



Introducing the 23<sup>rd</sup> Annual

# BATTLE OF THE BRAINS

Sponsorship Opportunity

Thursday, May 11, 2017

ATTIRE WHERE WHEN

5:30 pm - Cocktails  
6:30 pm - Dinner & Battle  
9:30 pm - After-Party

The Bram & Bluma Appel Salon  
Toronto Reference Library  
2<sup>nd</sup> Floor, 789 Yonge Street  
Toronto

Black Tie



Hosted by Patricia Lovett-Reid, Chief Financial Commentator, CTV News

# ABOUT DAYTRIPPERS

Daytrippers Children Charity is a non-profit organization formed in Toronto by a group of young professionals seeking to give back to the community. We believe that every student should have the opportunity to visit unique places of learning: from museums to art galleries to conservation areas and beyond. Children deserve the right to learn about the world outside their classroom.

Unfortunately many school boards suffer from lack of funding or are understaffed for school trips. Through its fund-raising efforts, Daytrippers enables school groups in lower-income and far-reaching areas to participate in school trips to recognized educational and cultural institutions. Since inception, Daytrippers Children's Charity has raised more than \$2.5 million and sent more than 175,000 students on unique educational trips. Staffed entirely by volunteers, Daytrippers has positively impacted students in school boards across Ontario, British Columbia, Nova Scotia, Alberta, and Prince Edward Island.

# ABOUT BATTLE OF THE BRAINS

Now in its 23rd year, *Battle of the Brains* is an annual Daytrippers fundraising gala event that brings together professionals from some of Toronto's most prominent and influential business firms under one roof in an exciting trivia challenge. This black tie gala event boasts a cocktail reception, gourmet dinner, and after-party, but the truly distinguishing element of the night is the *Trivia Challenge!*

Corporate teams go head-to-head in an all-out battle of knowledge, brain power, mental wit, and rapid-fire thinking. The prize? The winning team is presented with the coveted Battle Cup along with an entire year of bragging rights until next year's Battle! After 10 rounds of 5 questions, only the brightest and brainiest team emerges victorious!

Become a sponsor for Daytrippers *Battle of the Brains* and be a part of one of Toronto's most entertaining, interactive and engaging fundraising events. As an Official Sponsor, you will have a unique opportunity to shape this gala event and contribute fundraising support to a cause that will make a real difference to thousands of school children across Canada.

Daytrippers offers a variety of sponsorship opportunities and we are committed to helping you discover the best way to partner with us. Explore our options and contact us today!

## DAYTRIPPERS BOARD

Allison Pether, *Executive Director*  
Victoria Bovaird, *Deloitte*  
Michael Comisarow, *Credit Suisse*  
Jeff Freeborough, *Caldwell Partners*  
Rashay Jethalal  
Lloyd Hong, *Franco-Nevada*  
Don Robertson, *Scotiabank*  
Sean Robitaille, *Griffen Capital*  
Huy Do, *Board Advisor, Fasken Martineau*

## BATTLE OF THE BRAINS ORGANIZING COMMITTEE

Ian Ruberry, *Co-Chair*  
Joy Savage, *Co-Chair*  
Gaspar Csete, *Mini-Battle*  
Christina D'Alimonte, *Sponsorship*  
Nikita Jhaveri, *Gift-In-Kind*  
Mandy Tran, *Volunteers*



2016 Battle of the Brains Champions: Capital One Alumni

**Last year's event welcomed over 250 participants from several of Canada's most influential corporations.**

Blacksmith Public School  
Brettler/Mintz Foundation  
Callidus Capital Corp  
Capital One  
Capital One Alumni  
CGI  
CIBC  
Credit Suisse

Deloitte Human Capital  
Deloitte Service Operations  
Fasken Martineau  
Kinross Gold Corporate  
Manulife Capital Markets  
McCarthy Tétrault  
Miller Thomson LLP  
Monitor Deloitte

National Bank Financial  
PwC, Consulting & Deals  
RBC  
RBC Capital Markets  
Scotiabank Global Banking and Markets  
Waratah Capital Advisors

# BATTLE OF THE BRAINS SPONSORSHIP OPPORTUNITIES

Daytrippers approaches sponsorships as true partnerships, designed to meet the needs of our sponsors, our audience, and our mission. Becoming a *Battle of the Brains* sponsor will provide your company with valuable access to professionals from across a range of industries, including banking, law, mining, and professional services. Please take a moment to review our Sponsorship Opportunities below.

*\*All of the below sponsorships can be further customized in order to meet your marketing needs.*

## TITLE SPONSOR - \$25,000

Reach a highly desirable demographic of influential business professionals with targeted experiential marketing and sampling opportunities.

### HOSPITALITY BENEFITS

- Includes a front-row table for 10 guests at the 2017 *Battle of the Brains*
- Opportunity to have the host as a guest at your table
- Free Mini Battle prior to event - for practice, team building, or just for fun! (\$2,500 value)
- 4 complimentary tickets to the *Battle of the Brains After Party* (\$160 value)
- Sponsorship Thank You certificate

### ADVERTISING BENEFITS

- Receive logo or wordmark recognition on *Battle of the Brains* visible online assets, print publications, and marketing materials
- Place a gift on each table (or table setting) at event with corporate logo
- On-stage presence and speaking opportunity for senior executive on event night
- Award presentation of the Battle Cup and photo with host and winning team
- With the support of the *Battle of the Brains* brand, execute consumer or trade promotions at the event to create brand excitement and drive your marketing objectives
- Social media recognition on Daytripper's social media sites (Facebook, Twitter and LinkedIn)
- Play a corporate commercial on screens during event

*\*The following sponsorship opportunities do not include tickets or a table to the Battle of the Brains gala event*

## BATTLE CUP SPONSOR - \$10,000

Your firm will be recognized throughout the evening as the Battle Cup Sponsor. For the 2017 Battle your name will be synonymous with the Battle Cup.

## RED CARPET SPONSOR - \$3,500

Wow guests as they enter the event by sponsoring the Red Carpet arrival.

## WILDCARD SPONSOR

Sponsor the prizes given out to players as part of the "Wildcard Round".

## TECHNOLOGY SPONSOR - \$5,000

Your firm will be the heart of the Battle by sponsoring the Battle of the Brains game technology.

## CATEGORY SPONSOR - \$2,500

Increase your profile by sponsoring one of the 10 *Battle of the Brains* subject categories.

## IN-KIND SPONSOR

Prefer to donate goods or services to show your support? We will work with you to create a package that suits your advertising needs.

### FOR ADDITIONAL INFORMATION

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Daytrippers Children's  
Charity

