

CANFAR ROCKS

- AIDSBEAT 27 -





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 CANFAR ROCKS

After nearly three decades, our AIDSbeat concert remains the definitive rock-and-roll event of Toronto's legal community, having raised over \$4.25 million in support of CANFAR-funded researchers who are leading the way in HIV/AIDS discoveries. It's a friendly battle-of-the-law-firm-bands that sees five groups rocking the El Mocambo's stage, alongside special guest performances and a live auction. Join over 600 annual concert-goers and help us raise the funds we need to invest in community implementation projects that will help us reach our goal of ending the HIV epidemic in Canada.



THIS YEAR'S THEME

This year, our lineup of bands are paying homage to the gone-too-soon members of **The 27 Club**; musical legends who all left us in their 27th year. As CANFAR invests in critical harm reduction programs across Canada, we'll pay tribute to some of those we've lost too soon to substance use while shining a light on how harm reduction is helping lower new rates of HIV cases among people who inject drugs.

Thank you to our incredible Event Founder and Honorary Chair, Patricia Olasker, for her continued leadership and passion to our cause. This year's event is Co-chaired by El Mocambo's Mike Chalut and Christopher A. Guerreiro of Norton Rose Fulbright, alongside Honorary Chair David Palumbo of Baker McKenzie.



MEET THE CO-CHAIRS

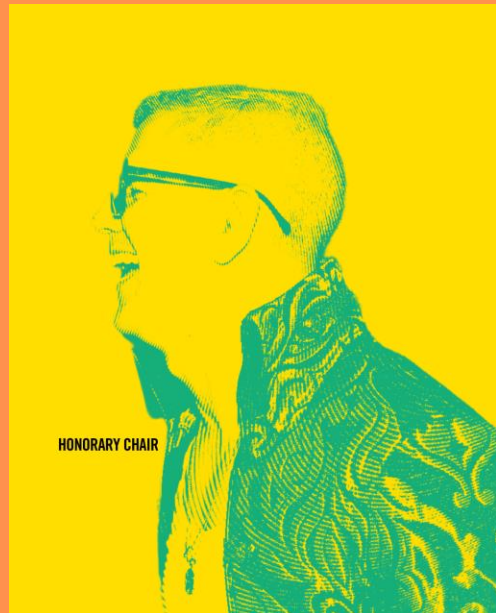


Christopher A. Guerreiro, Norton Rose Fulbright Canada LLP, practises intellectual property dispute resolution and litigation, with an emphasis on patents and issues affecting the life sciences, healthcare, and other high-technology industries. Christopher has been a member of the firm since joining as a summer student in 2011. He is an editor of Norton Rose Fulbright's Pharma in Brief bulletin and leads a number of programmes related to associate development, substantive legal knowledge, and team-building within the firm. This is Christopher's second year as CANFAR's AIDSbeat concert Co-chair, and he and the Norton Rose Fulbright band, Sound Prediction, are the reigning Lexpert Cup Champions.

Mike Chalut is self-effacing, given to spontaneous outbursts of showtunes, loses keys and cards but never an audience—and he is ready to host CANFAR Rocks, our AIDSbeat concert, for the third year in a row! Over the years, Mike has put his infectious energy to work as a notable radio and television personality. Among his many accolades, Mike has hosted Breakfast Television, City News and KISS FM. He has interviewed A-list celebrities on PROUD FM, planned world-class events, interviewed Hollywood royalty on the red carpet, and hosted two popular TV shows, Wedding SOS and Kim's Rude Awakenings. His new reality is producing TV shows that celebrate social inclusion and raising funds for non-profit organizations.



MEET THE HONORARY CHAIRS



David Palumbo has been an AIDSbeat concert-goer and Co-chair for years.

David is a senior partner and Chair of the Transactions Practice Group in Baker McKenzie's Toronto office. David is a member of the Firm's North American Capital Markets Steering Committee and Global Inclusion and Diversity Committee. He also serves as Chair of the Board of the You Can Play Project, a non-profit organization dedicated to ensuring the inclusion of all in sports.

David was recently named one of the 2023 Top 25 Most Influential Lawyers in Canada by Canadian Lawyer Magazine..

Patricia Olasker founded AIDSbeat 27 years ago and has grown it to become the most exciting event in Toronto's legal community. She is a senior partner at Davies and one of Canada's leading lawyers in shareholder activism and M&A.

Outside the firm, Patricia is an Adjunct Professor at Osgoode Hall Law School, a member of the OSC's CEO Advisory Council, former adviser to the chair of the OSC and past chair of the OSC's Securities Advisory Committee. She is President of the Osgoode Hall Law School Alumni Association, Vice Chair of the Royal Ontario Museum Foundation Board and Vice Chair of Canadian Foundation for AIDS Research. Patricia has twice been honored as one of Canada's Top 100 Most Powerful Women by Women's Executive Network (WXN).



EVENT DETAILS

- **Date:** Friday, June 7, 2024 | **Doors open:** 7:30pm | **Concert:** 8pm to 10:30pm
- **VIP & Partner Pre-show:** 6:00pm
- **Tickets:** \$75 each, or 5 for \$350
- **Venue:** The El Mocambo, 464 Spadina Ave.
- **Guests:** Over 600 members of Toronto's legal community, philanthropists, business leaders, VIPs, and media
- **Awards:** The audience will vote for their favourite band to win The Lexpert Cup
- **Music:** Tributes to The 27 Club, members include Amy Winehouse, Janis Joplin, Jimi Hendrix, Kurt Cobain, Jim Morrison, Brian Jones, Jean-Michel Basquiat and many others gone before their time
- **Entertainment:** 5 bands, special guest performances, and special guest DJ
- **Step and repeat:** Professional photo capture and sponsor promotion
- **Live auction:** Mike Chalut leads a raucous live auction for one-of-a-kind, rock-and-roll inspired artworks.

PRESENTING PARTNER – \$50,000

- "[Sponsor Name] Presents" CANFAR Rocks placement on El Mocambo Marquee night of event; all event outreach material and collateral; LED screen on-stage; exclusive placement on 8 TV screens throughout event; first-seen sponsor on social media and newsletters
- Logo recognition with website link on CANFAR.COM event page
- Featured partner in promotional campaign
- Triple the coverage in event sponsor loop
- Option for 15-second, no-sound brand video to air during sponsor loop

ADDITIONAL RECOGNITION

- Sponsor recognition in CANFAR Annual Report
- Invitation to address AIDSbeat concert crowd (5-minute Speech)
- Possibility for custom activations to be discussed with the CANFAR Rocks team

**VIP TICKETS FOR TWENTY-FIVE (25) GUESTS,
BOTTLE SERVICE AND HORS D'OEUVRES**

ONE (1) AVAILABLE



CHAMPION SPONSOR – \$25,000

- Logo recognition with website link on CANFAR.COM event page
- Featured partner in promotional campaign
- Triple coverage in event sponsor loop
- Option for 10-second, no-sound video clip to air during sponsor loop during event
- Sponsor recognition in CANFAR Annual Report

**Possibility for custom activation to be discussed with the CANFAR Rocks team*

VIP TICKETS FOR FIFTEEN (15) GUESTS, BOTTLE SERVICE AND HORS D'OEUVRES

TWO (2) AVAILABLE

ENTERTAINMENT SPONSOR – \$25,000

- Logo recognition with website link on CANFAR.COM event page
- Featured partner in promotional campaign
- Triple coverage in event sponsor loop
- Option for 10-second, no-sound video clip to air during sponsor loop during event
- Sponsor recognition in CANFAR Annual Report

**Possibility for custom activation to be discussed with the CANFAR Rocks team*

VIP TICKETS FOR FIFTEEN (15) GUESTS, BOTTLE SERVICE AND HORS D'OEUVRES

ONE (1) AVAILABLE

GOLD SPONSOR – \$12,000

- Logo recognition with website link on CANFAR.COM event page
- Featured partner in promotional campaign
- Double coverage in event sponsor loop
- Sponsor recognition in CANFAR Annual Report

**Possibility for custom activation to be discussed with the CANFAR Rocks team*

EIGHT (8) TICKETS

FOUR (4) AVAILABLE

SILVER SPONSOR – \$5,500

- Logo recognition with website link on CANFAR.COM event page
- Featured partner in promotional campaign
- Logo placement in event sponsor loop
- Sponsor recognition in CANFAR Annual Report

**Possibility for custom activation to be discussed with the CANFAR Rocks team*

SIX (6) TICKETS

FOUR (4) AVAILABLE

MIRROR SPONSOR – \$5,000/WALL
<ul style="list-style-type: none">• Decal on Mirrored Walls (2 downstairs; 1 upstairs)• Product giveaway• Instagram photos with guaranteed impressions• Logo in sponsor loop
TWO (2) TICKETS PER WALL PURCHASED
THREE (3) WALLS AVAILABLE (UP TO \$15,000 SPONSORSHIP)

RECORD LABEL SPONSOR – \$5,000
<ul style="list-style-type: none">• Logo on Giant Record, custom red carpet activation with a dedicated photographer for 2 hours in the Starlight Room• Logo in sponsor loop
TWO (2) TICKETS
ONE (1) AVAILABLE

PHOTO BOOTH SPONSOR – \$5,000
<ul style="list-style-type: none">• Logo on all photos taken at photobooth Option for product giveaway at pop-up by photobooth• Logo in sponsor loop
TWO (2) TICKETS
ONE (1) AVAILABLE



**VIP LOUNGE SPONSOR –
\$5,000/WALL**

- Decal on Mirrored Walls (2 downstairs; 1 upstairs)
- Product giveaway
- Instagram photos with guaranteed impressions
- Logo in sponsor loop

TWO (2) TICKETS PER WALL PURCHASED

**THREE (3) WALLS AVAILABLE
(UP TO \$15,000 SPONSORSHIP)**

**ICONIC STAIRS SPONSOR –
\$500 PER STAIR**

- Name printed and adhered to the featured stairwell in the event space

Opportunity for donors to show additional support; high-visibility photo opportunity

ONE (1) TICKET

FIFTY-TWO (52) AVAILABLE

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FRIDAY, JUNE 7, 2024



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