The background of the entire page is a night garden scene. The top half shows a dark blue sky filled with numerous small, bright white stars. The bottom half shows a field of green grass with many small, glowing yellow and white flowers, some of which appear to be emitting a soft light. The overall atmosphere is magical and serene.

*In the  
Night  
Garden*

Appleby College Gala 2026

*Gala Sponsorship Package*

# Event at-a-Glance

## When?

Saturday, April 25, 2026

## Where?

Appleby College, Oakville - A.W.B. Alumni Centre for Athletics & Student Life

## What?

The *In the Night Garden* Gala will be an unforgettable evening that brings our community together in support of meaningful change. Guests will enjoy gourmet cuisine, signature cocktails, and live entertainment, along with the excitement of live and silent auctions featuring exclusive experiences, luxury items, and dream getaways.

## Why?

The Appleby College Gala plays a crucial role in supporting three of our critical priorities: Financial Assistance, the Wellbeing Program, and the development of Cockwell Hall, the newest state-of-the-art building on campus. Your sponsorship directly contributes to these essential initiatives, helping us create a lasting impact on our students and community.

## Who?

The Appleby College Gala welcomes current parents, parents of alumni, alumni, faculty & staff, former faculty & staff, sponsors and friends (ages 19+).

## Tickets

- Early Bird (September 8 to October 13, 2025) – \$595
- Standard Tickets – \$650
- VIP Table (of 10) – \$11,000

# About Appleby College

As one of Canada's leading independent schools, Appleby College promotes the development of the whole student, blending academic excellence, athletic achievement, and creative expression with opportunities for leadership and community engagement, both at home and around the world.

Recognized by our peers internationally for our innovative academic program and commitment to student excellence, Appleby continues to embrace the vision of its founder and patron Sir Edmund Walker, "to produce among its youngsters, potential leaders for the nation and the world." At the core of the Appleby experience is our emphasis on cultural understanding, global and experiential learning, providing every student at Appleby the opportunity to develop cultural competencies in a global context. Over the past 100+ years, Appleby has evolved into a global leader providing students from Canada and around the world the opportunity to gain insights and understanding of each other and their world.

Throughout the years, Appleby has supported a multitude of special events, open houses, charitable causes, and academic activities that bring members of the immediate and extended Appleby community together. At the core of Appleby's philosophy is how we prepare young people to become leaders in their communities. Through affiliations with local agencies such as the United Way of Halton & Hamilton, Kerr Street Mission, and the Oakwood Breakfast program, we work to ensure that students and employees are as much a part of the broader community as they are of the school community.



# Why Sponsor?

Be part of the magic of *In the Night Garden*, as Appleby College celebrates its 16th Gala! A beloved tradition and hailed as “the event of the season”, this unforgettable evening brings together the Appleby community—and beyond—for a night of celebration, connection, and impact.

Appleby prides itself on working with its sponsorship partners to customize opportunities that best meet their marketing objectives.

- Reach over 550 guests, more than 500 households plus an Alumni network of 9,000+, many of whom are Oakville, Burlington, and Mississauga’s most influential business and community leaders.
- Support Appleby College’s three key fundraising priorities in the areas of financial assistance, wellbeing, and the building of Cockwell Hall.
- With the support of our sponsors, guests will benefit from an enhanced experience including onsite activations, takeaways, and content.

As outlined on the following pages, Gala sponsors will receive recognition across a variety of assets to maximize exposure throughout the marketing campaign, and the event itself. Recognition includes, but is not limited to: social media, event website, event program, promotional materials, and signage.



# Priorities for Philanthropy

Our Strategic Vision embodies the essence of the Appleby experience, highlighting four foundational pillars: program excellence, cultural enrichment, community engagement, and sustainable business practices. At its core lies a steadfast dedication to empowering students to navigate and thrive in an evolving global landscape. We strive to cultivate self-awareness, equip students with essential skills and attitudes, and instill the confidence needed to positively impact our world.

This year, our fundraising efforts are centered around three critical priorities:



## **Financial Assistance**

Ensuring access to an Appleby education for talented students from diverse backgrounds.



## **Wellbeing**

Promoting holistic development through initiatives that nurture mental, emotional, and physical health.



## **Cockwell Hall**

Expanding our facilities to provide state-of-the-art learning environments that foster innovation and collaboration.

# Our Audience

550

Number of Appleby College Gala Guests

812

Total Number of Appleby College Students

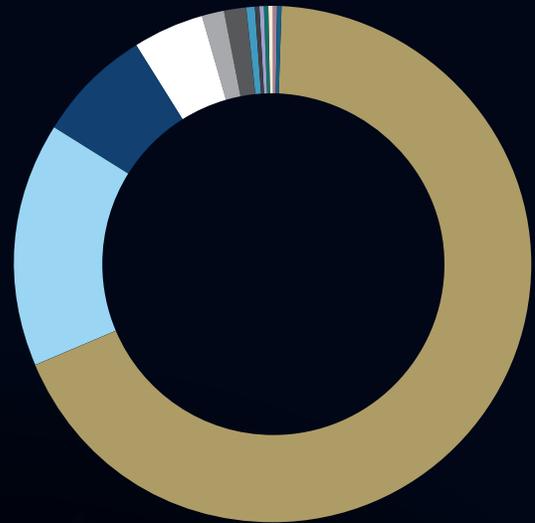
9,100+

Appleby College Alumni

\$350k

Average Appleby College Family Household Income

## Where the Local Appleby Parent Community Lives



- Oakville
- Mississauga
- Burlington
- Etobicoke
- Milton
- Toronto
- Brampton
- Acton
- Ancaster
- Campbellville
- Carlisle
- Dundas
- Georgetown

# Our Reach

*Alumni  
Ties*

**Alumni Ties  
E-Newsletter**

Bi-monthly distribution  
of 6,000+



**Promotional  
Emails**

Distribution of 6,000+  
to the Appleby community

*Quarterly*

**Quarterly  
Magazine**

4 publications per year with  
a distribution of 5,400

*Appleby  
this Week*

**Appleby this Week (ATW)  
E-Newsletter**

Weekly Distribution  
of 2,500+

*The ACPA  
Update*

**The ACPA Update  
E-Newsletter**

Bi-monthly distribution  
of 1,400+



**Facebook**

Reach of 3,800+



**X**

Reach of 3,600+



**LinkedIn**

Reach of 6,500+



**Instagram**

Reach of 7,900+

# Diamond Sponsor

\$50,000

Only 1 Available

## Marketing & Promotion

- Announcement of sponsorship on Appleby College's social media channels including Instagram, Facebook, X and LinkedIn
- Logo placement and URL on Gala website
- 30-second "Proud to Sponsor the Gala" video message shared on social media channels
- Logo placement on the front page of the Gala program and event website
- Prominent logo placement on all event communications (6,000+ recipients)
- Prominent logo placement on all event signage
- Prominent logo placement on digital screens and slideshows throughout the event
- Full page colour advertisement in the Gala program cover, inside back cover, or outside back cover
- Personalized thank you letters to all donors
- Customized social media posts

Gold Out

## Recognition

- Recognition at the Gala reception
- Recognition as a sponsor on material associated with the Gala including social media, print and web presence
- Prominent exposure in a "Thank You to Our Sponsors" advertisement in the Appleby College *Quarterly* magazine, post-event

## Additional Benefits

- 1 complimentary table of 10 in the VIP section (RSVP deadline of March 30, 2026)
- Complimentary valet parking at the Gala
- Invitation to the post-event Principal's Appreciation Dinner for 2 guests
- Use of the Mark Samuel '82 and Kevin Sanford Campus Room, Auditorium or Alumni Boardroom within the A.W.B. Alumni Centre for Athletics & Student Life for an upcoming corporate event (subject to approval as availability is based on the school schedule; must be used within 12 months of the Gala)

# Platinum Sponsor

\$25,000

3 Sold /  
1 Available

## Marketing & Promotion

- Announcement of sponsorship on Appleby College's social media channels including Instagram, Facebook, X and LinkedIn
- Logo placement and URL on Gala website
- Logo placement on event signage
- Logo placement on sponsor slideshow at event
- Logo placement and acknowledgement in event program
- Acknowledgement in welcoming remarks at event
- Custom table sign at event
- Opportunity to provide promotional gift to all guests
- Full page advertisement in the Gala program

## Recognition

- Recognition as Platinum Sponsor on material associated with the Gala including social media, print and web presence
- Prominent exposure in a "Thank You to Our Sponsors" advertisement in the Appleby College *Quarterly* magazine, post-event

## Exclusive High-Profile Activity Naming\*

- Your company will receive prominent visibility and recognition in association with one of the following activities:
  - Auction Sponsor (Live & Silent) **SOLD**
  - Band **SOLD**
  - Heads 'n' Tails
  - Main Bar (Lower-level venue space)

## Additional Benefits

- 1 complimentary table of 10 in the VIP section (RSVP deadline of March 30, 2026)
- Complimentary valet parking at the Gala
- Invitation to pre-event VIP reception
- Invitation to the post-event Principal's Appreciation Dinner for 2 guests

\*Subject to availability.

# Gold Sponsor

\$10,000

9 Sold /  
0 Available

## Marketing & Promotion

- Announcement of sponsorship on Appleby College's social media channels including Instagram, Facebook, X and LinkedIn
- Acknowledgement in welcoming remarks at event
- Logo placement and acknowledgement in event program
- Half page colour advertisement in event program
- Logo placement and URL on Gala website
- Logo placement on event signage
- Logo placement on sponsor slideshow at event
- Custom table sign at event

## Recognition

- Recognition in social media
- Prominent advertisement in the Appleby College

Gold Out

## Exclusive High-Profile Activity Naming\*

- Your company will receive prominent visibility and recognition in association with one of the following activities:
  - Cocktail Reception Bar **SOLD**
  - Charcuterie Sponsor **SOLD**
  - Dessert Sponsor
  - Centrepiece Sponsor **SOLD**
  - Specialty Entertainment Sponsor
  - 360 Photobooth **SOLD**

## Additional Benefits

- 2 Gala tickets (RSVP deadline of March 30, 2026)
- Complimentary valet parking at the Gala
- Invitation to pre-event VIP reception
- Invitation to the post-event Principal's Appreciation Dinner for 2 guests

\*Subject to availability.

# Silver Sponsor

\$7,500

3 Sold /  
5 Available

## Marketing & Promotion

- Corporate/Individual name listed on Gala website
- Corporate/Individual name listed in Gala program
- Corporate/Individual name listed on signage and sponsor slideshow at event
- Half page colour advertisement in event program

## Recognition

- Recognition as Silver Sponsor on material associated with the Gala including social media, print and web presence
- Corporate/Individual name listed in a “Thank You to Our Sponsors” advertisement in the *Appleby College Quarterly* magazine, post-event

## Additional Benefits

- 2 Gala tickets (RSVP deadline of March 30, 2026)
- Invitation to pre-event VIP reception
- Complimentary valet parking at the Gala

# Bronze Sponsor

\$5,000

2 Sold /  
8 Available

## Marketing & Promotion

- Corporate/Individual name listed on Gala website
- Corporate/Individual name listed in Gala program
- Corporate/Individual name listed on signage and sponsor slideshow at event

## Recognition

- Recognition as Bronze Sponsor on material associated with the Gala including social media, print and web presence
- Corporate/Individual name listed in a “Thank You to Our Sponsors” advertisement in the Appleby College *Quarterly* magazine, post-event

# Advertising

Advertise your company in the Gala Program! The Gala Program will be distributed to all event attendees and shared digitally with the broader school community. This is a great way to showcase your business to the Appleby College Community.

*\$2,500*

Full Page, Full Colour  
Advertisement

*\$1,500*

Half Page, Full Colour  
Advertisement

*Gala program ad space is limited!*

# Donation Recognition Opportunity

Stewardship Level (Based on gift per year)	Recognition
Friends (\$1-\$999)	<ul style="list-style-type: none"><li>• Annual Report (Summer <i>Quarterly</i>)</li><li>• Donor Appreciation Event invite</li></ul>
Principal's Society (\$1,000 - \$4,999)	<ul style="list-style-type: none"><li>• Annual Report (Summer <i>Quarterly</i>)</li><li>• Donor Appreciation Event invite</li></ul>
Governor's Council (\$5,000 - \$9,999)	<ul style="list-style-type: none"><li>• Annual Report (Summer <i>Quarterly</i>)</li><li>• Donor Appreciation Event invite</li><li>• Donor Wall</li></ul>
Chair's Circle (\$10,000 - \$24,999)	<ul style="list-style-type: none"><li>• Annual Report (Summer <i>Quarterly</i>)</li><li>• Donor Appreciation Event invite</li><li>• Donor Wall</li></ul>
Leader (\$25,000 - \$49,999)	<ul style="list-style-type: none"><li>• Annual Report (Summer <i>Quarterly</i>)</li><li>• Donor Appreciation Event invite</li><li>• Donor Wall</li></ul>
Benefactor (\$50,000 - \$99,999)	<ul style="list-style-type: none"><li>• Annual Report (Summer <i>Quarterly</i>)</li><li>• Donor Appreciation Event invite</li><li>• Donor Wall</li><li>• AC Gift, AC Blanket</li><li>• Naming opportunity</li><li>• Endowment only - Annual Fundholder Report (Starting year two of investment)</li></ul>

# In-Kind Sponsorship

In-Kind Sponsorships are critical in bringing the *In the Night Garden* Gala to life and can offer your brand a unique opportunity to showcase your products or services in an interactive and memorable way. These partnerships will give your brand a direct and tangible connection with the Gala guests.

## Opportunities

We're seeking in-kind sponsors who can contribute products or services that will enhance the Gala guest experience. Opportunities include, but are not limited to:

<b>Food &amp; Beverage</b> Wine/beer/liquor sponsor, candy bar sponsor, etc.	<b>Media &amp; PR</b> Promotional support, media coverage, influencer partnerships, etc.	<b>Product Gifting</b> Gift bag items, giveaways, VIP benefits, etc.
<b>Event Services</b> Valet services, photobooth, photography, videography, etc.	<b>Venue Décor</b> Florals, dance floor, décor, services, etc.	<b>Printing Services</b> Event banners, signage, programs, etc.

## Sponsorship Benefits

In-kind sponsors receive customized benefits that may include:

- Corporate name listed on Gala website
- Corporate name listed in Gala program
- Corporate name listed on signage and sponsor slideshow at event
- Corporate name listed in a "Thank You to Our Sponsors" advertisement in the *Appleby College Quarterly* magazine, post-event
- Opportunity to showcase and sample your product or service
- Recognition on material associated with the Gala including social media, print and web presence

*Value of benefits will be proportional with the fair market value of goods or services provided. As each in-kind sponsorship opportunity will be customized, please contact us to further discuss how we can design this opportunity to best suit you and meet your marketing objectives.*

**To discuss an In-Kind Sponsorship opportunity, please contact Jenna Fontyn, Events Coordinator at 905-845-4681 ext. 168 or [jfontyn@appleby.on.ca](mailto:jfontyn@appleby.on.ca).**

# *Let's Connect!*

To confirm your sponsorship or find out more, please visit us online at [www.appleby.on.ca/gala](http://www.appleby.on.ca/gala) or contact:

*Jane Sahota*

Sponsorship Chair,  
Gala Committee  
[janehsahota@gmail.com](mailto:janehsahota@gmail.com)

*Jenna Fontyn*

Events Coordinator,  
Appleby College  
[jfontyn@appleby.on.ca](mailto:jfontyn@appleby.on.ca)  
905-845-4681 ext. 168



*[www.appleby.on.ca/gala](http://www.appleby.on.ca/gala)*