

# THE WALRUS

## THE WALRUS GALA

# Who We Are Now

*Celebrating 20 years of Canada's  
conversation and countless more to go*

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Wednesday  
May 3, 2023  
6:30 p.m. – Midnight

Ricarda's Atrium  
134 Peter Street  
Toronto, Ontario

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SPONSORSHIP PACKAGE

# THE WALRUS GALA

Since 2003, The Walrus has raised the bar for excellence in fact-checked, trusted journalism in Canada. Our award-winning publication, online journalism, ideas-based events, podcasts, and more bring Canada's most important conversations to audiences from coast to coast to coast—and beyond its borders.

As a registered charity with an educational mandate, The Walrus relies on its community to secure the future of Canadian journalism. The Walrus is invested in the idea that a healthy society relies on informed citizens. We are recognized by peers and institutions as a vital voice in journalism.

This year's gala will showcase 20 years of magazine covers, inspired by the best artists in the country, featured on our covers since 2003. Guests will be immersed in the history of The Walrus and will experience the most exciting cover designs and bylines, in celebration of this milestone.

Join us in celebration of this important milestone, marking two decades of independent, fact-based journalism at The Walrus—and help it thrive for years to come.

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**Reserve your spot now!**

**Laura Lavie**  
Development Director  
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[thewalrus.ca/gala](http://thewalrus.ca/gala)

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# Become a Sponsor

The storytelling and convening power of The Walrus Gala will make your organization shine. You will be part of a well-connected audience, committed to supporting and celebrating award-winning Canadian journalism. We invite you and your guests to help fuel creativity, strengthen Canada's conversation, and be part of who we are now.

The evening includes a cocktail reception, live performances, a sumptuous three-course meal, an after party, and more!

## Customizable Sponsorship Opportunities

These special hosting moments are unique to our 20th anniversary celebration, and provide networking with leaders in business, culture, and government.

### Canada's Conversation Hour \$25,000



A unique opportunity to activate The Walrus cocktail reception, and generate pre-event excitement and cross-country networking. Let the conversation flow!

### In the Mix: After Party \$25,000

Did you know The Walrus is a party animal? The real fun begins here, with your brand highlighting some of the best memories of the evening.

The Walrus will help create activations for your brand at the cocktail reception and after party. Sponsor benefits include one table for eight, one full page ad in The Walrus special 20th anniversary issue, headline recognition and logo on all collateral, and a digital big box ad on *thewalrus.ca*.

## Presenting Sponsor \$50,000

- Sixteen guests (two tables), premium seating
- Speaking opportunity from stage
- Headline recognition as 20th Anniversary Presenting Sponsor on digital and printed collateral
- Social media promotion (Facebook, Instagram, Twitter — 159K+ followers)
- Three full-page ads in The Walrus, including one in the special 20th anniversary issue\*
- Corporate logo on digital and printed collateral

## Extraordinary Sponsor \$35,000

- Sixteen guests (two tables)
- Acknowledgement by the host from stage
- Headline recognition as 20th Anniversary Extraordinary Sponsor on digital and printed collateral
- Social media promotion (Facebook, Instagram, Twitter — 159K+ followers)
- Two full-page ads in The Walrus, including one in the special 20th anniversary issue\*
- Corporate logo on digital and printed collateral

## 20th Anniversary Champion \$20,000

- Eight guests (one table)\*\*
- Acknowledgement by the host from stage
- Headline recognition as 20th Anniversary Champion on digital and printed collateral
- One full-page ad in The Walrus special 20th anniversary issue\*
- Logo placement on digital and printed collateral

## 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 Guest \$1,250

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

\* The Walrus 20th anniversary issue will be published in May. Deadline for ad creative is April 1, 2023

\*\* Option to purchase up to two additional seats for a maximum of ten guests per table

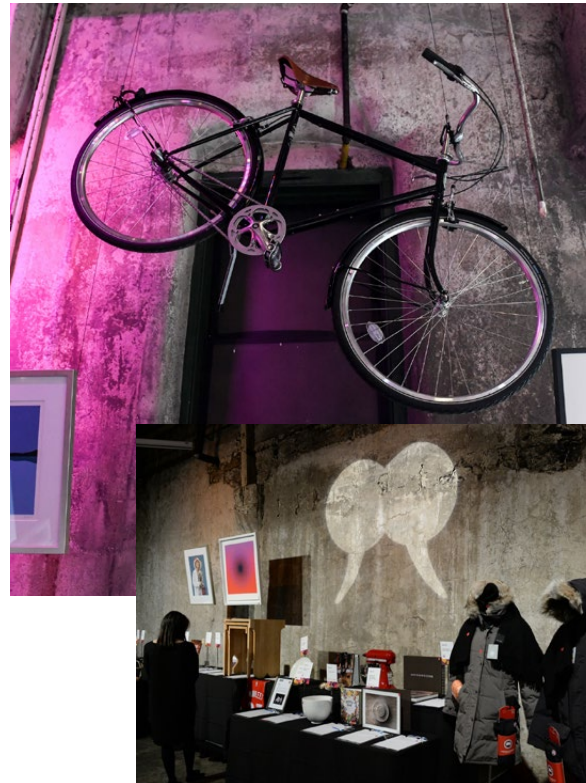
# National Auction

The Walrus Gala auction is highly anticipated by gala guests and audiences across Canada. Every year we assemble one-of-a-kind experiences—many exclusive to The Walrus—the sale of which raises the funds necessary to keep our journalism accessible, independent, and of the highest quality.

The online auction is promoted nationally, opening approximately a week before the gala, and closes at 10 p.m. ET on the evening of the event. Items and experiences are featured on Givergy, a trusted auction and donation platform. Guests can bid and purchase on items from across Canada.

As an auction donor, you will receive recognition on social media, in newsletter promotion of the event, on slides and live feeds at the venue, and on the auction website. Your brand, and your investment in the work of The Walrus, will be broadcast to a national audience and viewed by event attendees, sponsors, donors, and partners.

Support the future of independent Canadian journalism by donating to our auction and receive national publicity from one of Canada's most trusted media organizations.



Individuals and organizations who have supported us in the past include Adventure Canada, Air Canada, the AGO, Edward Burtynsky, Cabot Links Golf Course, Cardinal Gallery, Charles Pachter, Kelowna Art Gallery and Okanagan Winery, Naheed Nenshi, Anna Maria Tremonti, and more. You can check out The Walrus Gala Silent Auction 2022 webpage for more information [here](#).

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**To be part of The Walrus Gala National Auction, please contact:**

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