

POGO
PEDIATRIC ONCOLOGY GROUP OF ONTARIO

FEBRUARY 29, 2024

PJ PARTY

Leap into the Wild
AT
THE SYMES TORONTO

BE A PART OF **THE PJ EVENT** OF THE SEASON

For many, pajamas means warmth, coziness, a warm hug at the end of a long day. But for a child with cancer, pajamas can mean a very different thing: time living in hospital while undergoing treatment, long early morning car rides to clinic, sick at home, or missing school and playtime with friends and family.

The annual POGO PJ Party is a signature event that raises awareness and critical funds for childhood cancer care. To date, POGO PJ Party has raised over \$1.7M to support children and youth in treatment, survivors, and their families.

Join us for a night of fabulous food, entertainment, and inspiring speakers with over 300 guests dressed in their pajama-inspired attire.

The funds raised will provide financial assistance to families so they can pay for out-of-pocket costs associated with their child's treatment, support survivors with customized school and work counselling when their disease or its treatment has left them with learning challenges, and fund promising research that examines the impact of childhood cancer and its treatment.

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**FOR KIDS WITH CANCER
FOR NOW, FOR LIFE.**

AVAILABLE OPPORTUNITIES

LEADER OF THE PACK | \$50,000

EVENT EXPERIENCE

- Featured as the **Exclusive Presenting Partner**
- **Deluxe booth** for 20 guests with dedicated beverage service and signature welcome cocktail
- **Premium booth positioning** with customized brand integration
- Opportunity for your company to **give welcoming remarks** to party guests
- Recognition in **on-site materials and signage**
- **Featured brand integration** at photo booth

BRAND EXPOSURE & MEDIA

- **Company name as part of the POGO PJ Party logo** used on PJ Party website, POGO website and featured in all marketing materials
- **Customized thank you video** from our childhood cancer community to be shared on social media and with your employees, vendors, customers, etc.
- **Recognition in the Winter 2024 edition of Childhood Cancer Matters** (POGO's quarterly newsletter) distributed to 15,000+ recipients
- **Dedicated social media post** highlighting sponsorship (visible to 8,280+ followers)
- Invitation to attend the **TMX Market Open Ceremony with POGO** on Childhood Cancer Awareness Day, February 15, 2024
- **Logo included on Givergy**, the POGO PJ Party event platform
- Logo included on the POGO PJ Party website
- Logo included on select marketing materials
- **Marketing collateral** customized for your employee and stakeholder engagement
- **Recognition** in post-event email and social post highlighting our sponsor partners

SPOTS | \$25,000

Sponsorships available: 3

EVENT EXPERIENCE

- Featured as **one of three Spot Sponsors**
- **One booth** for 10 guests with dedicated beverage service and signature welcome cocktail
- **Premium booth positioning** with featured brand integration
- *** Featured brand integration** within one of our exciting activations

** On-site activations to be negotiated upon request*

BRAND EXPOSURE & MEDIA

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STRIPES | \$10,000

Sponsorships available: 8

EVENT EXPERIENCE

- **One booth** for 10 guests with signature welcome cocktail
- **Featured brand integration** at booth

BRAND EXPOSURE & MEDIA

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WE CHAMPION CHILDHOOD CANCER CARE.

Pediatric Oncology Group of Ontario (POGO) works to ensure that everyone affected by childhood cancer has access to the best care and support. We partner to achieve an excellent childhood cancer care system for children, youth, survivors, and their families and healthcare teams, in Ontario and beyond. POGO champions childhood cancer care, and as the collective voice of this community, is the official advisor to Ontario's Ministry of Health on children's cancer control and treatment. POGO is a non-profit organization with charitable status, here for kids with cancer, for now, for life.

**IN CASE YOU WERE NAPPING
AND MISSED THE 2023 POGO PJ PARTY**

300 ATTENDEES DRESSED IN THEIR
BEST **PAJAMA-INSPIRED ATTIRE**

91 SILENT AUCTION
PACKAGES RAISED **\$51,000**

3 PROMOTIONAL DRAW
PRIZES RAISED **\$8,550**

\$313K+ RAISED AT THE
2023 POGO PJ PARTY

CONTACT US

For more information and
to secure your sponsorship,
please contact **Melanie** at
mgrayson@pogo.ca

www.pogopjparty.com

**CHECK OUT OUR
2023 SIZZLE REEL**

