



Support *The* Blazer

September 18 to October 18, 2025



IN SUPPORT OF

Ronald McDonald
House Charities®
Toronto



Meet the Movement

Support the Blazer is a movement powered by purpose, creativity, and community.

What started as one lost suitcase and a bold floral shirt has grown into a nationwide challenge inspiring people to stand out, show up, and give back, one blazer at a time.

For 30 days, participants wear a blazer every single day to raise awareness and funds for families with seriously ill children supported by Ronald McDonald House Charities Toronto.

We exist to turn everyday fashion into everyday impact. Because when you put on the blazer, you're putting on purpose, and that never goes out of style.

Our Mission & Goals

Our mission is simple: wear a blazer, raise awareness, and drive real impact.

In 2025, our goal is to raise \$1,000,000 for Ronald McDonald House Charities Toronto.

We expect 300 people to proudly wear the blazer, each helping to amplify the message and extend our reach.

Together, we're giving families with seriously ill children a home away from home, one blazer at a time.





Why It Works

Support the Blazer taps into three powerful ingredients:

- ✓ A simple, visible daily action
- ✓ An emotional cause people care about
- ✓ A content engine that fuels viral storytelling

Participants become walking billboards for good, while our community and media coverage amplify every step of the way.

Who's Watching: Our Audience

Our growing community is built on:

- Purpose-driven professionals
- Entrepreneurs, creatives, and community leaders
- Millennials and Gen X change-makers

With strong traction on Instagram, LinkedIn, TikTok, and in national media, your brand will be seen by engaged Canadians who value action and authenticity.



Social Media



2024 HOLIDAY GALA/ SUPPORT THE BLAZER

554,689 Views

12,003 Likes

987 Comments

2,439 Shares

(based on 44 posts as of January 1, 2025)

Cumulative short form video
content averaged 13,000
views/post on Instagram
(zero sponsored ads)

Note: These numbers are based on one account.
With 300 individuals expected to wear the
blazer in 2025, we anticipate a significant
amplification of our reach, engagement, and
storytelling power across all platforms.

OVER
500K
TOTAL VIEWS

13K
AVE VIEWS
PER POST



Make a Difference



AS SEEN AND HEARD ON





Why Sponsor?

Sponsoring Support the Blazer puts your brand at the heart of a national feel-good movement.

As a sponsor, you'll gain:

- Meaningful CSR alignment
- Brand exposure across multiple channels
- Engagement with a high-value, purpose-driven audience
- Media opportunities + event visibility

All while directly supporting Canadian families in crisis.

Sponsorship Tiers & Events

Support *The Blazer* offers four distinct sponsorship tiers, each designed to match your brand's goals, budget, and appetite for impact.

THE EVENTS

- Support the Blazer Campaign (STB) - Active throughout 2025
- Support the Blazer Launch Party - Thursday, September 18
- The Gala - Saturday, October 18

For all packages the following social media platforms will be used:

Spark Charity Foundation
Spark Financial Group
Nick Regina

WWW.SPARKCHARITY.CA

Tier 1 (Presenting Sponsor) – \$100,000

Brand Visibility

- Named “Presenting Sponsor” across all campaign assets
- Prominent logo placement on all participants blazers
- Logo featured on:
 - Event signage including tickets, programs, and presentation screens
 - Our website (with clickable link)
 - All press releases
 - Monthly email newsletter
 - Digital “Supporter Wall”
 - Campaign leaderboard
 - Final campaign recap video

Live Event Integration

- Speaking opportunity at STB Launch Party and The Gala
- Logo projection on the interior walls of the banquet hall at The Gala

Content & Media Exposure

- Tagging on all official Support the Blazer social media content
- Two fully sponsored content posts highlighting your brand
- Two Instagram collabs with an interview at your office
- Dedicated weekly social media story feature with brand tagging
- Custom thank-you graphic posted across social media platforms
- Promotional video presented at The Gala

Corporate Engagement & Perks

- Internal team registration as an official blazer-wearing fundraising team
- \$5,000 contributed in your name to the Support the Blazer campaign
- Up to ten tickets to the STB Launch Party
- Premium VIP table for up to ten guests at The Gala

Tier 2 - \$25,000

Brand Visibility

- Logo placement on all participant blazers
- Logo featured on:
 - Event signage including programs and presentation screens
 - Our website (with clickable link)
 - One press release
 - One monthly email newsletter
 - Digital “Supporter Wall”
 - Final campaign recap video

Content & Media Exposure

- One fully sponsored content post highlighting your brand
- One Instagram collab with an interview at your office
- Dedicated weekly social media story feature with brand tagging
- Custom thank-you graphic posted across social media platforms

Corporate Engagement & Perks

- Internal team registration as an official blazer-wearing fundraising team
- \$3,000 contributed in your name to the Support the Blazer campaign
- Up to ten tickets to the STB Launch Party
- Up to ten tickets to The Gala

Your brand on one of following:

1. Gift Box Sponsor: Branded custom gift boxes in which the blazers are presented
2. Pin Case Sponsor: Branded case in which the pins are presented

Tier 3 - \$7,500

Brand Visibility

- Logo placement on all participant blazers
- Logo featured on:
 - Event signage including programs and presentation screens
 - Our website (with clickable link)
 - Digital “Supporter Wall”

Content & Media Exposure

- One content post highlighting the brand
- Custom thank-you graphic posted across social media platforms

Corporate Engagement & Perks

- \$500 contributed in your name to the Support the Blazer campaign
- Up to four tickets to the STB Launch Party
- Up to four tickets to The Gala

Tier 4 - \$3,000

Brand Visibility

- Logo featured on:
 - Event signage including programs and presentation screens
 - Our website (with clickable link)
 - Digital “Supporter Wall”

Content & Media Exposure

- One content post highlighting the brand
- Custom thank-you graphic posted across social media platforms

Corporate Engagement & Perks

- Up to two tickets to the STB Launch Party
- Up to two tickets to The Gala

Your brand on one of following:

Cocktail Sponsor

- A signature cocktail named after your brand
- Custom drink napkins and branded bar signage

Dinner Sponsor

- 36×24 event signage displayed throughout the night
- Logo featured on the event seating chart

Entertainment Sponsor

- Event greeters outfitted with branded attire featuring your logo

DJ Sponsor

- Branded signage at the DJ booth
- Live shout-outs from the DJ for added exposure

Photo Booth Sponsor

- Your logo included on both printed and digital photo outputs

Late Night Food Sponsor

- 36×24 branded signage during the late-night food service
- Custom-branded napkins for an added touch

Custom Activation Opportunities

Looking to do more than just place a logo? Let's get creative.

Blazer of the Week Series

Matching Gift Days

Blazer Kits for RMHC Families

Red Carpet Sponsorship at Gala

Launch Party Media Lounge

Welcome Cocktail

Corporate Team Participation

Content Collabs



Let's Make an Impact Together

Ready to wear with a purpose?
Partner with us and be part of a campaign that looks good, feels good, and does good.



Contact us:

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