

POGO
PEDIATRIC ONCOLOGY GROUP OF ONTARIO

**PJ
PARTY**

**FEBRUARY 26, 2026
STEAMWHISTLE BREWERY**

RIVIERA

REVERIE

Inspired by the golden age of Riviera glamour, this dreamy soirée captures the haute coastal style of vintage beachside elegance. Think Coco Chanel meets the Côte d'Azur. Whether in silk beach pyjamas or Riviera-chic separates, make a statement as bold as the Amalfi Coast and get swept away by a night of exquisite cuisine, handcrafted cocktails, sparkling entertainment and seaside sophistication – no passport required.



A MESSAGE FROM THE POGO PJ PARTY CO-CHAIRS

As mothers of childhood cancer survivors and passionate supporters of POGO, we know firsthand how life can change in an instant. One day your child is thriving; the next, you're navigating a frightening new world of hospitals, treatments and endless unknowns.

This is the reality for families facing a childhood cancer diagnosis—and it is a journey no family should have to face alone.

POGO is there from the very beginning, offering expert care, support and guidance through every twist and turn. They remain by our side through treatment, survivorship and even into adulthood—because cancer's impact doesn't end when a child is cancer-free. For many survivors, the effects of cancer and its treatment last a lifetime.

The POGO PJ Party is more than a night of fun and celebration. It's a chance to change lives. Your sponsorship helps ensure that children, youth and families across Ontario have access to the essential programs and care they need—today, tomorrow and for years to come. It means more kids can receive care closer to home. It means more families have someone to turn to when the path forward feels overwhelming. It means survivors are not forgotten as they grow.

Please join us in making a difference. Stand with POGO. Stand with families. Together, we can bring hope to every step of the journey.

With gratitude,


Sam Taylor


Rebecca McKenzie



THE POGO PJ PARTY COMMITTEE

- | | |
|----------------------------|-----------------|
| Rebecca McKenzie, Co-Chair | Leahann Landry |
| Sam Taylor, Co-Chair | Jenny Scongack |
| Sarah DeMelo Kearns | Carita Sheehy |
| Neena Girn | Linda Stevenson |



BE A PART OF THE PJ EVENT OF THE SEASON

The annual POGO PJ Party is a signature event that raises awareness and critical funds for childhood cancer care. To date, the POGO PJ Party has **raised over \$2.45M** to support children and youth in treatment, survivors and their families.

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 cognitive and other challenges, and fund promising research that examines the impact of childhood cancer.



RIVIERA
REVERIE

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SPONSORSHIP OPPORTUNITIES

RIVIERA \$50,000

ONE AVAILABLE

EVENT EXPERIENCE

- Featured as the Exclusive Presenting Partner
- Premium reserved seating with customized brand integration
- 10 complimentary tickets
- Opportunity for your company representative to have on-stage presence during the event
- Featured brand integration at photo booth on both digital & printed photos

EMPLOYEE ENGAGEMENT

- Host a POGO information session featuring a POGO Ambassador describing their cancer journey
- Branded thank-you slide in post-event highlight video

BRAND EXPOSURE & MEDIA

- Your logo incorporated into 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 for you to share
- Recognition in one edition of a POGO e-newsletter distributed to 20,000+ recipients
- Recognition on event marketing and communication materials
- Exclusive social media post highlighting Presenting Sponsorship (visible to 9,650+ followers)
- Verbal recognition during evening remarks
- Custom e-invites & materials for stakeholder outreach
- Recognition in post-event email and social post highlighting our sponsor partners
- Recognition in post-event sizzle reel
- Option to donate to the Silent Auction for additional online promotional opportunity

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POGO
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PARTY

CANNES \$25,000

FOUR AVAILABLE

EVENT EXPERIENCE

- Premium reserved seating with customized brand integration
- 10 complimentary tickets
- On-site brand activation developed in consultation with your team (optional)

EMPLOYEE ENGAGEMENT

- Branded thank-you slide in post-event highlight video

BRAND EXPOSURE & MEDIA

- Recognition in one edition of a POGO e-newsletter distributed to 20,000+ recipients
- Mention on POGO social media channels highlighting sponsorship (visible to 9,650+ followers)
- Your logo on the POGO PJ Party event platform and website
- Your logo on event marketing materials
- Verbal recognition during evening remarks
- Custom e-invites & materials with your logo for stakeholder outreach
- Recognition in post-event email and social post highlighting our sponsor partners
- Recognition in post-event sizzle reel
- Option to donate to the Silent Auction for additional online promotional opportunity

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POGO
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ST. TROPEZ \$10,000

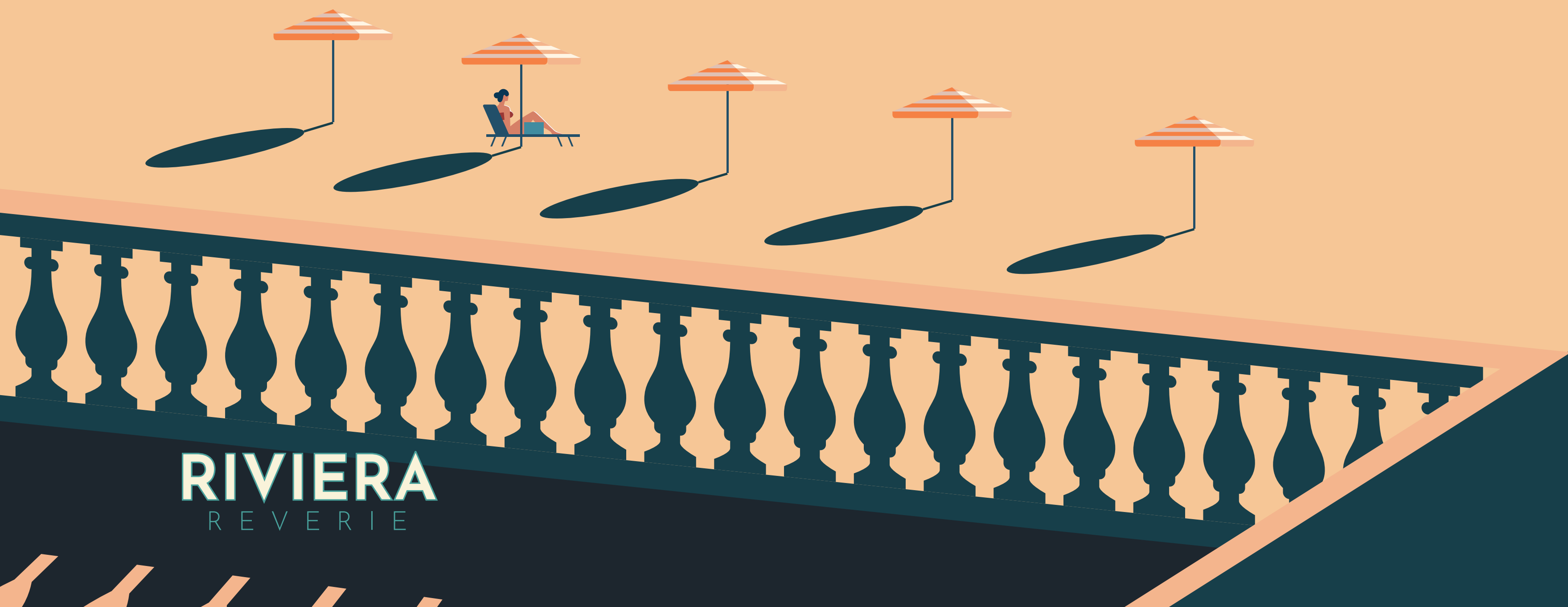
T E N A V A I L A B L E

EVENT EXPERIENCE

- Reserved seating with customized brand integration
- 10 complimentary tickets

BRAND EXPOSURE & MEDIA

- Recognition on the POGO PJ Party event platform and website
- Recognition on event marketing materials
- Verbal recognition during evening remarks
- Custom e-invites & materials for stakeholder outreach
- Recognition in post-event email and social post highlighting our sponsor partners
- Recognition in post-event sizzle reel
- Option to donate to the Silent Auction for additional online promotional opportunity



DAY - O F S P O N S O R S H I P A C T I V A T I O N S

La Dolce Vita \$15,000

ONE AVAILABLE

EVENT EXPERIENCE

- 10 complimentary tickets

BRAND EXPOSURE & MEDIA

- Recognition on the POGO PJ Party event platform and website
- Recognition on event marketing materials
- Verbal recognition during evening remarks and performances
- Featured on digital content/screens during key moments at event (emcee, performances)
- Custom e-invites & materials with your logo for stakeholder outreach
- Recognition in post-event email and social post highlighting our sponsor partners
- Recognition in post-event sizzle reel
- Option to donate to the Silent Auction for additional online promotional opportunity

Spritz \$5,000

ONE AVAILABLE

EVENT EXPERIENCE

- 2 complimentary tickets

BRAND EXPOSURE & MEDIA

- Opportunity to brand the signature cocktail
- Recognition at the cocktail station
- Verbal recognition during evening remarks
- Recognition in social post highlighting our cocktail sponsor
- Opportunity to engage with over 300 event attendees
- Option to donate to the Silent Auction for additional online promotional opportunity

Please note: As the Spritz sponsor, you will be responsible for providing alcohol for the event. POGO will coordinate all licensing and bar logistics with the venue.

IN CASE YOU WERE NAPPING...

\$2.4M

raised since
inception of
POGO PJ Party



8

successful POGO
PJ Parties to date



Over
1800

guests have
partied in their
PJs in support of
POGO



Over
400

silent auction
packages raised
over \$300,000



CHECK OUT LAST YEAR'S
POGO PJ PARTY



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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.

POGO
PEDIATRIC ONCOLOGY GROUP OF ONTARIO
**FOR KIDS WITH CANCER
FOR NOW, FOR LIFE.**

CONTACT US

Sponsorship opportunities can be customized to align with your goals and objectives.

For more information and to secure your sponsorship, please contact:

Charlene Wolf, Development Officer

416-592-1232 x241 | cwolf@pogo.ca

www.pogo.ca | www.pogopjparty.com

Charitable # 871067245RR0001



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