



**daffydil**  
*the musical*

# Sponsorship Package

## 2023

Daffydil: The Musical at Hart House Theatre



February 23-24, 2023 8:00 pm; February 25 2:00 pm & 8:00 pm



Buy your tickets now at [harhousetickets.ca](http://harhousetickets.ca)  
Students & Alumni \$30.00; General Admission \$35.00

Earlybird Offer before January 27, 2023 \$5.00 off with code PHANTOMFIVE



# UofT Faculty of Medicine

PROCEEDS BENEFIT



Canadian  
Cancer  
Society

# About



# daffydil

*the musical*

For 112 years, the students of the University of Toronto's Temerty Faculty of Medicine have produced Daffydil, a theatrical fundraiser in support of the Canadian Cancer Society. Since 1897, Daffydil has raised nearly \$710,000 to support research and services. Daffydil has become a defining component of the student experience and entertains more than 1200 people each year.

Daffydil brings together students of various faculties, UofT Alumni, and the broader Toronto community in support of the fight against cancer.

This year Daffydil is thrilled to be back to the live stage at Hart House Theatre February 23-25, 2023\* with a musical production entitled 'Queen of Hearts'.

\* assuming no COVID-19 restrictions on live performance, in which case the performance will once again be shared in recorded form.



# Sponsorship

The continued success of Daffydil depends on the support of our partners. As a sponsor, your organization will have the opportunity to showcase its commitment not only to the UofT community and the Faculty of Medicine, but also to the Canadian Cancer Society and the countless individuals and families affected by cancer.


## **In-Kind Donations**

In addition to monetary sponsorship, we also gratefully accept in-kind donations of goods or services for use in our fundraising activities. Past examples include sports memorabilia, gift certificates, fashion items, technology or self-care products, etc. The benefits accrued from in-kind sponsorship will be based on the value of your in-kind contribution.

# Sponsorship Tiers



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Benefits	Emerald	Platinum	Gold	Silver	Bronze
Verbal mention in Producer's opening remarks	✓				
Social Media	✓	✓			
 Logo on Daffydil advertising material	✓	✓	✓		
Advertisement on daffydilthemusical.ca	Logo + 100 words	Logo + 50 words	Medium size logo	Small logo	
Logo on Programme with Tier identification	✓	✓	✓	✓	✓
Contribution	\$2500	\$1500	\$1000	\$500	\$250

If you don't see a sponsorship tier that appeals to you—we're flexible, and would love to consider your proposal. Every sponsorship contribution will help us support the Canadian Cancer Society.



# Becoming a Sponsor

Should you and your organization wish to sponsor Daffydil 2023 in the fight against cancer, please contact us via email, at:

[daffydil.sponsorship@gmail.com](mailto:daffydil.sponsorship@gmail.com)

Your gift will help ensure the continued success of the Daffydil tradition and its commitment to supporting the Canadian Cancer Society's mission:

To enhance the quality of life of those living with cancer and ultimately to eradicate this disease.

Please do not hesitate to contact us should you require any additional information:

[daffydil.sponsorship@gmail.com](mailto:daffydil.sponsorship@gmail.com)



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



Canadian  
Cancer  
Society