECOGNITION

- One page advertisement and logo recognition in event program
- Logo displayed on event signage
- Verbal recognition at the Bonfire Bash from the podium
- Special recognition at event experience

### EVENT EXPERIENCE

- Table of 10
- Valet parking

### ADDITIONAL BENEFITS

- Sponsorship fulfillment report and business receipt
- Partial tax receipt available for personal sponsors
- Campfire Circle ambassador to speak at corporate event

# PARTNERSHIP OPPORTUNITIES

## S'Mores Sponsor - \$15,000

S'Mores sponsors are helping to bring s'more camp fun to kids and families affected by childhood cancer. Your support will deliver friendship, community, and good times around the campfire and other life-changing experiences to Campers this summer.

### PRE & POST EVENT RECOGNITION

- Logo recognition on thank you email
- Logo recognition and live link to company website on Bonfire Bash event site
- Logo company recognition on social media
- Logo recognition in pre and post-event advertisements in National Post

### EVENT RECOGNITION

- Half page advertisement and logo recognition in event program
- Logo displayed on event signage

### EVENT EXPERIENCE

- Table of 10
- Valet parking

### ADDITIONAL BENEFITS

- Sponsorship fulfillment report and business receipt
- Partial tax receipt available for personal sponsors
- Campfire Circle ambassador to speak at corporate event

# Summary of Partnership Benefits

Benefits	CAMPFIRE SPONSOR \$50,000	LAKE SPONSOR \$40,000	CABIN SPONSOR \$25,000	S'MORES SPONSOR \$15,000
Table of 10 with valet parking	Two Tables	One Table	One Table	One Table
Special recognition at event experience	Presenting Partners	Dinner, Cocktail	X	
Logo recognition on event signage	X	X	X	
Logo recognition on invitation	X	X	X	
Logo recognition in digital event tickets	X	X	X	
Logo recognition in newspaper ad and thank you email	X	X	X	X
Program Ad	1 Page	1 Page	1 Page	½ Page
Social media post with tag and/or name recognition on social media	Individual Post	Individual Post	Group Post	Group Post
Logo recognition and live link to website on event site	X	X	X	X

# BONFIRE BASH — CITY EDITION

Campfire Circle (formerly Camp Ooch & Camp Trillium) has offered healing through happiness for thousands of kids and families affected by childhood cancer since 1983. **It's where kids can be kids, and families can be families**—engaging in camp-inspired community, in-hospital, and overnight camp programs, at no cost to them.

As a privately funded organization, supporters of the 2022 Bonfire Bash City Edition will make life-changing experiences possible for Campers year-round.

For more information, please contact:  
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