



Trafalgar Castle School
Celebrating 150 Years

2024-2025 Sponsorship Package

Advancement Office

Dear Prospective Sponsors,



Trafalgar Castle School is a non-profit, independent girls' school for students in Grades 4 to 12. Founded in 1874, the school is committed to providing enhanced learning opportunities that foster academic excellence and innovation, shaping the lives of thousands of students who have and will positively shape their communities worldwide.

As we embark on the school's year-long 150th anniversary celebrations, I invite local businesses and organizations to join us in honouring our past, celebrating our present and embracing our future. To mark our anniversary, we have planned a series of events that will reflect our heritage, values and commitment to community engagement.

We are seeking sponsors for the following 2024-2025.

- Community BBQ and 150th Kick-Off Event – Sept. 6, 2024
- Women Speakers' Series
 - Sept 2024 – Indigenous Education
 - Nov 2024 – Future Ready Competencies
 - Feb 2025 – Equity, Diversity and Inclusion
 - March 3, 2025 – International Women's Day Event and Reception
 - May 2025 – Mental Health
- Beyond the Castle Experiential Learning Event – February 2025
- 150th Anniversary Gala – April 26, 2025
- 150th Alumnae Reunion – June 21 & 22, 2025
 - This event includes:
 - Welcome BBQ and Family Activities
 - Distinguished Alumnae Awards and Dinner
 - Chapel Service, Tree Planting, Time Capsule and Head of School's Brunch

Thank you for your thoughtful consideration as you review the attached sponsorship opportunities and the corresponding benefits. For more information or questions, please contact **Amanda Roffey**, Advancement Officer at 905-668-3358 ext. 270 or email at roffey.amanda@trafalgarcastle.ca.

With deep gratitude,

A handwritten signature in blue ink that reads "Melissa Knight-Johnson". The signature is fluid and cursive.

Melissa Knight-Johnson
Head of School

Community BBQ and 150th Anniversary Kick-Off Event

Sponsorship Opportunities

Date: Friday, September 6, 2024



Event Sponsor - \$2000

Event Recognition

- Acknowledgement and recognition as Event Sponsor by the emcee at the BBQ
- Corporate logo displayed as Event Sponsor on signage
- Corporate sponsorship table to promote your business
- Social media recognition pre, post and during events.
- Four tickets to the BBQ
- Recognition of sponsorship in Parent and Alumnae newsletters.

Photobooth Sponsor - \$1000

Event Recognition

- Acknowledgement and recognition as Photobooth Sponsor by the emcee at the BBQ
- Corporate logo displayed as Event Sponsor on signage
- Corporate sponsorship table to promote your business
- Social media recognition pre, post and during events.
- Four tickets to the BBQ
- Recognition of sponsorship in Parent and Alumnae newsletters.

Women Speakers' Series

Trafalgar Castle School Women's Speakers Series will feature four events throughout the 2024-2025 school year. The following topics will be covered by guest speakers and presented to students, faculty and families.

- **September 2024** – Indigenous Education
- **November 2024** – Future Ready Competencies
- **February 2025 - Equity**, Diversity and Inclusion
- **May 2025** – Mental Health



The following sponsorship opportunities are available:

Event Sponsor - \$10,000

Event Day Recognition

- Pre and post recognition on Trafalgar Castle School's social media accounts
- Corporate logo displayed as Event Sponsor on signage at all four Women's Speakers Series sessions.
- Prominent recognition as the event sponsor at all four sessions.
- Acknowledge and recognition by event emcee at all four sessions
- Corporate logo displayed in Trafalgar Castle School's newsletter
- Acknowledgement and recognition in the Trafalgar Day Program (Graduation) and Donor Impact Report.
- Opportunity to bring greetings at one of the guest speaker sessions.
- Invitation to attend all four guest speaker sessions.

Gold Sponsor - \$5,000

Event Day Recognition

- Pre and post recognition on Trafalgar Castle School's social media accounts
- Corporate logo or name displayed as Gold Sponsor on event signage
- Prominent recognition and acknowledge by event emcee at all four sessions
- Corporate logo displayed in Trafalgar Castle School's newsletter
- Acknowledgement and recognition in the Trafalgar Day Program (Graduation) and Donor Impact Report.

Women Speakers' Series continues

Silver Sponsor - \$2,500

Event Day Recognition

- Corporate logo or name displayed as Silver Sponsor on event signage
- Recognition and acknowledge by event emcee at all four sessions
- Corporate logo displayed in Trafalgar Castle School's newsletter
- Acknowledgement and recognition in the Trafalgar Day Program (Graduation) and Donor Impact Report.

Bronze Sponsor - \$1,500

Event Day Recognition

- Corporate logo or name displayed as Bronze Sponsor on event signage
- Recognition and acknowledge by event emcee at all four sessions
- Acknowledgement and recognition in the Trafalgar Day Program (Graduation) and Donor Impact Report.

Alumnae Sponsor – \$150

Event Day Recognition

- Recognition and acknowledge by event emcee at all four sessions
- Acknowledgement and recognition in the Trafalgar Day Program (Graduation) and Donor Impact Report.



Beyond the Castle

This experiential learning event provides Grade 11 students with an opportunity to use their networking and pitches with alumnae and career professionals at a mocktail reception and business dinner experience in downtown Toronto. Students participate in workshops during the day and learn how to promote themselves and network and then apply what they have learned in a real-life setting.

Date: Wednesday, February 5, 2025
Sheraton Centre Hotel, 123 Queen St., W., Toronto
Time: 6:00 – 9:00 p.m.

The following sponsorship opportunities are available:



Diamond Sponsor - \$5,000

- Recognition of company name as Diamond level sponsor at the event
- Opportunity to bring greetings on behalf of your organization at Mocktail Reception
- Company logo on table tent cards at Business Networking Dinner
- Company logo included in the Beyond the Castle program
- Recognition in the 2024-2025 Donor Impact Report
- Two complimentary tickets to attend the Mocktail Reception and Business Networking Dinner

Gold Sponsor - \$2,500

- Recognition of company name as Gold level sponsor at the event
- Company logo on the table tent cards at the Business Networking Dinner
- Company logo included in the Beyond the Castle program
- Recognition in the 2024-2025 Donor Impact Report
- One complimentary ticket to attend the Mocktail Reception and Business Networking Dinner

Silver Sponsor - \$1,000

- Recognition of company name as Silver level sponsor at the event
- Company logo on the table tent cards at the Business Networking Dinner
- Company logo included in the Beyond the Castle program
- Recognition in the 2024-2025 Donor Impact Report

Bronze Sponsor - \$500

- Recognition of company name as Bronze level sponsor at the event
- Company logo on the table tent cards at the Business Networking Dinner
- Company logo included in the Beyond the Castle program

Alumnae Sponsorship - \$150

- Recognition of your name at the Business Networking Dinner

Alumnae Reunion

In celebration of the school's 150th Anniversary, Ontario Ladies' College and Trafalgar Castle School alumnae will gather on June 21 and 22, 2025 to mark this milestone with a variety of events and activities.



Welcome BBQ and Family Activities – June 21, 2025 from 11:00 am to 2:00 pm

We're kicking off Trafalgar Castle School's 150th Alumnae Reunion with a welcome BBQ event with fun-filled activities for families of all ages.

- Welcome and Check-In (Pick up your Alumnae package – Write a message for the 150th Time Capsule)
- Archive Display and Tours of the Castle
- Lunch and Refreshments
- Kids' Passport & Kids' Zone
- Games, Activities, Live Music and Photobooths

The following are the three sponsorship opportunities:

Welcome BBQ and Family Activities Sponsor - \$2,500

Event Day Recognition

- Event signage at 150th Alumnae Reunion's BBQ Lunch
- Recognition as BBQ Lunch sponsor in event program
- Company logo listed on School's Reunion webpage and included in the event program
- Two complimentary tickets to the Reunion Welcome BBQ

Archive Sponsor - \$2,500

Event Day Recognition

- Event signage at 150th Alumnae Reunion Archive Display and Castle Tours
- Recognition of company name as Archive Sponsor in event program
- Company logo listed on School's Reunion webpage and included in the event program
- Two complimentary tickets to Reunion Welcome BBQ

Kids' Zone Sponsor - \$2,500

Event Day Recognition

- Event signage at 150th Alumnae Reunion Welcome BBQ - Kids' Zone area
- Recognition of company name as Kids' Zone Sponsor in event program
- Company logo listed on School's Reunion webpage and included in the event program
- Two complimentary tickets to Reunion Welcome BBQ

Alumnae Reunion continues...

Distinguished Alumnae Awards and Dinner – June 21, 2025 (6 to 11 p.m.)

To celebrate our 150th Anniversary, Trafalgar Castle School is excited to launch the Distinguished Alumnae Awards to recognize two deserving individuals for their ongoing commitment to the school, character, leadership and professional/volunteer endeavors. Alumnae, guests and recipients will gather to celebrate this special milestone at Awards dinner with dancing and fun games to follow dinner.



- **Cocktail Reception** (6:00 p.m. to 7:00 p.m.),
- **Distinguished Alumnae Awards/Reunion Dinner** (7:00 p.m. to 9:00 p.m.)
- **Dancing, Candy Bar and Games** (9:00 p.m. to 11:00 p.m.)

Diamond Sponsor - \$5,000

Event Day Recognition

- Event signage at Distinguished Alumnae Awards and Dinner
- Recognition of company name as Diamond sponsor
- Company logo on placement of table tent card, listed on School's Reunion webpage and included in the event program
- Company logo included on multi-media presentation
- Six complimentary tickets to the Distinguished Alumnae Awards and Dinner

Platinum Sponsor - \$4,000

Event Day Recognition

- Recognition as Platinum sponsor
- Company logo on placement of table tent card, alumnae reunion webpage and event program
- Company logo included on multi-media presentation
- Four complimentary tickets to the Distinguished Alumnae Awards and Dinner

Gold Sponsor - \$2,000

Event Day Recognition

- Recognition as Gold sponsor
- Company logo placement on table tent card, alumnae reunion webpage and event program
- Company logo included on multi-media presentation
- Two complimentary tickets

Silver Sponsor - \$1,500

Event Day Recognition

- Company logo placement on table tent card, alumnae reunion webpage and event program
- Company logo included in multi-media presentation
- One complimentary ticket

Bronze Sponsor - \$500

Event Day Recognition

- Company logo placement on table tent card, listed on alumnae reunion webpage, and included in event program
- Company logo included in multi-media presentation

In-Kind Sponsors

Items donated in-kind for the Alumnae Reunion include:

- Early Bird Prize for ticket sales (e.g. electronics, hotel rooms, trip, spa package)
- Flowers/Plants (e.g. for table centre pieces and unity chapel service)
- DJ Services/Musical Performance (e.g. BBQ, Cocktail Reception, Dance following dinner)
- Event décor
- Cake and Candy Bar

Event Day Recognition

- Logo recognition on signage association with this sponsorship level
- Company logo included in Event Program
- Post event tax receipt value of the item(s) donated

