



# UHP

UNSUNG HEROES  
PRODUCTIONS  
FUNDRAISING THROUGH THEATRE

# Unsung & Emerging

## ABOUT UHP



Inspired by the unexpected passing of our Founder's mom Barbara, Unsung Heroes is a fundraising initiative that marries music, community and urgent charitable causes

**10** Productions

**200+** Songs performed

**\$500,000+** Donated

Featured by:

**CTV**  
**NEWS**



THE CANADIAN JEWISH NEWS  
**CJN**

**Zoomer Radio**  
AM 740 | 96.7 FM

**ROGERS tv**

Supporting  
**jack.org**



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Unsung 8  
Emerging

# THE COMMITTEE

Our Unsung 8 committee is comprised of dedicated members focused on sponsor value, fundraising, media, communications and event planning.

**Michelle Samuel**

Co-Chair

**Laura Wyse**

Committee

**Jennifer Godfrey**

Committee

**Lindsay Ritter**

Committee and Social Media

**Michele Cohen**

Co-Chair

**Maxine Castle**

Committee

**Sherry Michaels-Adud**

Committee

**Marla Nadler Dlin**

Treasurer



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# THE CAUSE



jack.org

Suicide is still the leading health-related cause of death for young people in Canada. 1 in 7 young people in Canada report having suicidal thoughts to say nothing of the ones who don't report. This year, 150,000 will act on their thoughts by attempting suicide, and, for hundreds of them, the attempt will be fatal.

Things need to change. And we are leading the way.

Jack.org is Canada's only charity training and empowering young leaders to revolutionize mental health in every province and territory. Through their programs and innovations called Do Something, Jack Talks, Jack Chapters, and Jack Summits and Be There



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# THE CAUSE

What Jack.org does:

Jack.org is Canada's only charity training and empowering young leaders to revolutionize mental health in every province and territory. We do this through three globally-recognized programs:

## Jack Talks

Are mental health presentations delivered by **young people to young people**.

Trained and certified youth speakers use the power of personal stories and mental health education to inspire, engage, educate, and equip young people to look out for themselves and their peers.

## What are Jack Chapters?

Jack Chapters are groups of young people working year-round to identify and dismantle barriers to positive mental health in their communities. Young advocates can start chapters at high schools, post-secondary campuses, or anywhere else that youth gather.

## Jack Summits

Large youth-led gatherings all over Canada that bring together hundreds of young mental health advocates to learn from each other and make positive change for youth mental health.



of Jack Talks audience members said they gained useful mental health knowledge and awareness of where to access support.

Last school year, **123** trained speakers delivered **446** talks to over **73,408** young people.

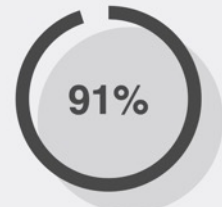
This school year, **165** trained speakers will deliver **550** talks to over **82,000** young people.



of Jack Chapter leaders are confident they promoted mental health in their community through their Chapter work.

Last school year, **219** Jack Chapters across Canada held **992** initiatives and reached over **98,836** young people.

This school year, **285** Jack Chapters will hold over **1,185** initiatives and reach over **129,825** young people.



of National Summit delegates reported they will use what they learned to make mental health change in their communities.

Last school year, **1** National Summit brought together **257** young leaders from every province and territory in Canada, and **28** Regional and Local Summits activated communities across the country.

This school year, we're planning **38** Jack Summits across Canada.



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# THE SHOW



Pop, Broadway, parody, powerful vocals, moving tributes, dance and a highly creative stage production come together to create entertainment for the whole family

## DATES:

THURS DEC 9<sup>th</sup> 7:30pm

FRIDAY DEC 10<sup>th</sup> 8:00pm

## RUNNING TIME:

APPROX. 1.5 HRS

## TICKETS:

FROM \$40 - \$136

## VENUE:

RICHMOND HILL CENTRE  
FOR THE PERFORMING ARTS

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# SPONSORSHIP

## **\$20,000 PLATINUM** PRESENTING SPONSOR

- ✓ Naming rights: Your name and logo is always listed in all promotional material, websites, social, as well as announced at all three performances as the Presenting sponsor
- ✓ Full page program ad on inside cover page
- ✓ \$10,000 in A La Carte Promotion credits
- ✓ 20 VIP PLATINUM Show tickets

## **\$10,000 GOLD** SUMMIT SPONSOR

- ✓ Premier logo and brand placement: Always listed in all materials, websites and social media as a Gold Summit Sponsor
- ✓ Full page program ad in premium location (first five pages)
- ✓ \$5,000 in A La Carte Promotion credits
- ✓ 10 VIP Show tickets
- ✓ 10 GOLD Show Tickets

## The Impact of Your Support



90% of Jack Chapter leaders report they feel comfortable having conversations about mental health with their peers.



95% of Jack Chapter leaders report they are confident that they promoted mental health in their community through their Chapter work.



92% of Jack Talks organizers said the Jack Talk positively shifted attitudes about mental health in their community

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# SPONSORSHIP

## \$5,000 SILVER CHAPTER SPONSOR

- ✓ Premier logo and brand placement: Always listed in all materials, websites and social media as a Silver Sponsor
- ✓ Half page program ad in premium location (first five pages)
- ✓ \$2,500 in A La Carte Promotion credits
- ✓ 10 VIP Show tickets

## \$2,500 BRONZE TALK SPONSOR

- ✓ Logo and brand placement: Always listed in all materials, websites and social media as a Bronze Sponsor
- ✓ Half page program ad
- ✓ \$1,000 in A La Carte Promotion credits
- ✓ 5 VIP Show tickets

## \$1,000 ADVOCATE

- ✓ Logo and brand placement listed in all materials, websites and social media
- ✓ Half page program ad
- ✓ 2 VIP Show Tickets

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# A LA CARTE ACTIVATIONS

## \$10,000 and up DONOR MATCH

- ✓ Be referenced throughout the show and/or email marketing as a matching donor to help drive fundraising

## \$1,800 SONG SPONSOR

- ✓ Sponsor a single song and have your logo and branding projected during the song

## \$5,000 DIGITAL SHOW SPONSOR

- ✓ Name and logo will be at the start of the digital copy that audiences members will receive or purchase to watch the show after the live performance

## \$3,600 PROGRAM SPONSOR

- ✓ Be recognized on the program cover as the Program Sponsor with your name and logo

## \$5,000 CUSTOM SONG

- ✓ Our creative team are truly fantastic at re-writing lyrics of popular songs to incorporate your brand or products. This very unique activation is sure to be a memorable moment for our audience.

## \$1,800 RAFFLE SPONSOR

- ✓ Be referenced as the raffle sponsor on media and whenever it's mentioned

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# ADVERTISING

## SHOW PROGRAM

Artwork (.pdf, .tiff, .eps or hi-res .jpeg) must be supplied by October 1<sup>st</sup>, 2021.

### PREMIUM

(Colour, includes logo on show poster)

- \$1000 ✓ Inside cover or back cover
- \$750 ✓ Full page
- \$500 ✓ Half page
- \$360 ✓ Quarter page
- \$180 ✓ Business Card

### REGULAR

(Black and White)

- \$500 ✓ Full Page
- \$360 ✓ Half page in first few pages
- \$180 ✓ Quarter page in first few pages
- \$100 ✓ Business Card

## OTHER

Must provide own materials (approved by UHP)

- \$1800 ✓ Lobby Booth
- \$1000 ✓ Lobby Poster

- \$1000 ✓ Coupon on seat

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If you need more information or would like to support this project, please do not hesitate to contact us at:

## Neal Dlin

Founder and Producer  
Unsung Heroes Productions



416 671 8207



[info@unsungheroesproductions.com](mailto:info@unsungheroesproductions.com)

Supporting  
**jack.org**