

LUMINA

POGO PJ
PEDIATRIC ONCOLOGY GROUP OF ONTARIO PARTY

FEBRUARY 25, 2027

STEAM WHISTLE BREWING

The adventure begins at dusk. Step through the lantern-lit trees and into a world where the air shimmers, magic sparks and the night holds infinite wonder. Whether you drift in draped in moonlight silk or wrapped in your most whimsical storybook prints, let the ordinary world fall away and surrender to the enchantment. Follow the fireflies into an evening of extraordinary cuisine, luminous cocktails and dazzling entertainment. Leave with fairy dust in your hair,

And a little magic in your heart...

A MESSAGE FROM THE POGO PJ PARTY COMMITTEE

As a committee of passionate advocates for children's cancer care, we know that a childhood cancer diagnosis changes everything. One moment your child's life is full of possibility; the next, you are navigating an overwhelming world of treatments, hospital visits and unknowns you never could have anticipated.

This is the reality for families facing childhood cancer, and it is a journey no family should walk alone.

From the moment of diagnosis, POGO stands beside families, providing expert care, trusted guidance and compassionate support through every stage of the journey. Their commitment extends well beyond treatment, continuing to walk with survivors through adolescence and into adulthood, because the effects of childhood cancer do not end when a child is declared cancer-free.

The POGO PJ Party — now celebrating its 10th anniversary — is about more than a memorable evening. It is about creating real and lasting change. Your sponsorship helps ensure that children, youth and families across Ontario can access the critical programs and care they need at every turn. It means families facing treatment have the financial support they need. It means survivors can access the resources that help them thrive. It means critical research continues to advance care for generations to come.

We invite you to help light the way for families who need it most. Join us in bringing hope and support to every family on this journey.



With gratitude,

THE POGO PJ PARTY COMMITTEE

Rebecca McKenzie, Co-Chair

Sarah DeMelo Kearns

Neena Girn

Leahann Landry

Jenny Scongack, Co-Chair

Carita Sheehy

Linda Stevenson



CELEBRATING 10 YEARS OF MAGIC

BE A PART OF THE PJ EVENT OF THE SEASON

The annual POGO PJ Party is our signature event that raises awareness and critical funds for childhood cancer care. To date, it has raised over \$2.8M!

Funds raised will strengthen the continuum of support for children with cancer and their families. This includes helping families manage the wide range of financial pressures that come with treatment, expanding survivor supports that address academic, cognitive, social, and work-related challenges, and investing in innovative research that advances care and improves outcomes.



LUMINA

POGO
PJ
PARTY

S P O N S O R S H I P O P P O R T U N I T I E S

BEACON \$50,000

P R E S E N T I N G S P O N S O R

**Exclusive distinction of your organization
as a luminary in childhood cancer care**

ON-SITE EXPERIENCE & VISIBILITY

- Premium reserved seating for 10 guests with customized brand integration
- Opportunity for a company representative to be featured on stage (game, promotional draw, or contest)
- Brand integration on both digital and printed photos from on-site photobooth
- Verbal recognition during remarks from stage

AMPLIFIED REACH & POST-EVENT EXPOSURE

- Your logo incorporated into the POGO PJ Party logo
- Dedicated sponsor feature article on our website highlighting your partnership and impact
- One-day POGO Instagram Story takeover
- Logo on event platform and website
- Recognition on on-site materials (screens, signage)
- Recognition in pre- and post-event emails
- Recognition on POGO social media channels (12,500+ followers)
- Dedicated social media thank you post on POGO social channels (average monthly reach of 37.7K)
- Recognition in one POGO e-newsletter (20,000+ recipients)
- Highlighted in the post-event sizzle reel

EMPLOYEE ENGAGEMENT & INTERNAL ACTIVATION

- A POGO-led session for your employees highlighting the real-world impact of your organization's support
- Customized thank-you video to share internally, showcasing the impact of your sponsorship
- Invitation to have a representative from your organization join the POGO PJ Party Committee
- Custom-branded event e-invites for stakeholder and client outreach

LUMINA

POGO
PJ
PARTY

SPONSORSHIP OPPORTUNITIES

EVERLIGHT \$25,000

FOUR AVAILABLE

ON-SITE EXPERIENCE & VISIBILITY

- Premium reserved seating for 10 guests with customized brand integration
- Verbal recognition during remarks from stage

EMPLOYEE ENGAGEMENT & INTERNAL ACTIVATION

- Custom-branded event e-invites for stakeholder and client outreach

AMPLIFIED REACH & POST-EVENT EXPOSURE

- One-day POGO Instagram Story takeover
- Logo on event platform and website
- Recognition on on-site materials (screens, signage)
- Recognition in pre- and post-event emails
- Recognition on POGO social media channels (12,500+ followers)
- Dedicated social media thank you post on POGO social channels (average monthly reach of 37.7K)
- Recognition in one POGO e-newsletter (20,000+ recipients)
- Logo recognition in the post event sizzle reel



S P O N S O R S H I P O P P O R T U N I T I E S

MOONLIGHT \$10,000

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

ON-SITE EXPERIENCE & VISIBILITY

- Premium reserved seating for 8 guests with customized brand integration
- Verbal recognition during remarks from stage

EMPLOYEE ENGAGEMENT & INTERNAL ACTIVATION

- Custom-branded event e-invites for stakeholder and client outreach

AMPLIFIED REACH & POST-EVENT EXPOSURE

- Logo on event platform and website
- Recognition on on-site materials (screens, signage)
- Recognition in post-event email
- Recognition on POGO social media channels (12,500+ followers)
- Recognition in one POGO e-newsletter (20,000+ recipients)



THE MAGIC BY THE NUMBERS...

\$2.8M

raised since
inception

9

successful
POGO
PJ Parties

Over
2,100
guests
to date

Over 500 silent
auction packages
raising over
\$350K+

**CHECK OUT LAST YEAR'S
POGO PJ PARTY**



LUMINA

POGO
**PJ
PARTY**

WE CHAMPION CHILDHOOD CANCER CARE

The Pediatric Oncology Group of Ontario (POGO) provides wraparound care to ensure everyone affected by childhood cancer has access to the best care and support. POGO partners to achieve an excellent childhood cancer care system for children, youth and their families, survivors of childhood cancer, adolescents and young adults with cancer, and healthcare teams, in Ontario and beyond. POGO champions childhood cancer care and, as the collective voice of this community, serves as the official advisor to Ontario's Ministry of Health. POGO is a non-profit organization with charitable status, here for kids with cancer, for now, for life. Learn more at www.pogo.ca.

At Lumina, every light in the room reflects the families supported, survivors championed and brighter futures made possible through your generosity.

CONTACT US

Secure your sponsorship today.
Opportunities can be customized to align with your goals.

Laura Fallowfield
Development Officer
416-592-1232 x241
lfallowfield@pogo.ca
www.pogo.ca
www.pogopjparty.com

Charitable Registration #:
871067245RR0001

