



CELEBRATE 10 YEARS OF MCFADDEN'S MOVEMENT WITH US

10TH ANNIVERSARY GALA

ALL PROCEEDS IN SUPPORT OF MENTAL HEALTH RESOURCES

SPONSORSHIP DECK

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MCFADDEN'S MOVEMENT: A DECADE OF IMPACT

Founded in 2016 by former Guelph Storm captain Garrett McFadden, McFadden's Movement began as a personal mission to spark open conversations about mental health among young athletes. Inspired by McFadden's own experiences and the loss of a close friend, the Movement quickly grew into a grassroots non-profit dedicated to reducing stigma, raising awareness, and connecting youth with meaningful mental health resources. Early road hockey tournaments helped establish the organization's presence and community reach before the annual MM27 Celebrity Charity Golf Classic became its flagship event beginning in 2021.

Over 10 years, McFadden's Movement has evolved into a leading voice for mental wellness in sport, partnering closely with organizations such as the Canadian Mental Health Association and donating nearly \$200,000 to date. Today, the Movement continues to build on its mission through speaking engagements, community partnerships, and high-impact fundraising initiatives. In celebration of its 10th anniversary, McFadden's Movement is marking the milestone with a special gala event — a moment to reflect, recognize supporters, and set the stage for its next decade of leadership in youth and athlete mental health advocacy.



ABOUT THE MM27 10TH ANNIVERSARY GALA



The MM27 10th Anniversary Gala is a special addition event, marking a decade of impact in the mental health space. This milestone evening will look back on where McFadden's Movement began and celebrate how far we've come. It's a celebration of community: the partners, donors, players, fans, and advocates whose belief in MM27 has made this difference possible. Together, we'll celebrate the past 10 years and set the stage for the next decade.





GALA DETAILS



THURSDAY, JULY 16



**DELTA HOTELS
GUELPH**

LEARN MORE ABOUT WAYS TO SUPPORT





PRESENTING SPONSOR



- Exclusive naming rights for the Gala
- Premier logo recognition on Gala stage and signage
- One table (10 tickets)
- Opportunity to provide branded items for tables
- Recognition on event website and communication items
- Speaking opportunity at Gala

RED CARPET SPONSOR – \$2,000

- Designated Red Carpet Sponsor
- Logo on Red Carpet backdrop where all guests get photos taken
- Direct social media exposure opportunity
- Two Gala tickets
- Logo on website and marketing materials
- Recognition in all post-event communications



KEYNOTE SPEAKER SPONSOR – \$1,500

- Logo on stage signage
- Logo placement on all event materials, website, and communications
- Inclusion on all social media for keynote announcement, promotions, and event posts
- Recognition during the Gala
- Two Gala tickets
- Recognition in all post-event communications

SILENT AUCTION SPONSOR – \$1,000

- Logo on auction signage and materials
- Logo placement on all event materials, website, and communications
- Recognition during the auction
- Two Gala tickets
- Recognition in all post-event communications



BAR SPONSOR – \$1,500

- Signage at the event bar
- Logo placement on all event materials, website, and communications
- Recognition during the Gala
- Two Gala tickets
- Recognition in all post-event communications

TABLES – \$1,600

- Includes 10 tickets
- Opportunity to add logo / signage on dedicated table
- 3-course dinner included

IN-KIND DONATIONS

- In-kind contributions for the Gala are welcome and greatly appreciated.
Contributions such as:
 - Silent auction item
 - Prizes
 - Décor
 - Experience packages

