



**CHARITY TRIVIA NIGHT:  
SPONSORSHIP OPPORTUNITIES**

# Executive Summary

## ABOUT SHRUTI → PAGE 3

- Dora-award winning Canadian stage actress
- Suffered severe and sudden stroke on 7 March 2020 at the age of 30, losing all functionality on her left side
- Reframed anniversary of her stroke as a day of gratitude and celebration - her 'Stroke of Genius' day

## ABOUT THE EVENT → PAGE 4

- When: March 7 2024, 6:30PM
- Where: Bishop Strachan School, Toronto
- Who: ~120 local network.
- Access: Invitation only. Tickets \$150.
- What:
  - Digital pub quiz
  - Silent auction (ongoing)
  - Lively music & event slideshow (ongoing)
  - Complimentary drinks + array of delicious foods

## ABOUT THE CAUSE → PAGE 5

- UHN Foundation: Part of University Health Network (UHN). Raises funds for research, education and enhancement of patient care
- Krembil Brain Institute: Team of clinicians and scientists specialising in problems of the brain and spine
- Toronto Rehab: One of North America's leading rehab science centres, including the KITE Research Institute

## SPONSORSHIP PACKAGES → PAGE 6

- Venue sponsor: SOLD - *The Bishop Strachan School*
- Food sponsor: \$5,000
- Drinks sponsor: \$2,000
- Quiz sponsor: \$1,000
- Favours sponsor: \$500
- Prize sponsor: \$250

## About Shruti

Shruti Kothari has always been a character. From her early childhood, her greatest passion has been to perform and entertain others. As an adult, she channelled this passion into a dynamic career as a successful stage actress, performing at the Stratford Festival, Young People's Theatre, Thousand Islands Playhouse, and more.

On March 7, 2020, Shruti's life changed in an instant when she suffered a severe brain haemorrhage and stroke that paralysed the left side of her body. She was only 30 years old.

In the hours, days, weeks, and months that followed, the incredible teams at the Toronto Western Hospital and Toronto Rehab Institute saved Shruti's life and set her on the path to recovery. In the years since, she has continued to make immense progress with the support of these teams.

Shruti has chosen to frame the anniversary of her stroke as a day of gratitude and celebration - her 'Stroke of Genius' day. She is also determined to support the extraordinary doctors, scientists, and other medical professionals conducting ground-breaking research to understand the human brain and developing ways to help those who have suffered from brain injuries.

This year, together with her sisters, Akshara Chandhok and Shraddha Walker, Shruti has organised a fundraising trivia night to support the Krembil Brain Institute and Toronto Rehab Institute through the UHN Foundation.

# About the Event

**When:** Tuesday 7 March, 2024, 6:30PM

**Where:** The Bishop Strachan School - Student Centre

**Who:** ~120 guests from in and around the Toronto area. By invitation only.

**What:** Upon arrival, guests will be greeted by lively music while enjoying an array of delicious food and a selection of complimentary drinks. At the height of the evening, there will be a 'digital pub quiz', with guests participating in small teams through their smartphones. Throughout the evening, a silent auction will be taking place, offering an array of prizes.

# About the Cause

## UHN Foundation

Part of University Health Network (UHN), UHN Foundation raises funds for research, education and the enhancement of patient care at Toronto General and Toronto Western hospitals, Toronto Rehab and The Michener Institute of Education at UHN. With donor support, UHN Foundation is helping UHN pursue new knowledge to build a healthier world.

## Krembil Brain Institute

The Krembil Brain Institute at Toronto Western Hospital is home to the world's largest, most comprehensive and most specialized team of clinicians and scientists, uniquely working hand in hand to prevent and confront problems of the brain and spine. Alzheimer's, Parkinson's, stroke and many other conditions affect millions worldwide. Through state-of-the-art patient care and advanced research, the Krembil Brain Institute team is working relentlessly to make tomorrow's solutions a reality today.

## Toronto Rehab

One of North America's leading rehabilitation sciences centres, Toronto Rehab is revolutionizing rehabilitation by helping people overcome the challenges of disabling injury, illness or age-related health conditions to live active, healthier, more independent lives. As the largest hospital in Canada dedicated to adult rehabilitation, Toronto Rehab integrates innovative patient care, ground-breaking research and diverse education to build healthier communities and advance the role of rehabilitation in the health system. Toronto Rehab is also conducting game-changing research through the KITE Research Institute at UHN, the number-one rehabilitation research institute in the world. The scientists at KITE are redefining rehabilitation, developing revolutionary tools, technologies and treatments that are helping patients reach their rehabilitation goals faster.

# Sponsorship Packages

*All sponsors will be given brand exposure on digital event materials, including direct links from the website, and recognition in the slides at the event. Sponsors will be recognised as UHN Foundation Donors (listed on TGH / TWH donor walls and in annual report) as appropriate to giving history, and will be provided with a business receipt for the full amount of sponsorship or a personal receipt for the maximum allowable amount.*

Sponsorship type	Value	Additional benefits
<b>Venue sponsor (1)</b> Provides or sponsors the venue and facilities for the event, including on-site support (e.g. reception, A/V support, etc.).	<b>SOLD</b>	Inclusion in media publicity and joint social media posts. Verbally recognised by hosts at the event.
<b>Food sponsor (1)</b> Provides or sponsors the food and catering services for the evening, consisting of an array of finger foods.	<b>\$5000</b>	Additional exposure on physical materials (e.g. menu). Opportunity to provide branded swag / brochure for guests in favour bag.
<b>Drinks sponsor (1-2)</b> Provides or sponsors beverages and bar service for the evening, incl. soft drinks, wine, beer, and a selection of spirits.	<b>\$2000</b>	Additional exposure on physical materials (e.g. drinks menu). Opportunity to provide branded swag for guests in favour bag.
<b>Quiz sponsor (1-3)</b> Sponsors development of the trivia quiz (or one of the three sections of the quiz).	<b>\$1000</b>	Verbally recognised by hosts at the event. Additional exposure with sponsor-related question(s) in quiz. Opportunity to provide branded swag for guests in favour bag.
<b>Favour sponsor (1-3)</b> Sponsors or contributes to the favour bags provided to all attendees at the end of the event.	<b>\$500</b>	Verbally recognised by hosts at the event. Opportunity to provide branded swag / brochure for guests in favour bag.
<b>Prize sponsor (1-3)</b> Sponsors or provides the prizes for the first, second, and/or third-place teams in the trivia quiz at the night of the event.	<b>\$250</b>	Verbally recognised by hosts at the event. Opportunity to provide branded swag / brochure for guests in favour bag.

## Contact Us

If you don't see the right sponsorship level for your philanthropic and marketing needs, please contact us to create a bespoke package for you. Stroke of Genius is also interested in Gift in Kind product and auction donation items.

For further information or to confirm your sponsorship, please contact:

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For queries about the UHN Foundation, please contact:

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