



THE WALRUS GALA

Wednesday, May 18, 2022

The Fermenting Cellar,
Toronto's Distillery District

6 p.m. Cocktail reception
7 p.m. Celebration begins

**SPONSORSHIP
PACKAGE**

THE WALRUS GALA



Celebrating Curiosity

Because every conversation starts with a question, and every conversation begins with your support.

To bring Canadians stories that matter, we answer the who, what, when, where, why, and how. Our community is nurtured by an audience that believes in fact-fuelled journalism. Your actions today ignite the change of tomorrow. Thank you for being part of the conversation.

The Walrus Gala is an exhilarating annual fundraiser in which industry leaders and the culturally curious gather in support of critical conversations and fact-based journalism in Canada. We invite you to join us in celebrating the work of our writers, artists, and thought leaders—and to help build a stronger, more equitable society through the power of conversation.

Join these community leaders in sponsoring
The Walrus Gala 2022: Celebrating Curiosity



Diane Blake and Stephen Smith • Ira Gluskin and Maxine Granovsky Gluskin
David Binet • Shane and Kim Hollett • Janelle and Pierre Lassonde
Zai Mamdani • Melanie McCaig and Allan Magee
The McCaig Family: Ann, Roxanne, and Jane • Rosemary Phelan



Become a sponsor

An evening to remember, the storytelling and convening power of The Walrus Gala will make your organization shine. You will be part of a high-value audience, all of whom are committed to supporting and celebrating award-winning Canadian journalism. We invite you and your guests to help spark curiosity, fuel creativity, and strengthen Canada's conversation.

This evening in Toronto's Distillery District includes a cocktail reception, live performances, a sumptuous three-course meal prepared by Daniel et Daniel, and more. The event will be livestreamed to a national audience.

To book your table, please contact:

Vilayath Ali
Donor Relations Officer
vilayath@thewalrus.ca

Laura Lavie
Development Director
laura@thewalrus.ca

The Fermenting Cellar will manage COVID screening protocols, which will be communicated to all guests in advance. Capacity protocols will be in place.



Visionary Sponsor \$50,000

- Sixteen guests (two tables)
- Three full-page ads in The Walrus
- Corporate logo on digital and printed collateral, digital projections, and GOBO lighting at venue
- Logo placement and sampling opportunity in guest swag bag
- In-bag branded flyer with sponsor logo, bespoke message of support and one complimentary subscription of The Walrus.
- Speaking opportunity from stage
- Acknowledgement by the host from stage

Extraordinary Sponsor \$25,000

- Sixteen guests (two tables)
- Two full-page ads in The Walrus
- Corporate logo on digital and printed collateral, and digital projections
- Branded item in guest swag bag
- Logo placement on guest swag bag
- Acknowledgement by the host from stage

Inspirational Sponsor \$20,000

- Eight guests (one table)
- One full-page ad in The Walrus
- Corporate logo on digital and printed collateral, and digital projections
- Branded item included in guest swag bag
- Acknowledgement by the host from stage

Legendary Sponsor \$10,000

- Eight guests (one table)
- One-third of a page of advertising in The Walrus
- Logo placement on digital and printed collateral

Distinguished Supporter \$1,000

- Recognition on digital and printed collateral
- Individual ticket holders will receive a tax receipt for the maximum eligible amount