



THE WALRUS GALA

Outrageous Optimism

Wednesday, January 20, 2021

5 p.m. PT | 6 p.m. MT | 8 p.m. ET | 9 p.m. AT | 75 minute show

THE WALRUS GALA

**WEDNESDAY,
JANUARY 20, 2021**

Outrageous Optimism

The Walrus Gala is an exhilarating, intimate affair where society influencers, policy makers, leaders of industry and culturally engaged audiences gather to celebrate and support the work of The Walrus.

Held virtually, The Walrus Gala promises to bring an even broader roster of community influencers, this time from across Canada, all of whom are committed to building a stronger, more equitable society.

Trustworthy, independent journalism is essential in a time of public crisis. It gives us hope and optimism for our collective future. As a not-for-profit with an educational mandate, The Walrus relies on sponsorship and philanthropy to help us nurture a strong community of informed citizens.

Join us as we celebrate what it means to be outrageously optimistic.

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Be bold. Be hopeful. Be outrageously optimistic.

A bold, energizing line-up of artists and influencers will inspire a virtual audience from coast, to coast, to coast—and ignite reasons for optimism within us all.



In conversation
with author
Margaret Atwood



Performance by
iskwē



Comedy with
Ali Hassan



Outrageous
Optimism with
Bif Naked

PLUS

**Awarding of the Allan Slaight Prize for Journalism
Pre-and post-event virtual mingling!**

More will be announced nearer the date!

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Sponsors and their guests, and ticket buyers at the \$1,000 level and up, will receive a Guest Experience Package complete with a snack box for their own private cocktail reception.

This will include a cheese board, specialty cookies and chocolates, a Juice Concepts Beverage Trio for the cocktail or mocktail of your choice, and a special gift.

A tune-in link will be sent to all guests upon registration.

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Our Audience

The storytelling and convening power of The Walrus Gala will make your brand shine. The Walrus attracts a community of highly educated, affluent, curious, and civic-minded thought leaders and has one of the highest trust ratings.* By sponsoring our gala, you will join a high-value audience of influencers and decision-makers in support of award-winning Canadian journalism.

- Every MP, deputy minister and premier in the country receives a courtesy mailing of The Walrus
- Over 50% of our readers has a \$100K+ average household income
- Audience Highlights: Educated, Affluent, Trusting, Influential
- Our circulation has a guaranteed base rate of 45,544
 - 55% of readers are based in Ontario
 - 17% British Columbia
 - 10% Alberta
 - 1%–6% all other provinces
- Readership of 215,000
- 368,000 monthly online visitors
- 126,000 social media followers
- Between 25%–35% of online readership is comprised of audiences based in the U.S.

*96% trust in Canadian media, according to a 2019 survey by Proof

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SPONSORSHIP LEVELS

Visionary Sponsor \$50,000

- Twenty-four guests (individuals or up to four viewing parties, per the sponsor's preference^{*})
- Three full-page ads in The Walrus
- Corporate logo on digital content
- Corporate logo on the gala web page at *thewalrus.ca*
- Corporate logo on digital and printed collateral (invitations and social media posts)
- Guest Experience Package^{**} including Visionary Sponsor branded item(s)
- Logo placement on Guest Experience Package
- Speaking opportunity during the event
- Acknowledgement by the host during the event
- Trial of The Walrus Lab services to profile your company's brand

THE WALRUS GALA

**WEDNESDAY,
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SPONSORSHIP LEVELS

Extraordinary Sponsor \$35,000

- Twenty guests (individuals or up to four viewing parties, per the sponsor's preference^{*})
- Two full-page ads in The Walrus
- Corporate logo on digital and printed collateral (invitations and social media posts)
- Guest Experience Package^{**} including Extraordinary Sponsor branded item
- Logo placement on Guest Experience Package
- Acknowledgement by the host during the event
- Trial of The Walrus Lab services to profile your company's brand

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**WEDNESDAY,
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SPONSORSHIP LEVELS

Inspirational Sponsor \$20,000

- Ten guests (individuals or up to two viewing parties, per the sponsor's preference^{*})
- One full-page ad in The Walrus
- Logo placement on digital and printed collateral (invitations and social media posts)
- Guest Experience Package^{**} including Inspirational Sponsor branded item
- Acknowledgement by the host during the event

THE WALRUS GALA

**WEDNESDAY,
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SPONSORSHIP LEVELS

Legendary Sponsor \$10,000

- Ten guests (individuals or up to two viewing parties, per the sponsor's preference^{*})
- Guest Experience Package^{**}
- One-third of a page of advertising in The Walrus
- Logo placement on digital and printed collateral (invitations and social media posts)

Distinguished Guests \$1,000

- Guest Experience Package^{**}
- Recognition on digital and printed collateral

^{*} Guests who choose to experience The Walrus Gala in viewing parties are to sign waivers acknowledging that they are making this choice with consideration for regional public health guidelines.

^{**} Ticket-buyers and sponsors who contribute \$1,000 or more will receive a Guest Experience Package, which includes a culinary experience from Daniel et Daniel, delivered to their home or their guests' homes. Geographic restrictions may apply. Please contact The Walrus to confirm that your region is inside of the delivery zone.

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Today, more than ever, high-quality journalism and reporting is an essential service. Your support of The Walrus Gala will help us continue to provide in-depth, fact-checked, trustworthy journalism to readers across Canada and beyond.

Join us in outrageous optimism.

CONTACT INFO

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