



Andrew Ascenzo



Mike Janzen



The Yes Men



Patty Bowman Kingsley



Julie Nesrallah



Susan Aglukark



Wendy Zhou



SarahRose Black

FRIDAY MAY 5, 2023

2023 SPONSORSHIP PROGRAM

AN INTIMATE MUSICAL EVENING TO BENEFIT



Voices THAT Care 2023

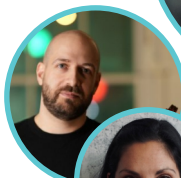
2023 Sponsorship Program

Voices that Care is a concert that benefits the Room 217 Foundation, a health arts charity organization dedicated to enriching the care experience through music. Room 217's music care approach includes purposefully designed music care resources for vulnerable populations, education for caregivers who wish to integrate music into care practice, and an integrated model of music care helping health care organizations optimize music through music care certification. Proceeds from Voices that Care 2023 will be used in our "Care for the Caregiver" program that brings a wellness focus into our music care programming.

The event will be held on Friday, May 5, 2023 at the
ESG Concert Hall, 37 Lytton Blvd, Toronto, ON.



Susan Aglukark is a singer-songwriter and author for over 25 years. Susan is the first Inuk artist to win a Juno (3) and a Governor General's Performing Arts Award for lifetime artistic achievement, she is an officer of the Order of Canada, holds several Honourary Doctorate degrees and most recently became the 2022 Humanitarian Juno Award recipient.



Andrew Ascenzo is a Cellist performing regularly as a soloist, chamber musician, and orchestral cellist, and is a professor at the University of Toronto's Faculty of Music.



SarahRose Black is a certified music therapist and registered psychotherapist, specializing in palliative care and psychosocial oncology at both the Princess Margaret Cancer Centre and Kensington Hospice in Toronto, Canada. Dr. Black is an accomplished pianist, vocalist, and music health educator.



The Yes Men are **Pat McKenna** | **Neil Crone** | **Kevin Frank**. – They are Second City Mainstage veterans and household names in the Canadian Television and film biz. The Men collectively bring over a thousand years of Improv Comedy experience to the stage... in dog years!



Patty Bowman Kingsley is a sought after, visual artist. Patty's passion for creating community art has been seasoned for over thirty years in communities of diverse interests and backgrounds. Her art intuitively connects individuals to hope.



Mike Janzen is a Juno nominated musician with a background in jazz, classical, and popular music. Throughout his career, he has collaborated with Daniel Lanois, Hugh Marsh, Sarah Slean, Steve Bell, and Phil Dwyer, CBC and the Winnipeg Symphony Orchestra.



Julie Nesrallah is the host of Tempo on CBC Music and has been the recipient of several distinguished awards including the Canada Council for the Arts Emerging Artist Award & Mid-Career Grant, and the Queen's Diamond Jubilee Medal for her cultural contribution to Canada's performing arts.



Wendy Zhou started learning the pipa at the age of five. She is a co-creator of the fusion band Spire and has been involved in many contemporary Chinese performances such as The Monkiest King opera with Canadian Children's Opera Company. She is also a part of Toronto Chinese Orchestra Chamber Players.

Opportunities for Sponsorship

Sponsorship opportunities are now available and we invite you to share in presenting Voices that Care 2023. All sponsorships include an invoice and receipt acknowledgement letter for business purposes – charitable no. 857285092RR0001

Through Room 217's involvement in Toronto's corporate and diverse communities, Voices that Care will be attended by community and business leaders, politicians, honorary guests, professionals and exceptional caregivers. Guests also include urban professionals in entertainment, fashion, financial services, law and media.

The Room 217 Foundation will work closely with you to tailor an exclusive sponsorship package tastefully showcasing your support, while also meeting your philanthropic and strategic marketing goals, and budget. For more information, please contact Kenna Kozak, Event Coordinator kkozak@room217.ca

PRESENTING – \$25,000

Logo prominently displayed on invitation and ticket

Recognition in all event media, news releases with company's support acknowledged in selected media

Logo appears on sponsor acknowledgement page on back cover of event program

Full page recognition in event program

Presenting Sponsor recognition during event from stage and on reception screens

Special recognition in Annual Report

8 premium seat tickets

Exclusive post VIP event reception with performers

GOLD – \$20,000

Logo prominently displayed on ticket

Recognition in one event media news release with company's support acknowledged in selected media

Logo appears on sponsor acknowledgement page on back cover of event program

Half page recognition in event program

Gold Sponsor recognition during event from stage and reception screens

Special recognition in Annual Report

6 premium seat tickets

Exclusive post VIP event reception with performers

SILVER – \$15,000

Logo prominently displayed on ticket

Recognition in one event media news release with company's support acknowledged in selected media

Logo appears on sponsor acknowledgement page on back cover of event program

Half page recognition in event program

Silver Sponsor recognition during event and reception screens

Special recognition in Annual Report

4 premium seat tickets

Exclusive post VIP event reception with performers

BRONZE – \$10,000

Logo appears on sponsor acknowledgement page on back cover of event program

Recognition in one media event media news release with company's support acknowledged in selected media

Half page recognition in event program

Bronze Sponsor recognition during event from stage and on reception screens

Special recognition in Annual Report

4 premium seat tickets

Exclusive post VIP event reception with performers

RECEPTION – \$5,000

Logo appears on sponsor acknowledgement page on back cover of event program

Quarter page recognition in event program

Patron Sponsor recognition during event from stage and reception screens

Logo displayed on event website with hyperlink

Company's support acknowledged in selected media

Special recognition in Annual Report

2 performance tickets

Exclusive post event VIP reception with performers

EVENT – \$5,000

Logo appears on sponsor acknowledgement page on back cover of event program

Quarter page recognition in event program

Event Partner recognition during event from stage and on reception screens

Logo displayed on event website with hyperlink

Company's support acknowledged in selected media

Special recognition in Annual Report

2 performance tickets

Exclusive post event VIP reception with performers

LIVE AUCTION IN KIND OR RETAIL VALUE

Logo appears on sponsor acknowledgement page on back cover of event program

Event Exhibit if desired

Quarter page recognition in event program

Recognition during the event from stage and on reception screens

Logo displayed on event website with hyperlink

Company's support acknowledged in selected media

Special recognition in Annual Report

2 performance tickets

Exclusive post event VIP reception with performers

CELEBRITY - \$3,000

Logo appears on sponsor acknowledgment on back cover of event program

Celebrity Sponsor acknowledgment during event and on reception screens

Eighth page recognition in event program

Company's support acknowledged in Annual Report

2 performance tickets

Exclusive post event VIP reception with performers

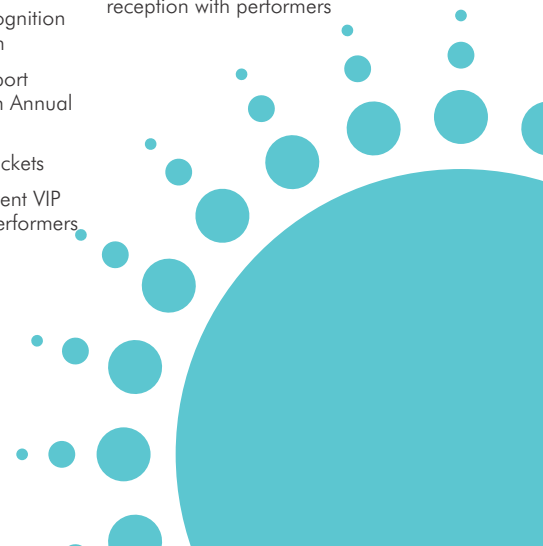
EXCEPTIONAL CAREGIVERS - \$1,000

Care Partner recognition in event program

Special recognition in Annual Report

2 performance tickets

Exclusive post event VIP reception with performers





The Room 217 Foundation is a music-based health arts social enterprise. Room 217 produces and delivers purposely designed music products, education, training, and certification to improve quality of life and care. Our vision is to support caregivers and care communities to increase engagement and life enrichment.

We use music to change the culture of care by bringing a unique, cost-effective approach to care called music care. Music care is the intentional use of music by anyone to improve health and well-being for self and others. This approach promotes the application of sound and music to be used in formal health care settings and community or home-based contexts to achieve positive healthcare outcomes.

Our programs and resources meet current health priorities of person-centred care and quality improvement and are accessible for anyone to use and learn to integrate. Music care is inclusive, offering a variety of delivery domains and a means for both intercultural and intergenerational connection. Music care can be implemented by all caregivers regardless of music ability. The intentional use of music humanizes care, deepens relationships, and enhances the care experience.

With national and international reach, we are passionate and entrepreneurial. We currently reach a number of care and educational settings such as palliative and end-of-life care, long term care, dementia care, persons aging in place, colleges, universities, orchestras, students and musicians. Stakeholders who engage in our offerings include recreational therapists and other activity professionals, personal support workers, nurses, social workers, chaplains, volunteer and family caregivers, educators, students and musicians.

A large, light blue circle containing the text "Voices THAT Care" in a serif font, with "Voices" and "Care" in a larger size than "THAT". Below the circle, the year "2023" is written in a smaller serif font. The background of the entire page is black, and the bottom half is decorated with a pattern of light blue circles of various sizes, resembling a sunburst or a starry night sky.

Voices
— THAT —
Care
2023