

— 2025 —

# THE WALRUS GALA

## In Conversation

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## SPONSORSHIP OPPORTUNITIES

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Wednesday, May 14, 2025  
6:30 p.m. – Midnight

Ricarda's Atrium  
134 Peter Street, Toronto



**The Walrus is dedicated to the exchange of ideas and conversation on matters vital to Canada. As a registered charity with an educational mandate, we are working towards a future in which Canada's conversations are thoughtful, fact-based, and accessible to all.**

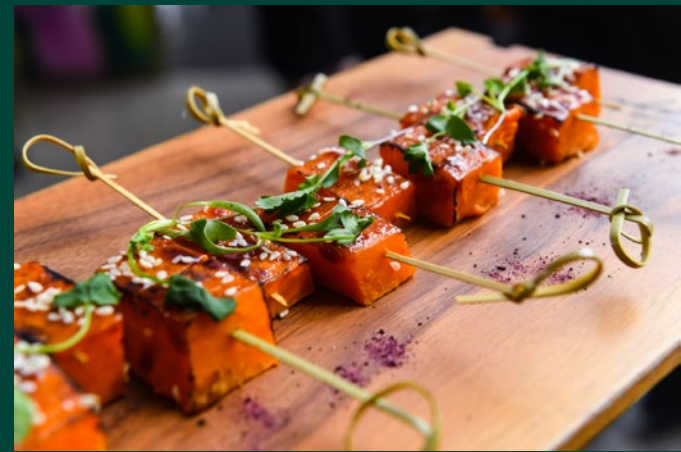
Every year, The Walrus Gala raises the funds needed to power the best of Canada's fact-based journalism and storytelling. Thanks to our sponsors and guests, we are able to keep Canada's conversations and analyses on the issues of the moment alive and thriving, sustaining a strong, healthy democracy.

Our unique event format encourages guests to leave their tables, and mix and mingle with friends, old and new. Last year, we enhanced the gala to emphasize more conversation and networking — put simply, fewer presentations from the stage, and more conversation!

Join us for The Walrus Gala 2025 as we celebrate Canada's boldest conversations, and secure the future of independent media in this country.

**[CLICK HERE](#) to look back on  
The Walrus Gala 2024:**

**An exhilarating evening of conversation and culinary experiences, with pop-up performances by Canadian artists!**



# The Walrus Gala is the event of the year for the culturally curious and the civic-minded.

The Walrus Gala is best known for bringing people together. It is Canada's premier networking event, welcoming up to 350 industry leaders, entrepreneurs, and influencers, for an evening of conversation, new connections, and fun.

The nationally-recognized convening power of The Walrus Gala will make your brand shine. You will be part of an influential audience who are committed to raising the bar for Canada's future. Whether you are a lead sponsor or individual ticket holder, The Walrus Gala is an ideal business development and networking opportunity for organizations and individuals looking to make their mark, and forge strong connections with leaders across industries.



**"It was a spectacular event. I liked the dinner set up. Most galas have you stuck seated for hours which limits your ability to network and chat with others."\***

**"The food, the venue, the vibe"\***

\* Guest and sponsor feedback via our post-event survey

## Recent sponsors and guests have included:



**PLUS: Elamin Abdelmehmoud, Margaret Atwood, Mayor Olivia Chow, Ira Gluskin and Maxine Granovsky Gluskin, Shinan Govani, Lisa LaFlamme, Connie Walker, and others**

Check out info, sponsors, and photos from The Walrus Gala 2024 [here](#).

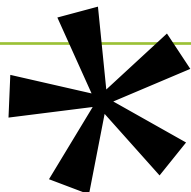
## LEAD SPONSOR OPPORTUNITIES

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### Presenting Sponsor\*

**\$35,000** (1 X OPPORTUNITY)

- Custom sponsorship naming
- Title sponsorship recognition and branding at key areas of the event space, in visual assets and programmed content
- 12-person lounge with dedicated table and bottle service
- Prominent author, editor, or journalist at your table
- Digital advertising at *thewalrus.ca* for a two-week period, plus 2 × full-page ads in our print issues during 2025
- Social media promotion (150K+ followers) before, during and after the gala
- One-year print subscription to The Walrus for your guests



For these two lead sponsor opportunities, we will be happy to discuss the possibility of a brand activation at the event.

### Canada's Conversation Sponsor\*

**\$30,000** (1 X OPPORTUNITY)

**SOLD**

- Sponsorship recognition and branding at key areas of the event space (bars and lounge areas), in visual assets and programmed content
- Branded support of a specific event element, TBD in collaboration with sponsor
- 12-person lounge with dedicated table and bottle service
- Prominent author, editor, or journalist at your table
- 2 × full-page ads in The Walrus print edition, 2025
- Social media promotion (150K+ followers) before, during and after the gala
- One-year print subscription to The Walrus for your guests

All guests will enjoy sumptuous appetizers and dinners by Ricarda's chef Julien Laffargue, an open bar serving wines, house cocktails and mocktails, and pop-up performances by local creators.

## PREMIER SPONSOR OPPORTUNITIES

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### **Live Arts Champion** **\$25,000** (1 x OPPORTUNITY)



- Sponsorship recognition as Live Arts Champion in all visual assets
- 12-person lounge with dedicated table and bottle service
- Prominent author, editor, or journalist at your table
- 1 x full-page ad in The Walrus print edition, 2025
- Social media promotion (150K+ followers) before, during and after the gala
- One-year print subscription to The Walrus for your guests

### **Extraordinary Sponsor**

**\$20,000**

(6 x OPPORTUNITIES)

- Top-tier sponsorship recognition on assets in the event space and collateral
- 10-person lounge with dedicated table and bottle service
- Prominent author, editor, or journalist at your table
- 1 x full-page ad in The Walrus print edition, 2025
- Social media promotion (150K+ followers) before, during and after the gala
- One-year print subscription to The Walrus for your guests

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**Above: Dance group House of Sole performs at The Walrus Gala 2024**

## NATIONAL AUCTION

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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 closing 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 product and brand will reach a national audience and be viewed by event attendees, sponsors, donors, and partners.

Support the future of independent Canadian journalism by donating to our auction and receive cross-country 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, Charles Pachter, Anna Maria Tremonti, and more.

## Auction Sponsor

**\$15,000** (1 X OPPORTUNITY)

- 10-person reserved lounge with dedicated table and bottle service
- Logo recognition on welcome signage, all auction screens, auction web page, visual assets, e-blasts (55,000+ recipients), and social media (150K+ followers)
- Sponsorship of virtual auction technology (Givergy)
- Shout out from the stage by event host or co-chairs
- 1 x full-page ad in The Walrus print edition, 2025
- One-year print subscription to The Walrus for your guests

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For more information, check out the [Silent Auction web page from the The Walrus Gala 2024](#) here.



## PREMIER SPONSOR OPPORTUNITIES

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### Welcome Sponsor

**\$15,000** (1 X OPPORTUNITY)

- 10-person reserved lounge with dedicated table and bottle service
  - Logo recognition on welcome signage, event collateral, and social media (150K+ followers)
  - Verbal welcome by staff at guest registration, which includes personalized sponsor mention
  - 1 x full-page ad in The Walrus print edition, 2025
  - One-year print subscription to The Walrus for your guests
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### Inspirational Sponsor

**\$12,500** (10 X OPPORTUNITIES)

*This is the standard, most popular table option*

- 10-person lounge with table service
- Sponsorship recognition on all visual assets
- 1 x 1/3-page ad in The Walrus print edition, 2025
- Social media promotion (150K+ followers) before, during and after the event
- One-year print subscription to The Walrus for your guests





## SPONSOR & INDIVIDUAL TICKET OPPORTUNITIES

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### Legendary Sponsor \$10,000 (4 X OPPORTUNITIES)



- 8-person lounge
- Sponsorship recognition on all visual assets
- 1 x 1/3-page ad in The Walrus print edition, 2025
- Social media promotion (150K+ followers)
- One-year print subscription to The Walrus for your guests



### Photo Booth Sponsor \$10,000 (1 X OPPORTUNITY)

- 8-person lounge adjacent to the photo booth (with corresponding branding)
- Sponsorship recognition on all visual assets
- 1 x 1/3-page ad in The Walrus print edition, 2025
- One-year print subscription to The Walrus for your guests

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### Distinguished Guest: Individual Ticket \$1,250 PER TICKET

- Mix and mingle at your table with industry leaders and influencers\*
- Recognition on visual assets at the event
- Individual ticket holders receive a tax receipt for the maximum allowable amount\*\*

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\* We will work to accommodate seating requests and preferences where possible

\*\* Tax receipts will factor in hard event costs according to CRA regulations



# THE WALRUS GALA

We look forward to hosting you at The Walrus Gala 2025. Thank you for directly supporting independent, fact-checked journalism at The Walrus.

To reserve your spot, please contact:

**Laura Lavie**  
Head of Philanthropy  
[laura@thewalrus.ca](mailto:laura@thewalrus.ca)

**Kris-John Kucharik**  
Senior Manager, Philanthropy  
[kris-john@thewalrus.ca](mailto:kris-john@thewalrus.ca)

*thewalrus.ca*