



Canadian Cancer Society  
Société canadienne du cancer

October 12, 2022

To whom it may concern,

On behalf of the Canadian Cancer Society, I would like to thank you for the opportunity to write to you about **Daffydil: The Musical** and invite you to participate by sponsoring this event.

For over 100 years, the Faculty of Medicine at the University of Toronto has performed Daffydil, a spectacular theatrical production, to raise money for the Canadian Cancer Society. Since its inception, Daffydil has raised over \$700,000 for charity. The show is entirely produced, directed, written and performed by students in the Faculty of Medicine. Daffydil will run from February 22 to February 25, 2023.

Because of the amazing contributions from Daffydil, the Canadian Cancer Society is able to:

- Save lives by funding ground-breaking cancer research for all cancers
- Provide information and support services for patients and their families
- Fund prevention efforts that reduce the risk of cancer
- Advocate for initiatives that protect the health of all Canadians

We are asking you to make a difference and join us by becoming a sponsor. Your involvement is a great opportunity to not only promote your brand to an anticipated 1000+ guests but to align your business with a worthy cause. The participation of your organization in this role is integral to the success of Daffydil and our fight against cancer. In-kind donations will be used to further raise money beyond ticket sales.

Proceeds from **Daffydil: The Musical** will be directed towards cancer research and patient support programs. The Canadian Cancer Society is working hard to create a world in which no Canadian has to live in fear of cancer. Together we are a force-for-life in the face of cancer.

If you have any questions or require additional information, please feel welcome to contact Olivia Rennie or Mike Rennie, Daffydil 2023 Sponsorship Leads, at [daffydil.sponsorship@gmail.com](mailto:daffydil.sponsorship@gmail.com).

Sincerely,

Theresa Fajardo  
Supporter Engagement Specialist

**PROCEEDS BENEFIT**

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Canadian  
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Society