



# East End Music Fest

## Sponsorship & Support Opportunities



### EXPERIENCE THE EAST END THROUGH THE ARTS & CELEBRATE COMMUNITY

Join us for a beautiful event that showcases and celebrates the amazing musical and artistic talents found in the east end of Toronto!

Proceeds from this event will support Applegrove community programming.



Sanctuary.TO

at The East End Food Hub  
1470 Gerrard St. E



Saturday, October 25  
7:00 PM



**applegrove**  
events & projects

[www.applegrovecc.ca](http://www.applegrovecc.ca)



Live music

Art & silent auction

Food & drink








# Help support our vision...



## CONNECTING COMMUNITY

Applegrove is a multiservice community centre that has been serving Toronto's east end for 46 years.

Our vision is "a connected community where everyone can grow and find a sense of purpose and belonging." All of our programs and activities support this goal.

 [applegrovecc.ca](http://applegrovecc.ca)  
 [@applegrovecc](https://www.facebook.com/applegrovecc)  
 [@applegrovecc](https://www.instagram.com/applegrovecc)

Applegrove is a vibrant and welcoming place that delivers programming to foster joy, promote wellbeing, enrich lives and build community.

## JOIN US TO MAKE A DIFFERENCE

Our 2024 event raised \$15,000 being used to:

- Expand our seniors program, which has grown by 268% since the pandemic
- Host 3 community events, including a holiday toy drive party for low income families
- Learn from and build relationships with local Indigenous groups to support Truth and Reconciliation

With your help we can raise even more in 2025!

## SHOW YOUR SUPPORT VIA:

### SPONSORSHIP

General sponsorship, or specify your support for:

- Artists
- Food
- Beverages

### DONATION

- Funds
- Works of art
- Perform at the event\*
- Volunteer - at the event or help us promote



\*Performing artists can receive payment for their services, within our budget. Should they wish to contribute to the event, they can then make a donation and receive a charitable tax receipt.

# Benefits: Donors & Sponsors



## Donors

Donating to Applegrove supports people in need and builds community in Toronto's east end.

In accordance with Canada Revenue Agency guidelines and requirements:

- Applegrove will issue a charitable tax receipt for the full amount for all monetary donations over \$20.
- For donated artwork, we will issue a charitable tax receipt based on documentation that confirms fair market value.
- For donations of services (eg. performers) a cheque exchange may be possible - this means that we could pay for services rendered, then the provider could donate the funds back and get a charitable tax receipt for the donation.

Charitable Number 10671 8943 RR0001

## Sponsors

	East End Friend \$350*	East End Star \$750*	East End Champion \$1000+*
Complimentary Event Tickets	2	4	6
Event Poster		Name	Logo
Point of Ticket Purchase Recognition			x
At the Event			
Screen Time - Slide Show	Shared Slide	Shared Slide	Dedicated Slide
Area for Promotional Materials		x	x
Acknowledged by MC or Introduce a Band			x
Logo on shirt worn by all event crew			x
After the Event			
Acknowledgement Certificate	x	x	x
Recognition - Website, Annual Report	x	x	x
Friends of Applegrove social events	x	x	x
Recognition - Newsletter (1200+ subscribers)		Name	Logo
Social Media Shoutout (1000+ followers)			x
Recognition - Virtual Donor Wall			x

\*May be financial and/or in-kind contributions

Applegrove reserves the right to refuse any proposal by parties whose activities are perceived to be incompatible with the agency's goals, values or mission.