

IT'S ALWAYS SOMETHING!

AN EVENING OF MUSIC, COMEDY AND DANCE



to benefit **Gilda's Club Greater Toronto**
providing social and emotional support to anyone touched by cancer.

The most **STAR-STUDED** night of the year, **IT'S ALWAYS SOMETHING!** is an unprecedented combination of entertainment, celebrity and party, perfect to share with clients, employees, family and friends.

Here are some of the stars who have helped raise over \$2,000,000 (net) in the last six years.

<i>Eugene Levy</i>	<i>Andrea Martin</i>	<i>Colin Mochrie</i>	<i>Mickey Dolenz</i>
<i>Eric McCormack</i>	<i>Steve Martin</i>	<i>Sheila McCarthy</i>	<i>Radio City Rockettes</i>
<i>Nelly Furtado</i>	<i>Martin Short</i>	<i>Measha Brueggergosman</i>	<i>Great Big Sea</i>
<i>Anne Murray</i>	<i>Diana Krall</i>	<i>Victor Garber</i>	<i>Lighthouse</i>
<i>Kim Cattrall</i>	<i>Carla Collins</i>	<i>Brent Butt</i>	<i>the casts of:</i>
<i>Jann Arden</i>	<i>Sean Cullen</i>	<i>Drew Carey</i>	<i>Hairspray</i>
<i>Bryan Adams</i>	<i>Tom Cochrane</i>	<i>Smothers Brothers</i>	<i>Mamma Mia</i>
<i>Russell Peters</i>	<i>Amanda Marshall</i>	<i>Ben Mulroney</i>	<i>The Lion King</i>
<i>Sandra Shamas</i>	<i>Jeanne Beker</i>	<i>Ron James</i>	<i>Movin' Out</i>

GILDA RADNER, star of *Second City* and *Saturday Night Live*, who died of cancer in 1989, advocated "no one should face cancer alone." Established in 2001, **Gilda's Club Greater Toronto** hosts workshops, counseling and social events in a home-like setting. Here, concerns about treatment, social stigma, financial and emotional hardship are shared, challenged and even overcome. Each year over 1,200 men, women, teens and kids make over 10,000 visits.

Gilda's Club is the missing link in the cancer care system.

For sponsorship, donation and ticket information, call 416 214 9898
or go to www.itsalwaysomething.ca.



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PRESENTING SPONSOR \$100,000

(Exclusive to one participant.)

Your company wordmark appears above the title on:

1. Printed material including program, flyers, posters, inserts, tickets and online.
2. Signage for theatre lobby and post-show gala.
3. Photo backdrop at post-show gala.
4. TV, print and online advertising and publicity.

PLUS:

5. Spoken word recognition as "Your company presents...It's Always Something" on radio and TV.
6. Media photo opportunities against photo backdrop with corporate wordmark.
7. Your own full page welcome message in the IAS program.
8. One full page advertisement in the IAS program.
9. On-stage welcome/thank you opportunity for your CEO during IAS.
10. On-stage mention/thank you by IAS Master of Ceremonies.
11. 40 gold IAS tickets – best available seating.
12. 40 invites to post-show gala featuring IAS celebrities.

PLUS:

13. Opportunity to host reception at Gilda's Club for company and clients.

EVENT SPONSOR \$50,000

Your company wordmark appears below the title on:

1. Printed material including program, flyers, posters, inserts and online.
2. Signage for theatre lobby and post-show gala.
3. Photo backdrop at post-show gala.
4. Print and online advertising and publicity.
5. Media photo opportunities against photo backdrop with corporate wordmark.
6. One full page advertisement in the IAS program.
7. On-stage welcome/thank you opportunity for your CEO during IAS.
8. On-stage mention/thank you by IAS Master of Ceremonies.
9. 20 gold IAS tickets – best available seating.
10. 20 invites to post-show gala featuring IAS celebrities.

PLUS:

11. Opportunity to host reception at Gilda's Club for company and clients.



*"The most entertaining
two hours you can
experience...
in a theatre!"*

EUGENE LEVY



*"Hosting was like
parasailing nude,
landing on a mound of
goose down while
sipping a martini.
I can't wait to do it
again!"*

KIM CATTRALL

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POST-SHOW GALA RECEPTION \$30,000

Host the post-show gala reception for IAS celebrities and gold ticket audience members at the theatre, complete with signage and product placement throughout the event. Plus:

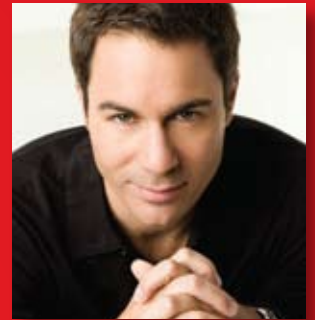
Your company wordmark appears on:

1. Printed material including program.
2. Signage in theatre lobby.
3. Print and online advertising and publicity.
4. One full page advertisement in the IAS program.
5. On-stage mention/thank you by IAS Master of Ceremonies.
6. Company photo opportunity at IAS with corporate wordmark.
7. 12 gold IAS tickets – best available seating.
8. 12 invites to post-show gala featuring IAS celebrities.

ASSOCIATE SPONSOR \$25,000

Your company wordmark appears on:

1. Printed material including program, flyers, posters, inserts and online.
2. Signage in theatre lobby.
3. Print and online advertising and publicity.
4. One half page advertisement in the IAS program.
5. On-stage mention/thank you by IAS Master of Ceremonies.
6. Company photo opportunity at IAS with corporate wordmark.
7. 10 gold IAS tickets – best available seating.
8. 10 invites to post-show gala featuring IAS celebrities.



"Always one of the highlights of my year. I belt out a few numbers (usually in ridiculous clothes!) for one of the great, necessary community organizations."

ERIC McCORMACK



"The Music, The Laughter, The People. It's awesome!"

NELLY FURTADO

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SUPPORTING SPONSOR \$15,000

Your company wordmark appears on:

1. Printed material including program.
2. Signage in theatre lobby.
3. Print and online advertising and publicity.
4. One-quarter page advertisement in the IAS program.
5. On-stage mention/thank you by IAS Master of Ceremonies.
6. Company photo opportunity at IAS with corporate wordmark.
7. 6 gold IAS tickets – best available seating.
8. 6 invites to post-show gala reception featuring IAS celebrities.

FRIENDS SPONSOR \$5,000

1. Your company wordmark appears on printed material including program.
2. 2 gold IAS tickets – best available seating.
3. 2 invites to gala post-show reception featuring IAS celebrities.

For More Information on It's Always Something and Gilda's Club, please visit: www.itsalwayssomething.ca



"I have been honored to host IT'S ALWAYS SOMETHING, literally 'The Best of Canada!'"
RUSSELL PETERS