

Unsung Heroes



SUPPORTING
ALZHEIMER'S AND
DEMENTIA AT
BAYCREST



REFLECTIONS

OCTOBER 14-15 RICHMOND HILL CENTRE FOR THE PERFORMING ARTS

*A Very Special 10th Anniversary Revue
of "The Best Of" Unsung*

SPONSOR INFORMATION PACKAGE

ABOUT UNSUNG



ABOUT UNSUNG HEROES PRODUCTIONS

FEATURED BY:

Unsung Heroes Productions (UHP) is entering it's **10th and final year** as a beloved theatre fundraising group that has raised over \$680,000 for it's charity partners.

Originally conceived as The Barbara Pinchuk Legacy Project, Barbara's son Neal wanted to find a way to honour his mom, a single mother who raised three children in poverty.

Since its inception, UHP has produced 12 shows, including 9 annual shows and 3 special

productions. Combined, UHP has entertained over 10,000 audience members, created an outlet for incredibly talented professionals and, engaged the community in highly unique fundraising events.

UHP is highly unique in the Toronto theatre scene. We bring music from a variety of sources such as Broadway and pop, with a mix of amateur and professional talent, arranged and staged in a way that connects with our audience, all in a highly engaging and high-quality technical production.

Over the years, UHP has been covered by television, radio and print media agencies, including CTV News, CBC News, Canadian Jewish News, Zoomer Radio, Rogers TV and others, reaching a combined audience of over 2,000,000 viewers.

UHP has an extremely loyal following. Over 98% of audiences rated our shows as "excellent", stating they would both return and recommend our shows to family and friends.

FUNDRAISING COMMITTEE

We are very grateful for our committee of dedicated members focused on sponsor value, fundraising, media, communications and event planning.

Jen Godfrey Co-Chair	Steve Share Co-Chair	Sherry Adud Committee
Joanna Pearl Committee	Sherry Adud Committee	Darren Rabie Committee/ Fundraising Coach
Alithea Stern Committee	Michele Cohen Committee	Mara Reich Committee
Michelle Samuel Committee	Mark Wexler Committee	Joanna Guttman Committee
	Judy Librach Committee	

9
Charities

12
Shows

280
Songs

200
Cast & Crew

10,000+
Audience

\$680,000
Donated



ABOUT UNSUNG



THE POWER OF LOVE - **INSPIRED BY A SON'S LOVE FOR HIS UNSUNG HERO. HIS MOM.**

A story of love, loss, survival, rebuilding and giving back.

In 1983, when Neal was nine, his family went through two significant and challenging life events. One, their very successful Calgary based business was would not survive financial challenges. Two, their marriage would not survive emotional challenges.

Neal's mother, Barbara Pinchuk, found herself simultaneously divorced and bankrupt. To add more strain, Barbara had no job experience. She was a single mom, sole caregiver and provider of three children. Her support system, friends and family, were in Montreal but her children did not speak French. So she packed up their home and took her three kids to Toronto to be closer to her support system. But with little to no work experience, she struggled to make ends meet. She channeled all she had for the care of her children. Materially and emotionally.

She always had unwavering support for, and belief in, her kids. It was her belief in Neal, even during his challenging youth, that he credits with his award-winning career and then the launch of a leading customer experience consulting firm.

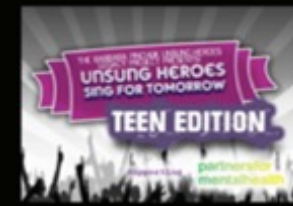
Barbara was an Unsung Hero, and the inspiration behind UHP.

With the emotional, physical and material sacrifices Barbara made, Neal launched Unsung and produced these these shows to honour her. His way to "pay her back". While she can never be repaid, this project has allowed Neal to pay it forward to causes that were important to her. After all, it was Barbara who had instilled in Neal, the importance of giving to others who are less fortunate. Even when she was at her lowest, she never stopped giving what she could to others.

Since then, UHP has donated over \$680,000 to it's charitable partners.

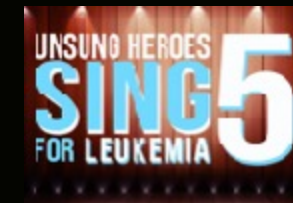


ABOUT UNSUNG



THE TEEN EDITION
Mental Health

Working with Partners for Mental Health, talented teens took to the stage to fight the stigma and raise awareness.



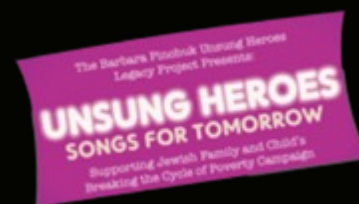
UN Sung 5 SING FOR LEUKEMIA
Leukemia

By our 5th annual show, the Unsung brand had grown so much that we simply referred to the show as Unsung 5.



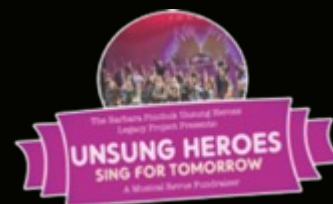
THE BROADWAY PROJECT
Mental Health

In our inaugural year, we produced a show called the Broadway Project which was just that. Our charitable focus was mental health research in partnership with the Weizmann Institute of Science.



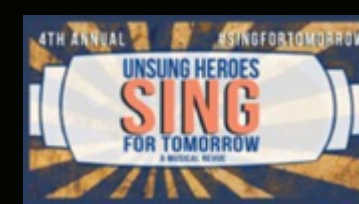
UN Sung 2 SING FOR TOMORROW
Poverty

In our second year we renamed the show Sing for Tomorrow, helping to send kids to camp in partnership with Jewish Family & Child.



UN Sung 3 SING FOR TOMORROW
Leukemia

In 2015 our Sing for Tomorrow show was our first to partner with Imagine a Cure for Leukemia.



UN Sung 4 SING FOR TOMORROW
Leukemia

Our 4th annual show not only sold out, but did so in record time, setting a standard for our annual shows that would continue.



CAMP FIRESONG
Poverty

An acoustic concert like no other, taking our audience back to their camp days to help send kids to camp.



WHO NU
Poverty

Celebrating Jewish composers and singers, Who Nu musical revue again raised funds to help send kids to summer camp through JF&CS.



UN Sung 6 STRONGER TOGETHER
Pediatric Leukemia

Our 6th annual show was our biggest yet. With amazing talent, this professional production sold out early and was our top grossing show to date!



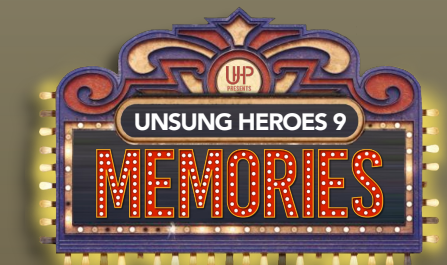
UN Sung 7 VIRTUAL UN SING
Pediatric Cancer

Our 7th Annual suddenly became Virtual when the pandemic hit. Despite this, our virtual show was a success raising funds to help send kids with cancer to Camp Ooch



UN Sung 8 EMERGING
Mental Health

Unsung 8 was a live show only shortly after theatres were open to full capacity. A show for jack.org mental health was the right fit as everyone was feeling the impact of lockdowns



UN Sung 9 MEMORIES
Alzheimer's

Unsung 9 was our first show where people were comfortable coming to the theatre. A show about the milestones and memories of life raising money for Baycrest and setting a new single-production fundraising record.

\$680,000
Donated to Date

2013 2014 2015 2016 2017 2018 2019 2020 2021 2022

ABOUT THE CHARITY



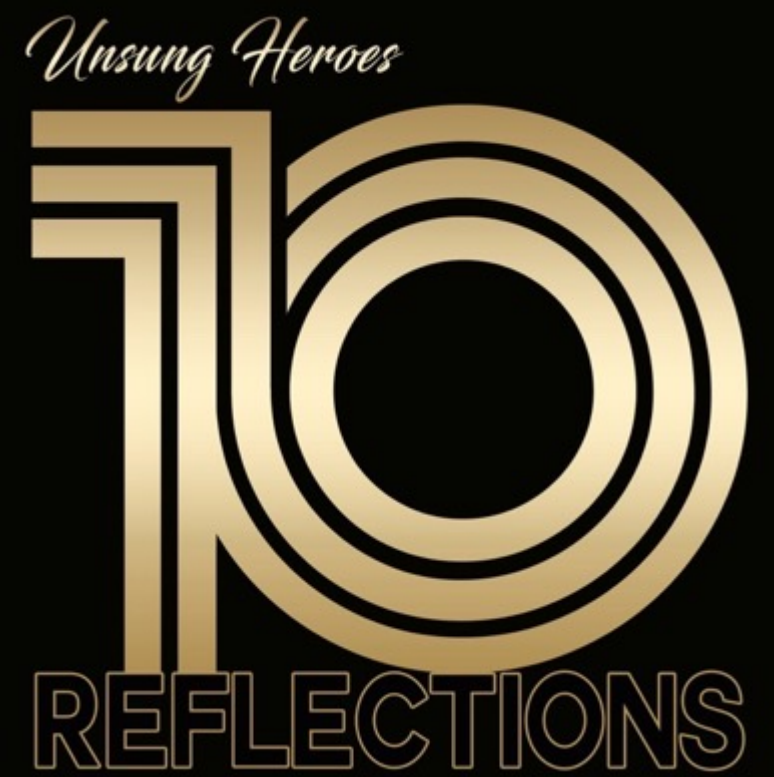
FEAR NO AGE™



Baycrest is a leading institution focusing on both the duration and quality of life as we age. They are conducting groundbreaking Alzheimer's and Dementia research and treatments which where we are focused on supporting.

UNSUNG HEROES 10 : REFLECTIONS

The Best of 10 years of Unsung Heroes Productions



THE SONGS, MOMENTS, FRIENDSHIPS AND IMPACT

Unsung 10 will be unlike any of our previous shows. This very special 10th anniversary “best of the best” production will not only be a musical performance, but a celebration of the community and experience UHP has helped to foster.

NEEDLESS TO SAY, IT WILL BE AN EMOTIONAL, JOYOUS AND INSPIRING EXPERIENCE FOR CAST, SPONSORS AND AUDIENCE

THIS WILL ALSO BE OUR FINAL SHOW

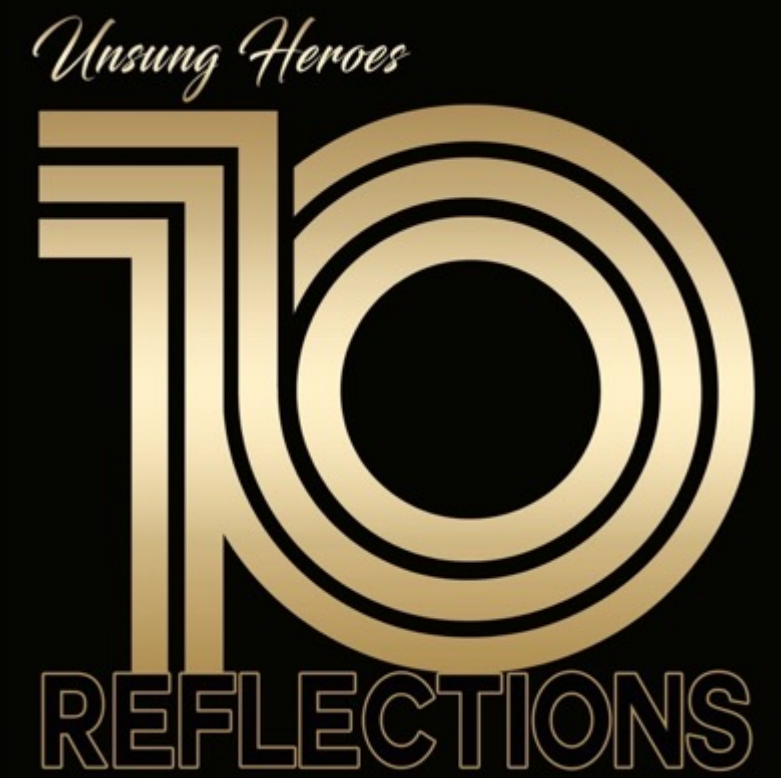
Join us we reflect on:

- Some of the most powerful and inspirational songs we’ve ever performed
- Our favourite original arrangements
- The funniest moments that had audience and cast laughing till their faces hurt
- The amazing stories and friendships from on and off the stage
- The causes we’ve supported together with our audience and impact it’s made
- The many cast and crew that have joined us over the years
- The amazing loyal Sponsors have supported us through all of our productions
- The women who inspired it all and the story of how it all began

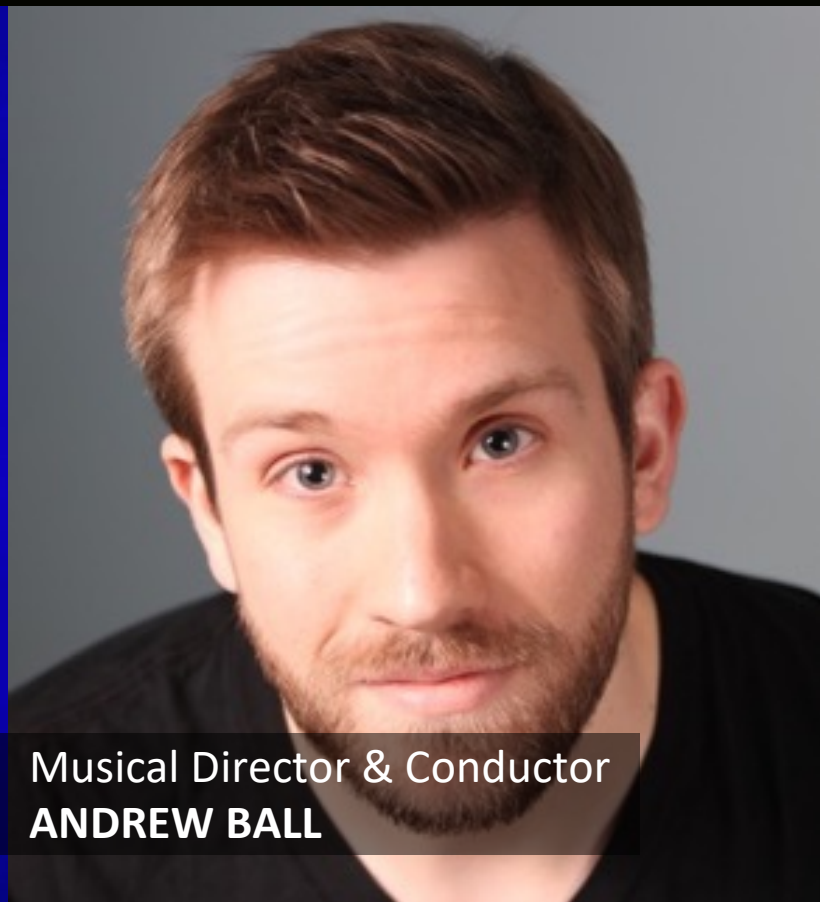
VENUE

We are thrilled to be returning to the Richmond Hill Centre for the Performing Arts for performances Oct 14th and 15th with performances planned (and the ability to add in 2 additional performances based on ticket sales

THE CREATIVE TEAM



Producer
NEAL DLIN



Musical Director & Conductor
ANDREW BALL



Supervising Choreographer
MARNY FLORENCE



Technical Director
JULIAN MURILLO PION



Stage Manager
ANDREA WICKEN



DIRECTOR
STEPHANIE CORREIA

THE EVENTS



PRE-SHOW COCKTAIL RECEPTION (DETAILS TENTATIVE)

For the first time ever, and after much demand, Unsung will be planning a highly anticipated pre-show cocktail reception that will extend the reach of our Sponsors to engage with our audience! **Final details pending sponsorship**

- UHP signature cocktails
- A variety of standard drinks and cocktails
- Delicious appetizers
- Silent Auction
- Door and/or Raffle prizes
- Unsung Heroes history experiences
- Top Tier Sponsorships
- Live entertainment from our Unsung Heroes cast

MINI-CONCERTS

Special 30-60 minute concerts at select venues and/or participating top tier sponsor locations including a specially curated selection of songs from the over 280 songs performed in past shows.

These performances will be in conjunction with our charity partners (e.g. at Baycrest and/or at a JFCS venue) and could also be held at a Sponsor venue.

POP-UP FLASH MOBS

Imagine eating at a beloved restaurant or being in a public space (or a Sponsor location) where Unsung Heroes Cast spontaneously emerge one-by-one in a pre-rehearsed performance that is entertaining guests live AND being filmed to share in social media. Now imagine it sponsored by you!

THE SPONSORSHIPS

CORPORATE SPONSORSHIP PACKAGE LEVELS

SEE BENEFITS/ACTIVATIONS
POSSIBILITIES ON THE
FOLLOWING PAGE

LEVEL	AMOUNT	OVERALL EXCLUSIVITY	CATEGORY EXCLUSIVITY	TICKETS	PREMIUM LOCATION PROGRAM AD	REGULAR LOCATION PROGRAM AD	NAMING RIGHTS	DIGITAL MENTIONS	CUSTOMIZABLE BENEFITS PACKAGE	PREMIUM BENEFITS (ACTIVATIONS)	OPTIONS FOR COLLATERAL AT VENUE
LEAD PRESENTING (PLATINUM)	\$50,000	1	YES	25 VIP	FULL PAGE + FULL PAGE AUDIENCE ADDRESS		YES ("PRESENTED BY" ON ALL MATERIALS, MEDIA AND ANNOUNCED LIVE AT SHOW)	SOCIAL MEDIA EMAIL WEBSITES UNSUNG AND CHARITY PROPERTIES	YES	5+	BOOTH, MARKETING MATERIALS, PROMOTIONAL ITEMS ON SEATS/GIFT BAGS, TABLE TOPPERS
GOLD	\$25,000	5	YES	15 VIP	FULL PAGE			SOCIAL MEDIA EMAIL WEBSITES UNSUNG AND CHARITY PROPERTIES	YES	3	BOOTH, MARKETING MATERIALS, ITEMS ON SEATS/GIFT BAGS
SILVER	\$10,000	10	YES	10 VIP		FULL PAGE		SOCIAL MEDIA UNSUNG AND CHARITY PAGES		2	MARKETING MATERIALS, ITEMS ON SEATS/GIFT BAGS
BRONZE	\$5,000	25		5 VIP		HALF PAGE		SOCIAL MEDIA UNSUNG PAGES			ITEMS ON SEATS/GIFT BAGS
FRIEND	\$2,500			2 VIP		HALF PAGE					

THE SPONSORSHIPS

PREMIUM BENEFITS/ACTIVATIONS

If your sponsorship level includes a set number of premium benefits, the following options may be chosen based on availability

BENEFIT NAME	DESCRIPTION	SPONSORSHIP EXCLUSIVITY	CUSTOMIZABLE OPTION EXCLUSIVITY
PRE-SHOW RECEPTION SPONSOR	Be recognized as the named sponsor of the pre-show reception in all materials with the option to speak at the reception	RIGHT OF FIRST REFUSAL - LEAD PRESENTING (PLATINUM)	
SPEECH AT THE SHOW	The option to be able to address the audience live at the show	ACT 1 - LEAD PRESENTING (PLATINUM)	ACT 2 - GOLD SPONSOR (1 Available)
DIGITAL VIDEO SPONSOR	The opportunity to be named as the sponsor of the digital show or digital songs (shared on Youtube, in email blasts and social posts)	LEAD PRESENTING (PLATINUM) named as full show sponsor	GOLD SPONSOR (1 available per individual song released)
PHOTOBOOTH SPONSOR	The Unsung photobooth is always wildly popular! Each printout will have your logo below this beloved event keepsake!	LEAD PRESENTING (PLATINUM)	GOLD OR SILVER OPTION (1 Available)
MERCHANDISE (SHIRT) SPONSOR	Our shirts are so popular that audience members have said they would even wait for us to produce more when their size runs out! Have your logo on our final Unsung 10 shirt!	LEAD PRESENTING (PLATINUM)	GOLD OR SILVER OPTION (1 Available)
DONATION MATCH SPONSOR	Nothing gets donations going like a generous donation match! This option allows your name and logo to be mentioned countless times during a set period. (Note: matched funds are over and above sponsorships, with a minimum level of \$10,000.)		LEAD, GOLD OR SILVER OPTION (1 Available)
AUCTION SPONSOR	We will be holding a silent auction at our pre-show event with the potential for online auction. Have your name and logo as the auction sponsor!		LEAD, GOLD OR SILVER OPTION (1 Available)
YOU IN THE SHOW	You read that right! You can join the cast (and be introduced) as a special The degree and specifics of your involvement are determined based on YOUR comfort level and rehearsal time availability.		LEAD, GOLD OR SILVER OPTION (1 Available)
CUSTOM SONG	We can create a custom song that incorporates your brands or products...what could be more engaging than that?		LEAD, GOLD OR SILVER OPTION (1 Available)

THE SPONSORSHIPS

A LA CARTE PROGRAM ADS

LEVEL	AMOUNT
PREMIUM LOCATION FULL PAGE	\$1000
FULL PAGE	\$800
HALF PAGE	\$500
QUARTER PAGE	\$360

PERSONAL DONATIONS

LEVEL	AMOUNT	RECOGNITION
LEVEL 1: EXECUTIVE PRODUCER	\$10,000	<ul style="list-style-type: none"> • Social Media • Websites • Show Program • Announced
LEVEL 2: DIRECTOR	\$5,000	<ul style="list-style-type: none"> • Social Media • Websites • Show Program
LEVEL 3: SPOTLIGHT	\$3,600	<ul style="list-style-type: none"> • Social Media • Websites • Show Program
LEVEL 4: PATRON	\$1,800	<ul style="list-style-type: none"> • Websites • Show Program
LEVEL 5: SUPPORTER	\$1,000	<ul style="list-style-type: none"> • Show Program
ALL DONATIONS WELCOMED!	???	<ul style="list-style-type: none"> • \$180 and up will have a place in the Show Program as well

GET IN TOUCH

If you need more information, would like to arrange to meet the Founder of Unsung Heroes and/or a representative of the fundraising committee, or would like to support this project, please do not hesitate to contact:

Neal Dlin

Founder and Artistic Producer
Unsung Heroes Productions



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info@unsungheroesproductions.com

Jen Godfrey

Co-Chair
2023 Fundraising Committee



416 258 4330



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Steve Share

Co-Chair
2023 Fundraising Committee



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