



A MUSICAL REVUE

**SHARING, CELEBRATING  
& PRESERVING MEMORIES**

**OCTOBER 15-16**

RICHMOND HILL CENTRE  
FOR THE PERFORMING ARTS

TICKETS, DONATIONS  
AND SPONSORSHIPS

[UNSUNGTICKETS.COM](http://UNSUNGTICKETS.COM)

SPONSORSHIP  
PROPOSAL





## ABOUT UNSUNG HEROES PRODUCTIONS

FEATURED BY:



Unsung Heroes Productions (UHP) is a beloved theatre fundraising group that has raised over \$600,000 for our 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 11 shows entertaining over 10,000 audience members, creating an outlet for incredibly talented professionals and engaging the community in incredibly unique fundraising events.

UHP is highly unique in the Toronto theatre scene. We bring music from Broadway to pop, with professional and amateur talent, arranged and staged in a way that conveys key messages, 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 generated an incredibly loyal following, over 98% of audiences rated our shows as excellent, 95% stating they would both return and recommend our shows to family and friends.

## OUR COMMITTEE

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

Michelle Samuel Co-Chair	Jen Godfrey Co-Chair
Sherry Adud Committee	Joanna Pearl Committee
Michele Cohen Committee	Alithea Stern Committee
Mark Wexler Committee	Neal Dlin UHP Founder
Marla Dlin Treasurer	Lindsay Ritter Social Media and PR

**8**  
Charities

**11**  
Shows

**225**  
Songs

**300**  
Cast &  
Crew

**20,000**  
Audience

**\$600,000**  
Donated





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

A story of love, loss, survival, rebuild and give back.

When Neal was nine, his parents found that both their very successful Calgary based business and their marriage had imploded.

His mother, Barbara Pinchuk, was suddenly divorced, bankrupt with no job experience, a single mom and sole caregiver and provider of three children. It was 1984, her friends and family were in Montreal and so she packed up and took her three kids to Toronto to be closer to home. 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 and belief in her kids. It was her belief in Neal, even during a challenging youth, that he credits his award winning career and then the launch of a leading customer experience consulting firm.

She was an Unsung Hero and the inspiration behind UHP.

With the emotional, physical and material sacrifices Barbara gave, doing these shows to honour her is a way to pay back to her, what can never be paid, by paying it forward to causes that were/are important to her.

Since then, Unsung has donated over \$600,000 to our charitable partners.



SUPPORTING  
**Baycrest**

ALZHEIMER'S  
AND DEMENTIA

RESEARCH AND  
TREATMENTS

# OUR HISTORY

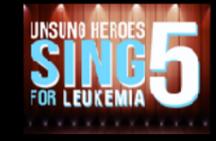


\$600,000  
Donated to Date



THE TEEN EDITION  
Mental Health

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



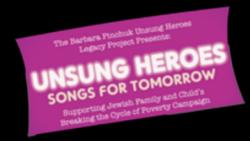
UN Sung 5  
Leukemia

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.



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.



SING FOR TOMORROW  
Leukemia

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



4th ANNUAL  
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  
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  
UN Sung VIRTUAL  
Poverty

Our 7th Annual suddenly become 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](http://jack.org) mental health was the right fit as everyone was feeling the impact of lockdowns

2013

2014

2015

2016

2017

2018

2019

2020

2021



THE CAUSE

FEAR **NO** AGE™

**Baycrest**



# FEAR NO AGE™

# Baycrest™

## IMPACT

More than 500,000 Canadians currently live with Alzheimer's disease and other forms of dementia, affecting one out of every four Canadians over the age of 85. This number is expected to nearly double by 2030. Addressing the public health crisis of dementia is an urgent public health concern.

Read below to learn how Baycrest's care, innovation, education and research impacts the lives of clients here and in the community.

By sponsoring Unsung Heroes 9 for Baycrest, you'll be raising vital funds to help Baycrest in its work to defeat dementia. These critical funds will be directed toward areas that require timely investments with the goal of creating a world where every older adult enjoys a life of purpose, inspiration and fulfilment.

Join or Sponsor Unsung Heroes 9 so that we can all Fear No Age™!

At Baycrest, our research is helping the world understand more about the aging brain. We're unlocking mysteries of the aging brain to help defeat dementia. Baycrest's Rotman Research Institute is advancing our knowledge of the aging brain. Our foundational science research programs focus on perception, cognition, and brain function.

As the scientific headquarters for the Canadian Consortium on Neurodegeneration in Aging (CCNA), Baycrest is a hub for over 300 researchers working to prevent, detect and treat dementia across Canada.

As we work to defeat dementia, Baycrest is also educating the next generation of healthcare providers, locally and globally, and creating innovative, technology-based virtual education in response to the evolving needs of our learners.

Fully affiliated with the University of Toronto, Baycrest has an extensive clinical training program. We have trained thousands of students and practitioners from over 50 universities and colleges to deliver high quality care alongside leading experts who are focused on the diseases of aging and care of older adults.

SUPPORTING  
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ALZHEIMER'S  
AND DEMENTIA

RESEARCH AND  
TREATMENTS

# FEAR NO AGE™

# Baycrest



Baycrest's researchers are tackling the public health crisis of dementia on a number of fronts - through detection, prevention and treatment. The time to prevent Alzheimer's and related diseases is now, but the only way to tackle the problem is by fully understanding it.

Over the years, Baycrest's research has fuelled the development of the first science-based cookbook for the brain, Mindfull; the first Brain Health Food Guide for adults over 50; a clinically-validated, gold standard brain health workshop for healthy older adults and a free, scientifically-validated, brain health assessment for adults over 40.

Our researchers study various brain disorders and dementias, including:

- Alzheimer's Disease
- Vascular Dementia
- Parkinson's Disease
- Primary Progressive Aphasia
- Anxiety and Mood Disorders
- Traumatic Brain Injury
- Stroke
- Mild Cognitive Impairment

Research at Baycrest brings together neuroscientists, psychologists, gerontologists, occupational therapists, physicists, statisticians, computer scientists. As Baycrest's scientists unravel the mysteries of the aging brain, they work in close collaboration with healthcare staff and clients to understand, protect, and enhance brain health throughout our lifetimes.

Partnerships play a key role in meeting this goal, which is why Baycrest is a partner of choice, collaborating with clinicians, researchers, government, non-profits, community groups and industry, in Canada and across the globe.

FEAR NO AGE™

Baycrest

cogniciti

Baycrest Global Solutions



SUPPORTING  
Baycrest

ALZHEIMER'S  
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THE SHOW

# UNSUNG HEROES 9 : MEMORIES

## A SHOW WHERE SHARING MEMORIES, SAVES THEM

Our theme for this year's show is about sharing and preserving memories. Through song, dance and storytelling, you will experience incredible stories based on memories from our cast as well as from those coping with Alzheimer's Disease. Our goal in sharing them, is for them to live on in all of us and in that way, they outlive us, beyond age or disease.

Memories are stories from moments in time. Moments of love, loss, laughter, relationships, silliness, sadness, joy and more, will be married with Broadway, pop music, parody, powerful vocals, dance, storytelling and a highly creative technical production. The outcome of this all is to bring these memories to life, to educate and to entertain. We will also form powerful new shared memories that will live on in our hearts.

## THE CAUSE

Baycrest is a global leader in geriatric care, research and innovation. Baycrest is also home to a robust research and innovation network, including:

- One of the world's top research institutes in cognitive neuroscience, the Rotman Research Institute
- The scientific headquarters of the Canadian Consortium on Neurodegeneration in Aging, Canada's largest national dementia research initiative;
- The Baycrest-powered Centre for Aging + Brain Health Innovation, a solution accelerator focused on driving innovation in the aging and brain health sector

## THE IMPACT

Funding for brain research is one of our most pressing needs. Your support will help drive discoveries to preserve precious memories, defeat dementia and improve brain health throughout the lifespan so that everyone - young and old - will Fear No Age.

**UJP PRESENTS**

**UNSUNG HEROES 9**

**MEMORIES**

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# THE CREATIVE TEAM

# THE TEAM



Director  
**DAVID WICKEN**



Musical Director  
**TERENCE VINCE**



Choreographer  
**MARNY FLORENCE**



Technical Director  
**JULIAN MURILLO PION**



Stage Manager  
**ANDREA WICKEN**



Producer  
**NEAL DLIN**

**David Wicken**  
Director

David has been a very active participant in the amateur theatre scene around the GTA over the last 20 years. He has taken on various roles, predominantly as a performer or musician (percussionist). He's also worked as a Producer, Sound Operator, Stagehand, Music Director, and more recently as a Director.

David's Directing credits include Evita (Scarborough Music Theatre), which was nominated for 9 ACT-CO awards including Best Direction and Best Musical Production. Dogfight (First Act Productions) at the Alumnae Theatre, and he will be directing a Production of tick, tick... BOOM! with Out There Productions later in 2022/23.

David has also worked extensively in Marching Performing Arts as a Writer/ Arranger, Instructor and Consultant working with several groups on percussion and visual staging.

**Terence Vince**  
Musical Director, Composer, Performer

Terence is a Musical Director, Composer and talented performer. He was a co-founder and resident musical director of Chicken Coop Theatre, where he has had the pleasure of Music Directing productions of American Idiot, Hairspray, RENT, and The Fiddler on the Roof. Other Musical Directing Credits include the Canadian Premiere of Fugitive Songs (First Act Productions), Buddy: The Buddy Holly Story (Lower Ossington Theatre), and The Wizard of Oz (Scarborough Music Theatre). Currently, he is the resident musical director for Richmond Hill based Theatre Company, The Children's Theatre Project, where he works exclusively with the school's prestigious master class program. In 2013, he composed the 90s Romantic Comedy musical, Lovelash, which has garnered numerous local award nominations, including a Bravo award nomination for best new musical in its Vancouver, B.C. premiere. Since 2018, Terence has been the owner/operator of Entr'acte Studios, a new company that specializes in private music lessons and live music services.

**Marny Florence**  
Choreographer

Marny Florence is a professional Dancer, Choreographer, and Host in Toronto! She has had incredible opportunities in the entertainment industry throughout her career thus far; from starring in Alessia Cara's "Scars to your Beautiful" music video, to opening for Prince Harry's Invictus Games, to performing in the MMVA's, to choreographing for The Toronto Rock Cheerleaders at The Scotiabank Arena, to Audience Coordinating at CTV. Whether Marny is hosting the Disney Channel main stage at Girl Expo Canada, choreographing for the Marilyn Denis Show, or teaching Zumba in the Dominican Republic, her favourite part about any experience is getting to meet new people. Marny's passion for entertainment, community and dance shines, as she continues to spark the energy, inspire, and create memorable experiences that will last a lifetime!

This is Marny's third consecutive time choreographing for Unsung Heroes Productions.

**Julia Murillo Pion**  
Technical Director

Julian is a former Ryerson theatre production grad and has been a Technical Director with UHP since 2018. Julian is actively working as a Lighting & Video Designer & Production Manager for different private events and clubs in Toronto. He's glad to return to the theatre once again, and apply his flair of magic and love for design into this great cause.

Growing up in the east coast, and continuing to grow in the big city, Julian is proud to bring JMP Productions vast expertise and experience to this project and is extremely thankful to Neal for this great opportunity.

Previous select credits include: Summer Hill Players' production of "La Niece". Playwork's York Mills reunion production of "Grease". Hazygrape production of "Little Shop of Horrors". Moncton high school's production of "Into the woods".

**Andrea Wicken**  
Stage Manager

Andrea is excited to return to Unsung Heroes Productions as stage manager. Andrea can be found all around the GTA stage managing, set building, painting, and once in a while on stage. Andrea would like to thank all of her friends and family, especially her husband David, for their love and support.

What does a Stage Manager do exactly? Let's just say that Andrea is a force that holds it all together from inception through rehearsals all the way to ensuring that all aspects of the live show run smoothly and professionally.

**Neal Dlin**  
Founder and Producer

Neal's story is on slide 3



A group of people in historical costumes singing in a choir, overlaid with a red tint and the word 'SPONSORSHIP' in a white box.

SPONSORSHIP



## SPONSORSHIP BENEFITS

### VISIBILITY

Invest visibly in the future health and wellbeing for the aging to live without fear of things like Alzheimer's and Dementia.

### STAFF ENGAGEMENT

Be encouraged to extend your engagement with Unsung Heroes Productions to your staff and key stakeholders to participate as ensemble in our virtual show.

### CORPORATE RESPONSIBILITY

Enjoy the benefit of quality corporate citizenship to deepen your emerging and/or well recognized brand through alignment with Baycrest and UHP.

### LEADERSHIP

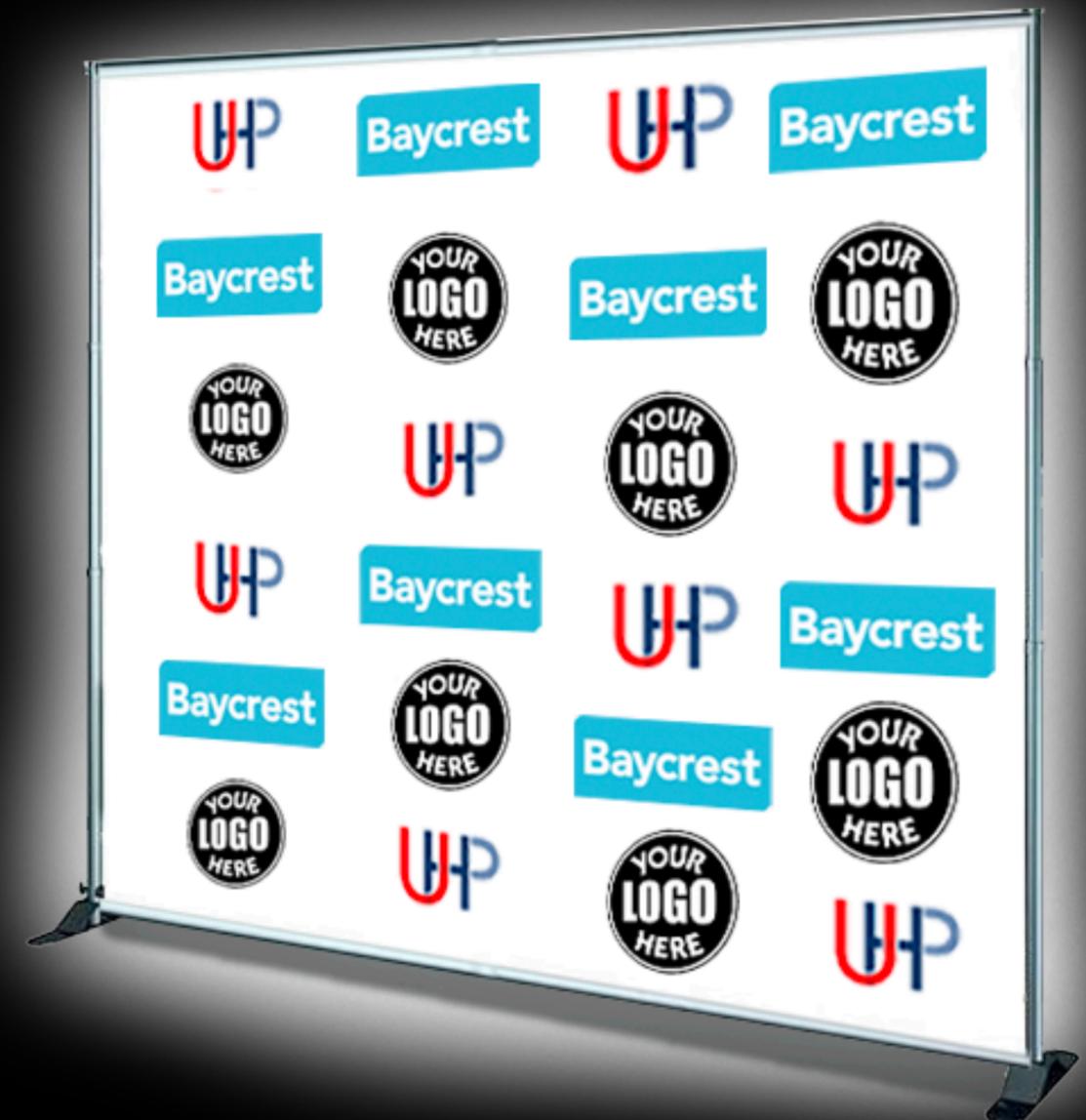
Enhance your leadership role in the business community, demonstrating a strong commitment to corporate social responsibility and philanthropy by supporting this event.

### RECOGNITION

Be recognized in associated media, web, social media digital program and email announcements as a supporter of our initiatives.

### ENGAGE OUR AUDIENCE

Through video and social media sponsorships, engage with our audiences.





# SHOW SPONSORSHIP OPPORTUNITIES

## PRESENTING SPONSOR \$50,000 (LIMIT 1)

- ▶ Naming rights: Unsung Heroes 9 : Memories Presented by "Sponsor"
- ▶ Recognition as the Presenting Sponsor on UHP and Baycrest websites and associated media
- ▶ Full page program ad in premier location (first choice)
- ▶ 25 complimentary VIP tickets to Unsung Heroes 9
- ▶ Premier position as Presenting Sponsor for name and logo on all marketing materials for Unsung 9 including Step and Repeat
- ▶ \$25,000 credit towards activations
- ▶ Principle acknowledgement & thanks in welcoming speech at all performances of Unsung Heroes 9
- ▶ Option to have promotional item / gift bags for guests at all performances
- ▶ Display your brand or marketing collateral/pull up banners at each performance
- ▶ Two exclusive social media posts, one announcing you as the Presenting Sponsor and one educating on your products

## GOLD SPONSOR \$25,000 (LIMIT 5)

- ▶ Logo displayed on all promotional material for Unsung 9 a Gold Sponsor partner
- ▶ Recognition as Gold Sponsor for Unsung 9 on UHP and Baycrest websites and associated media
- ▶ Full page program ad in premium location
- ▶ 15 complimentary VIP tickets to Unsung Heroes 9
- ▶ Acknowledgement & thanks in welcoming speech
- ▶ \$10,000 credit towards activations
- ▶ Premium position for logo on all marketing and communications material for Unsung 9 including Step and Repeat
- ▶ Option to have promotional item / gift bags for guests at all performances
- ▶ Display your collateral/pull up banners at each performance
- ▶ One exclusive social media post announcing you as a Gold Sponsor

## SILVER SPONSOR \$10,000 (LIMIT 10)

- ▶ Recognition as Silver Sponsor on UHP and Baycrest websites and associated media
- ▶ 10 complimentary VIP tickets to Unsung Heroes 9
- ▶ \$5,000 credit towards activations
- ▶ Logo on all marketing and communications material for Unsung 9 including Step and Repeat
- ▶ Display your collateral/pull up banners at one of our three performances
- ▶ Full page program ad in premium location

## BRONZE SPONSOR \$5,000 (NO LIMIT)

- ▶ Logo displayed on all promotional, marketing and communication material for Unsung 9
- ▶ 5 complimentary VIP tickets to Unsung 9
- ▶ \$2,500 credit towards activations
- ▶ Full page program ad

## FRIEND \$2,500 (NO LIMIT)

- ▶ Logo displayed on all promotional, marketing and communication material for Unsung 9
- ▶ 5 complimentary VIP tickets to Unsung 9
- ▶ Full page program ad





# ACTIVATIONS THAT FIT YOUR STRATEGY

## SHOW PROGRAM SPONSOR 1 available

As the Programme Sponsor, enjoy the opportunity to create a first page direct address to the audience. You will also get a premium full page ad, choosing from the inside cover, first page, last page or back cover. Each are prominent positions that are the most viewed pages of the program.

## VIP RECEPTION SPONSOR 1 per performance

Unsung Heroes audience are a highly sought after segment comprised of high income families. This exclusive opportunity will have your name and brand presented as the VIP Reception Sponsor as well as integrated into the reception. You will have enjoy the exclusive opportunity to bring your clients or employees to this prestigious pre-show reception, as well as to connect with our top tier ticket holders.

## BAR AND CONFECTIONARY SPONSOR 1 per performance

Sponsor the bar and confectionary before the show and during intermission, associating your brand with an element of the show that audiences truly love! In addition to your name and brand being presented physically at the theatre as the bar and confectionary sponsor, it will be presented on all materials as such.





# ACTIVATIONS THAT FIT YOUR STRATEGY

## DIGITAL VIDEO KEEPSAKE SPONSOR 1 available

Sponsoring our Digital Video production allows your brand to go into the hands of each of our VIP audience and cast as well as allowing us to potentially generate incremental fundraising for Baycrest. In addition to branding in the opening and closing credits, you have the option of recording a forward intro video, an amazing expression of your corporate responsibility.

## DONATION MATCH SPONSOR 1 per performance

Get impactful exposure during our live performances (or prior to) for donation match drives. We will announce your company and present your logo repeatedly in social, email, websites, and live during the performance.

## CUSTOM SONG SPONSOR 1 per performance

Our creative team are truly fantastic at re-writing lyrics of popular songs to incorporate your brand or products or to parody a theme of your choosing (subject to UHP approval). This very unique opportunity will make a strong and lasting impression for our audiences. (NOTE: Deadline to confirm this sponsorship is May 31st).





# ACTIVATIONS THAT FIT YOUR STRATEGY

## **PUT YOURSELF IN THE SHOW** 1 per performance

An incredible way to engage the audience with your brand is by being a guest star in one of the songs. Imagine an executive, or two or three, joining the cast, to be featured in one of the musical numbers. It shows immense authenticity and vulnerability = credibility and trust. The song will be introduced as sponsored by and starring your company and your name and brand will be listed in all materials as such.

## **PROMOTIONAL VIDEOS** 5 available

Bring your brand and ideas to promotional videos we will share in social, on our site and at the theatre. These can be spoofs as we have done in the past (e.g. Carpool Karaoke and The Bachelor) or videos that promote the work being done at Baycrest or behind the scenes teaser videos of the show.

## **PHOTOBOOTH SPONSOR** 1 per performance

Our Photo Booth vendor (or yours if you prefer) can fully brand the Unsung Photo Booth to meet your brand requirements. Each year, thousands of pictures are taken in our Photo Booth making it an incredible way to engage with our audience.



# MERCHANDISE



## UNsung 9 MEMORIES TSHIRT:

Our show shirts are always a sought after item. Sized for kids and adults. Perfect for corporate and employee gifts.

## SPONSOR 1 Available

Sponsor logo added to the shirt as shirt sponsor, recognized as t-shirt sponsor in all materials and receives 25 t-shirts for employees and customers

## GROUP PURCHASE

Sponsor receives 10 t-shirts and logo is added to show poster

Some of our past show tees



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RESEARCH AND  
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# PRICING TIERS

## SPONSORSHIP PACKAGES

LEVEL	AMOUNT	AVAILABLE	DETAILS
PRESENTING (PLATINUM)	\$50,000	1	Page 14
GOLD	\$25,000	5	Page 14
SILVER	\$10,000	10	Page 14
BRONZE	\$5,000	No Limit	Page 14
FRIEND	\$2,500	No Limit	Page 14

## SPONSORSHIP A LA CARTE ACTIVATIONS

ACTIVATION	AMOUNT	AVAILABLE	DETAILS
VIP RECEPTION	\$15,000	1 per performance	Page 15
BAR AND CONFECTIONARY	\$10,000	1 per performance	Page 15
DONATION MATCH	TBD (\$10,000+)	1 per performance	Page 16
VIDEO SPONSOR	\$7,000	1	Page 16
PROGRAM SPONSOR	\$5,000	1	Page 15
T-SHIRT SPONSOR	\$3,500	1	Page 18
PROMOTIONAL VIDEO	\$2,500	5	Page 17
PHOTOBOOTH	\$2,000	1 per performance	Page 17
CUSTOM SONG	\$2,000	1 per performance	Page 16
YOU IN THE SHOW	\$1,500	1 per performance	Page 17
T-SHIRT CORP PURCHASE	\$1,000	No Limit	Page 18

## PROGRAM ADS A LA CARTE

SIZE	AMOUNT	AVAILABLE
FULL PAGE PREMIUM LOCATION	\$1,000	4
FULL PAGE	\$750	No Limit
HALF PAGE PREMIUM LOCATION	\$500	8
HALF PAGE	\$400	No Limit
QUARTER PAGE	\$250	No Limit





# 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



416 671 8207  
info@unsungheroesproductions.com

