

THE WALRUS GALA

In Conversation

Sponsorship Proposal

Wednesday, May 15, 2024
6 p.m. – Midnight

Ricarda's Atrium
134 Peter Street, Toronto



The Walrus is Canada's conversation, and The Walrus Gala is the cornerstone of our annual fundraising. This highly anticipated social event raises funds to power our fact-based storytelling and our ability to showcase the best of Canadian journalistic and literary talent.



The Walrus provokes new thinking and sparks conversation on matters vital to Canadians. We publish fact-based journalism, as well as literature and poetry, and produce ideas-based events across the country. Our popular fellowship program nurtures tomorrow's journalists, content creators, and thought leaders.

We exist to keep Canadians informed with new perspectives and opinions on critical issues of the day. We are recognized by our peers and global audiences as a critical voice in Canadian journalism. We rely on our community and its leaders to invest in our work, support fact-based journalism, and to help us stay independent and thriving for years to come.

Please join us for The Walrus Gala 2024 as we celebrate Canada's bold conversations and ensure the future of fact-based journalism and literary talent.



**Be part of the conversation!
Join us for a night of
captivating conversations,
live entertainment, and
a culinary experience
reflective of Canada today
by Chef Julien Laffargue.**

The Walrus Gala is celebrated among the top fundraising soirées of Toronto and is well known for its convening power. In 2024, the event will bring together over 350 industry leaders and influencers in a revitalized format. This year, our audience will enjoy a more informal dining setting, with an emphasis on socializing and networking all evening. (Put simply — fewer presentations from the stage, more conversation!)

The storytelling and national convening power of The Walrus Gala will make your organization shine. You will be part of a well-connected audience who are committed to raising the bar for Canada's future. Whether you are a lead sponsor or individual ticket holder, The Walrus Gala is an ideal business development and networking opportunity for organizations and individuals looking to make their mark, and forge strong connections with heads of industry.



Recent and returning sponsors, donors, and guests include:



Ira Gluskin and Maxine Granovsky Gluskin · Helen Burstyn

Plus Margaret Atwood, Mattea Roach, Anna Maria Tremonti, Carol Off, the Office of the Mayor, Charlie Pachter, and many more!

LEAD SPONSOR OPPORTUNITIES

Presenting Sponsor*

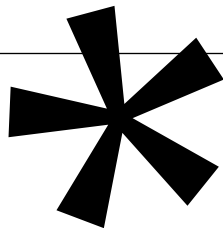
\$35,000 (1 × OPPORTUNITY)

- Title sponsorship recognition and branding at key areas of the event space (bars and lounge areas), in visual assets and programmed content
- Custom sponsorship naming
- 15-person seated lounge with dedicated dinner and beverage service
- Prominent author, editor, or journalist at your table
- Special activation at table (photo session/portrait artist)
- 2 × full-page ads in The Walrus print edition, 2024
- Social media promotion (150K+ followers)
- Subscription to The Walrus for all your guests

Canada's Conversation Sponsor*

\$25,000 (1 × OPPORTUNITY)

- Sponsorship recognition and branding at key areas of the event space (bars and lounge areas), in visual assets and programmed content
- 12-person seated lounge with dedicated dinner and beverage service
- Prominent author, editor, or journalist at your table
- Special activation at table (photo session/portrait artist)
- Sponsor a speaker on stage
- 1 × full-page ad in The Walrus print edition, 2024
- Social media promotion (150K+ followers)
- Subscription to The Walrus for all your guests



For these two lead sponsor opportunities, we will be happy to discuss the possibility of an activation to showcase your brand in the space.

SPONSOR OPPORTUNITIES



Live Arts Sponsor \$25,000 (1 × OPPORTUNITY)



- Sponsorship recognition at live arts areas of the event space, in visual assets and artist's wall projection
- 12-person seated lounge with dedicated dinner and beverage service
- Prominent author, editor, or journalist at your table
- Special activation at table (photo session/portrait artist)
- 1 × full-page ad in The Walrus print edition, 2024
- Social media promotion (150K+ followers)
- Subscription to The Walrus for all your guests

Extraordinary Sponsor

\$20,000

(4 × OPPORTUNITIES)

- Sponsorship recognition on key assets within the event space and collateral
- 10-person seated lounge with dedicated dinner and beverage service
- Prominent author, editor, or journalist at your table
- Special activation at table (photo session/portrait artist)
- 1 × full-page ad in The Walrus print edition, 2024
- Social media promotion (150K+ followers)
- Subscription to The Walrus for all your guests

Above: Multidisciplinary artist Veronica Johnny performs at The Walrus Gala 2023

NATIONAL AUCTION

The Walrus Gala auction is highly anticipated by gala guests and audiences across Canada. Every year we assemble one-of-a-kind experiences — many exclusive to The Walrus — the sale of which raises the funds necessary to keep our journalism accessible, independent, and of the highest quality.

The online auction is promoted nationally, opening approximately a week before the gala and closing at 10 p.m. ET on the evening of the event. Items and experiences are featured on Givergy, a trusted auction and donation platform. Guests can bid and purchase on items from across Canada.

As an auction donor, you will receive recognition on social media, in newsletter promotion of the event, on slides and live feeds at the venue, and on the auction website. Your product and brand will reach a national audience and be viewed by event attendees, sponsors, donors, and partners.

Support the future of independent Canadian journalism by donating to our auction and receive cross-country publicity from one of Canada's most trusted media organizations. Individuals and organizations who have supported us in the past include Adventure Canada, Air Canada, the AGO, Edward Burtynsky, Cabot Links Golf Course, Charles Pachter, Anna Maria Tremonti, and more.

Auction Sponsor Opportunity \$15,000

- 10-person lounge with dedicated beverage service
- Enhanced national logo promotion on all auction screens, auction web page, e-blasts, and social media (on-site and leading up to the event)
- 1 × 1/3 page ad in The Walrus print edition, 2024
- Subscription to The Walrus for all your guests



For more information, check out the Silent Auction web page from the The Walrus Gala 2023 [here](#).

SPONSOR OPPORTUNITIES

Inspirational Sponsor \$12,500 (20 × OPPORTUNITIES)



- 10-person seated lounge with dedicated beverage service
- Sponsorship recognition on all visual assets
- 1 × 1/3-page ad in The Walrus print edition, 2024
- Social media promotion (150K+ followers)
- Subscription to The Walrus for all your guests



Legendary Sponsor \$8,000 (4 × OPPORTUNITIES)

- 8-person reserved cocktail area
- Sponsorship recognition
- Subscription to The Walrus for all your guests

Photo Booth Sponsor \$8,000 (1 × OPPORTUNITY)

- 8-person reserved cocktail area
- Logo recognition on photo printout
- Subscription to The Walrus for all your guests

Distinguished Guest \$1,250 PER TICKET

- Recognition on visual assets
- Individual ticket holders receive a tax receipt for the maximum allowable amount



THE WALRUS GALA

We look forward to working with you in 2024. Thank you for your interest in directly supporting independent, fact-checked journalism at The Walrus.

For more information, please contact:

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thewalrus.ca