

A photograph of a brick wall with a dark arched window. To the right of the window is a glowing neon sign in the shape of a walrus head. The sign is white with a pinkish-purple glow. The wall is made of light-colored bricks with some peeling paint. The overall image has a purple tint.

# 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

BACK  
LIVE!

## 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**

Labatt

ADVENTURE  
CANADA

AIR CANADA

Bennett Jones

canada

life

Desjardins

GILEAD  
Creating Possible

mattamy-HOMES

mccarthy  
tetrauit

Meta

N|A|T|I|O|N|A|L

RBC Foundation

SAMUEL CENTRE  
FOR SOCIAL  
CONNECTEDNESS

Shaw

SRA

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.**

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**To book your table,  
please contact:**

**Vilayath Ali**  
Donor Relations Officer  
[vilayath@thewalrus.ca](mailto:vilayath@thewalrus.ca)

**Laura Lavie**  
Development Director  
[laura@thewalrus.ca](mailto:laura@thewalrus.ca)

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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