



can
you
lunch? *also*

FRIDAY,
MAY 3, 2024



can
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lunch?^{do}

About CANFAR

CANFAR is a national, independent organization advancing HIV knowledge and science. Fueled by fundraising, we invest in and foster effective research, build awareness, and cultivate partnerships to share expertise and encourage joint action. We have given more than \$26 million in grants to HIV/AIDS research projects.

Together, these nearly 575 projects have helped achieve breakthroughs in HIV prevention, testing, access to treatment, combatting stigma, and the search for a cure. In addition, every year, we reach over 1 million young people in Canada with vital information through our national youth HIV and sexual health awareness program, Sexfluent.ca.

CANADIAN FOUNDATION FOR AIDS RESEARCH



HIV is still an epidemic



Canada saw an increase of 24.9% of new HIV diagnoses in 2022 over 2021, with Saskatchewan and Manitoba leading the country's new diagnosis rate at 19.0 and 13.0 per 100,000 — compared to the national average of 4.7. This rise in new cases has not been seen in over a decade.

The HIV epidemic in Canada has been fueled in large part by health inequalities, the reduction of testing services during the COVID-19 pandemic, a lack of comprehensive youth sexual health education, the toxic drug crisis, and a lack of culturally-appropriate testing and care. It is also estimated that about 1 in 10 Canadians living with HIV don't know their status and have not benefitted from life-saving antiretroviral treatment. Other barriers for people to get tested without fear or judgment include stigma, racism, homophobia and transphobia.

CANFAR's blueprint to end HIV in Canada

CANFAR's new strategic plan, Bold Actions, commits to three priorities:

1. **Increase national awareness among key populations**, through strategic campaigns in collaboration with community-based organizations from coast-to-coast;
2. **Increase access to HIV testing and care**, by funding new ways to use technology and community-based models to meet people where they are and in ways they can feel safe to get tested and connected to care and treatment.
3. **Fund implementation research**, focused on addressing health and wellbeing issues faced by Indigenous peoples, African, Caribbean and Black people, racialized women, and people who use substances and inject drugs.



About 'Can you do lunch?'

Can you do lunch? (CYDL) is CANFAR's annual Spring fundraiser. Now in its 12th year, CYDL brings together over 400 of our patrons for a gorgeous, seasonally-themed lunch in the Aria Ballroom at Four Seasons Hotel Toronto. CYDL features a panel discussion with sector experts, people living with HIV and advocates, as well as CANFAR's famed Silent Auction which contributes immensely to our fundraising and allows us to invest in community implementation projects across Canada.

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This year's theme

This year's edition will highlight the need for **equitable access to HIV prevention, treatment and care for African, Caribbean and Black people, Indigenous folks, racialized women, and people who use substances and inject drugs**. If we prioritize the needs of under-resourced communities, we can end the HIV epidemic in Canada and create a brighter future for all persons living with HIV.

What does that future look like?

This year's event is co-chaired by Andrea Anders, Gallant Law, and CANFAR National Spokesperson Muluba Habanyama. Sincerest thanks to CYDL? Founder and Honorary Chair, Janice O'Born, C.M.O., Ont., Chairperson of the Printing House Charitable Office, Valerie Pringle, Honorary Chair and CANFAR National Spokesperson, as well as our entire CYDL? committee for their passionate work.



Meet the Co-chairs



Gallant Law is an award-winning business professional with 15+ years of experience translating consumer insights into impactful B2C and B2B strategies for Tier-1 global organizations such as Visa, RBC Royal Bank, Scotiabank and Cathay Pacific Airways. Currently Gallant is the Executive Advisor & Chief of Staff at Delphic Research. He sits on the Boards of Ontario Culture Days and Square Circle and is currently the fundraising event chair for the Reel Asian International Film Festival. Gallant is also affiliated with a number of philanthropic causes, including the Canadian Foundation for AIDS Research, Art Gems, the Sponsorship Marketing Council of Canada and the American Marketing Association.



Andrea Anders (Founder & Principal, Andrea Anders Inc.) is an award-winning communicator who has spent two decades building brands and solving public relations challenges across industries for high profile clients like Emirates Airline and Procter & Gamble. In addition to leading Andrea Anders Inc., a boutique PR and marketing agency focused on philanthropy, global issues, hospitality and prestige brands, she is a Canadian Foundation for AIDS Research, Bloor Street Entertains and Can You Do Lunch? committee member, a mentor with both GEM and The Forum, and a longtime supporter of LGBTQ+ rights, animal welfare and the arts. Andrea is also a SickKids Innovator and member of the AGO Curators' Circle.



Muluba Habanyama has worked with CANFAR for over seven years as a National Ambassador and is now a **CANFAR National Spokesperson**. She is an award-winning storyteller specializing in community relations, equity and inclusion, and community-based research. She has worked with Toronto Public Health, Women's Health in Women's Hands, the Stephen Lewis Foundation and more. She has been published in Flare Magazine, MTV, Huffington Post, and the Ottawa Citizen. Muluba currently is an advisor for the CIHR Canadian HIV Trials Network where she reviews leading HIV and STI research studies and is the Lead, Equity & Strategic Partnerships at the Ontario HIV Treatment Network. She educates, engages, and empowers people through our National Awareness Programs and speciality CANFAR events.

Event details

- **Date:** Friday, May 3, 2024, 11:30am to 1:30pm
- **Tickets:** \$400 each | **Tables:** \$4,000 each
- **Venue:** Four Seasons Hotel Toronto, Aria Ballroom
- **Guests:** Over 400 influential guests, including philanthropists and business leaders, VIPs, and media
- **Awards:** CANFAR will announce its annual Patrons' Circle Award winners during the CYDL reception
- **Discussion:** Panel discussion featuring CANFAR's National Ambassadors, researchers and colleagues talking about closing the research gap for under-resourced communities
- **Entertainment:** Live performances and special guest DJ
- **Step and repeat:** Professional photo capture and sponsor promotion
- **Silent auction:** CANFAR's unparalleled silent auction features luxury goods, exquisite destinations, and stunning works of art.
- **Balloon-pop raffle:** The annual balloon-pop raffle is a fun, interactive activation whereby guests purchase a balloon that has a ticket inside to pop and are then entered to win a fabulous door prize!

Presenting Partner – \$50,000

- Company logo with prominent recognition as Presenting Partner on electronic and printed promotional materials, including step and repeat
- Recognition on CANFAR social media channels
- Logo recognition with website link at event listing page on CANFAR.COM
- Premium coverage in the sponsor loop during event
- Sponsor recognition in CANFAR Annual Report
- Inclusion in the CYDL recognition videos

Three (3) premium VIP tables (30 seats)

One (1) available

Illumination Partner – \$25,000

- Company logo with prominent recognition as Illumination Partner on electronic and printed promotional materials, including step and repeat
- Recognition on CANFAR social media channels
- Logo recognition with website link at event listing page on CANFAR.COM
- Premium coverage in the sponsor loop during event
- Inclusion in the CYDL recognition videos
- Sponsor recognition in CANFAR Annual Report

Two (2) premium VIP tables (20 seats)

Five (5) available

Entertainment Partner – \$15,000

- Recognition as Entertainment Partner on electronic and printed promotional materials, including step and repeat
- Recognition on CANFAR social media channels
- Logo recognition on event listing page
- Coverage in the sponsor loop during the event
- Sponsor recognition in CANFAR Annual Report

One (1) premium VIP table (10 seats)

One (1) available

Red Carpet Partner – \$15,000

- Recognition as Red Carpet Partner on electronic and printed promotional materials, including step and repeat
- Recognition on CANFAR social media channels
- Logo recognition on event listing page
- Coverage in the sponsor loop during the event
- Sponsor recognition in CANFAR Annual Report

One (1) premium VIP table (10 seats)

One (1) available

Event Table Sponsor – \$5,000

- Recognition (corporate, or individual's name, or logo) on select electronic and printed promotional materials
- Recognition on CANFAR social media channels
- Logo recognition on event listing page
- Coverage in the sponsor loop during the event
- Sponsor recognition in CANFAR Annual Report

One (1) premium VIP table (10 seats)

Twenty (20) available

Silent Auction Sponsor – In-kind

- Company logo on Givergy auction page
- Recognition (corporate, or individual's name, or logo) on select promotional materials, depending on value of in-kind sponsorship
- Product placement on-site (depending on value of in-kind sponsorship) and on canfarauction.com
- Logo recognition on CANFAR.com CYDL page
- Recognition on CANFAR social media channels
- In-kind recognition in CANFAR Annual Report, depending on value of sponsorship

Unlimited available

Wine Partner – \$15,000 + Product

We are requesting Red, White, and Sparkling or Rose wines for CYDL? based on a capacity of 400 guests:

RECEPTION

- 4 cases Sparkling or Rose (48 bottles, 240 glasses)

LUNCH

- 8 cases (96 bottles, 480 glasses) of White wine
- 4 cases (48 bottles, 240 glasses) of Red wine

SILENT AUCTION

- 1 mixed case for the CYDL? silent auction

One (1) available

Recognition

- Recognition as Wine Partner on electronic and printed promotional materials, step and repeat
- Recognition on CANFAR social media channels
- Logo recognition on event listing page
- Coverage in the sponsor loop during the event
- Sponsor recognition in CANFAR Annual Report

Spirits Partner – \$15,000

As a Spirits Partner of CYDL, your brand will be heavily featured throughout the event. We will work with your team to develop a custom branded cocktail that will be served at the event, and you will benefit from sponsor exposure in our pre-event promotion and post-event recaps (see next column).

- We will require one (1) to two (2) cases of your spirit for the cocktails, dependent upon quantities necessary to complete the recipe.

One (1) available

Recognition

- Recognition as Spirits Partner on electronic and printed promotional materials, step and repeat
- Recognition on CANFAR social media channels
- Logo recognition on event listing page
- Coverage in the sponsor loop during the event
- Sponsor recognition in CANFAR Annual Report









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Contacts

ALEX FILIATRAULT, CEO
afiliatrault@canfar.com

ANDRES VARGAS, Stewardship and Development
avargas@canfar.com

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