



Public education. Public good.



# TELLING TALES OUT OF SCHOOL 2024

## Sponsorship Package

A gala performance to advance  
Canada's future, through investment in our  
public education system.

# ABOUT THE EVENT



***Telling Tales Out of School** is an evening of inspired performances, wonderful food and drinks, and alluring auction items, this year taking place at the fabulous **Young People's Theatre** at 165 Front Street East on **June 11, 2024**.*

This event is a great opportunity to focus on creativity and innovation – and their impact – in our public education system. Your sponsorship will help ensure our schools can continue to thrive and evolve and our young people will have the bright future they deserve.

It is a night to both celebrate the promise of public education and support the vital work of People for Education.

Past performers have included July Black, Jim Cuddy, Gordon Pinsent, Margaret Atwood, Sarah Polley, Wali Shah, Atom Egoyan, Steven Page, Eric Petersen, Mary Walsh, and many more!

Telling Tales Out of School will be attended by a prestigious crowd of political and legal professionals, corporate executives, finance, education, and labour leaders, philanthropists, and pillars of the Toronto community.

**DATE** Tuesday, June 11, 2024

**LOCATION** Young People's Theatre

**ADDRESS** 165 Front Street East



# ABOUT THE CAUSE

For over 25 years, People for Education has been an important voice for public education across Canada. Our research creates and mobilizes evidence to inform policy-ready ideas for the future.

In a rapidly changing world, our work has never been more important.

**Our role is to ensure that schools prepare our children to thrive in whatever future they choose.**



Followers



25,000+ combined  
@PeopleforEd @Anniekidder

Website



300,000+ annual visitors  
[www.peopleforeducation.ca](http://www.peopleforeducation.ca)



*As an independent and non-aligned organization, People for Education is uniquely positioned to hold governments to account, speak truth to power, and be an honest broker for a renewed vision for education*



- Annie Kidder, Executive Director



# SPONSORSHIP OPPORTUNITIES

## Presenting Sponsor \$30,000 - SOLD

(7 available)

- Your organization's logo on all Telling Tales promotional materials including:
  - People for Education's website, with 300,000 visitors annually
  - Event invitation, sent to 500+ prospective attendees
  - Organization name highlighted in our e-bulletin, sent to over 15,000 subscribers, thrice
  - Two-page centre spread ad in the event program
- Public acknowledgement of your gift by our celebrity event hosts
- Organization logo regularly featured on screen throughout reception
- Ten (10) prominent reserved seats for the evening's performance

## Reception Sponsor \$20,000

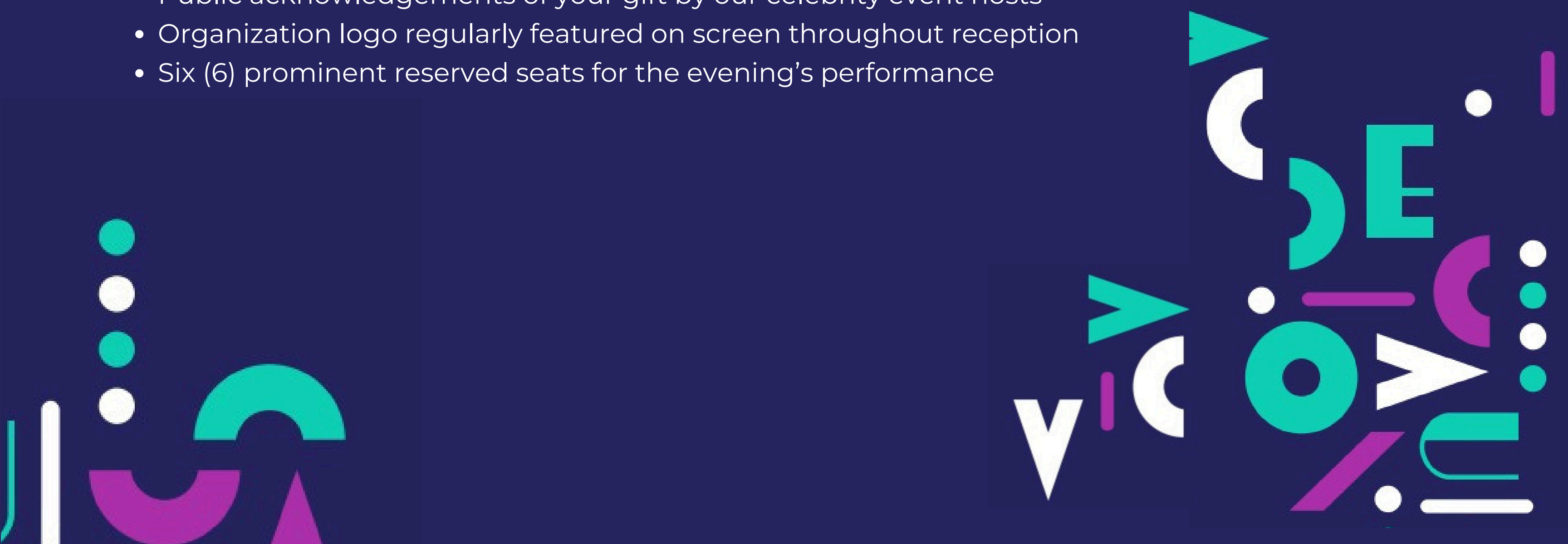
(1 available)

- Organization logo on People for Education's website, with 300,000 visitors annually
- Prominent one-page ad in the event program
- Public acknowledgement of your gift by our celebrity event hosts
- Organization logo regularly featured on screen throughout reception
- Six (6) prominent reserved seats for the evening's performance
- Organization promotional table during reception, for your staff to manage

## Performance Sponsor \$20,000

(1 available)

- Organization logo on People for Education's website, with 300,000 visitors annually
- Prominent one-page ad in the event program
- Public acknowledgements of your gift by our celebrity event hosts
- Organization logo regularly featured on screen throughout reception
- Six (6) prominent reserved seats for the evening's performance



# SPONSORSHIP OPPORTUNITIES

## Champion of Education \$15,000 - 1 SOLD

(5 Available)

- Organization logo included on People for Education's website, with 300,000 visitors annually
- Prominent half page ad in the event program
- Public acknowledgement of your gift by our celebrity event hosts
- Organization logo regularly featured on screen during reception
- Four (4) preferential reserved seats for performance

## Friend of Education \$7,500 - 2 SOLD

(8 Available)

- Organization logo listing on People for Education's website, with 300,000 visitors annually
- A quarter page ad in the event programme
- Public acknowledgement of your gift by our celebrity event host
- Organization logo featured on screen during reception
- Two (2) preferential reserved seats for performance

## Advocate for Education \$1,000

Unlimited Quantity

- Organization logo listing on People for Education's website, with 300,000 visitors annually
- A quarter page ad in the event programme
- Public acknowledgement of your gift by our celebrity event host
- Organization logo featured on screen during reception
- Two (2) preferential reserved seats for performance

