



TD BANK PROUDLY PRESENTS  
WAYPOINT'S ANNUAL GALA

# An Evening to Shine the Light

NOVEMBER 6, 2026



FEATURING  
**BORN  
RUFFIANS**

## SPONSORSHIP OPPORTUNITIES

For more information or to confirm your support, please contact Shelly  
Price at [sprice@waypointcentre.ca](mailto:sprice@waypointcentre.ca) or 705-433-4249



# Help Shine a Light on Mental Health, Addictions & Women's Care

Every year, 1 in 5 Canadians faces the overwhelming reality of mental illness or addiction. And yet, for many, care remains out of reach—delayed by stigma, distance, or lack of resources.

At Waypoint Centre for Mental Health Care, we believe no one should face that struggle alone.

Last year alone, Waypoint supported more than 12,600 people through over 70,000 visits, both virtually and in person. Waypoint is a vital lifeline for individuals and families navigating complex mental health and addiction challenges. From youth in crisis to older adults experiencing dementia, Waypoint offers compassionate, expert care—supported by cutting-edge research that's changing lives today and shaping a better tomorrow.

## By giving generously, you're helping to:

- Inspire hope through compassionate, person-centred care.
- Expand access to innovative therapies, advanced technologies, and evidence-based treatments that improve outcomes.
- Help people rebuild their lives with confidence and connection.
- Advance groundbreaking research through MHaven, Waypoint's innovative initiative to co-create Canada's first mental health-led hub focused on intimate partner and gender-based violence. Grounded in lived experience, equity, and safety, MHaven is working to transform how individuals and families access support – strengthening relationship health, promoting healing, and creating new models of care that can influence communities across Canada..

**Together, we will shine a light on hope, healing, and health—for everyone at every stage of life.**





In the lead-up to the release of Born Ruffians' ninth album, *Beauty's Pride*, singer and guitarist Luke Lalonde found himself enjoying a rare feeling: he genuinely wanted to keep listening to his own record. "Usually, when we finish an album, I'm over it," he says. "But with this one, I actually think, 'I like this. I might be a fan of this record.'"

After more than 20 years as Born Ruffians' principal songwriter, Lalonde is well positioned to judge. Since forming in Midland, Ontario and arriving in Toronto's mid-2000s indie-rock scene, the band has continually evolved—from the scrappy energy of their early releases to the polished indie-pop of *Birthmarks* and the anthemic sweep of *JUICE*. *Beauty's Pride* marks another reinvention.

The album opens with the euphoric electronic rush of "Mean Time," immediately signaling a bold departure. "I just wanted to write something dancey," Lalonde says. "I wasn't writing it as a Born Ruffians song."

Recorded in 2023 as Lalonde prepared to become a father, *Beauty's Pride* isn't a parenting album so much as a meditation on time, mortality, and making the most of life's brief moments. Inspired in part by Vladimir Nabokov's *Invitation of a Beulah*, Lalonde found himself embracing life's impermanence rather than fearing it.

Produced by Roger Leavens with mixing by Gus Van Go, the album leans into electronic textures, adventurous production, and genre-hopping arrangements. Songs like "Supersonic Man," "Do," and "Athena" blend classic alt-rock instincts with futuristic synths, while even the album's more straightforward indie-pop moments shimmer with processed vocals and immersive sound design.

The title *Beauty's Pride* came from an unexpected source: a glittery purple children's bicycle Lalonde borrowed by mistake while visiting India. The phrase stayed with him for years, eventually becoming the album's guiding light rather than an afterthought.

The record also reflects a new chapter for the band. Maddy Wilde, who officially joined Born Ruffians in 2022, contributes "Can We Go Now," the first song in the band's catalogue not to originate from Lalonde. "Her fingerprints are all over this album," he says. "It's a great new ingredient in the Born Ruffians mix."

At a time when many of their mid-2000s peers have broken up or settled into nostalgia, Born Ruffians continue to push forward. Rather than looking back, *Beauty's Pride* presents the band as a veteran act still capable of surprising both themselves and their audience—and sounding like a band you're just discovering for the first time.





# LEAD SPONSOR

**\$25,000**  
1 of 1

- Recognition as LEAD SPONSOR
- 10 Dinner and Cocktail Reception tickets for you and your guests
- Opportunity to host company leaders and valued customers for an evening of entertainment and impactful stories
- Recognition on posters distributed locally and in evening programme
- Logo prominently displayed on screen during the evening
- Waypoint website (Featured on home page, News & Events feature, and Fundraising Event Page)
- Prominent recognition on pre and post media releases, advertisements, and in newsletter
- Opportunity for live on-stage remarks from TD representatives (up to 3 min.)
- Full-page colour ad on the back cover of the programme
- Recognition in pre and post event emails to stakeholders
- Recognition on Waypoint and Midland Cultural Centre electronic signs
- Prominent logo recognition on Step and Repeat
- Logo recognition on your table sign
- Photo of TD representatives on stage that evening
- Recognition in the Annual Report to the Community publication\*
- Acknowledgement on Waypoint's Digital Donor Wall
- You will receive a customized post event impact report



Benefit availability is contingent on timing of confirmation of sponsorship support.

Charitable Registration No. 838367027RR0001





# Dinner S P O N S O R

**\$20,000**  
1 of 1

- Recognition as DINNER SPONSOR
- 8 Dinner and Cocktail Reception tickets for you and your guests
- Opportunity to host company leaders and valued customers for an evening of entertainment and impactful stories
- Recognition on posters distributed locally and in evening programme
- Logo prominently displayed on screen during the evening
- Waypoint website (Featured on home page, News & Events feature, and Fundraising Event Page)
- Prominent recognition on pre and post media releases, advertisements, and in newsletter
- Option for logo to be included in custom prepared dessert
- Opportunity for video remarks from company representative (up to 1 min. video to be provided by sponsor)
- Half-page colour ad in programme
- Recognition in pre and post event emails to stakeholders
- Prominent logo recognition on Step and Repeat
- Recognition in the Annual Report to the Community publication
- Acknowledgement on Waypoint's Digital Donor Wall
- You will receive a customized post event impact report

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Charitable Registration No. 838367027RR0001





# Pre-Event SPONSOR

- Recognition as the PRE-EVENT SPONSOR
- 6 Dinner and Cocktail Reception tickets for you and your guests
- Opportunity to host company leaders and valued customers for an evening of entertainment and impactful stories
- Recognition on posters distributed locally and in evening programme
- Logo prominently displayed on screen during the evening
- Waypoint website (Featured on home page, News & Events feature, and Fundraising Event Page)
- Prominent recognition on pre and post media releases, advertisements, and in newsletter
- Opportunity for video remarks from company representative (up to 1 min. video to be provided by sponsor)
- Logo on custom printed napkins
- Prominent recognition on pre and post media releases, advertisements, and in newsletter
- Half-page colour ad in programme
- Logo recognition on Step and Repeat
- Recognition in pre and post event emails to stakeholders
- Recognition in the Annual Report to the Community publication
- Acknowledgement on Waypoint's Digital Donor Wall
- You will receive a customized post event impact report

**\$15,000**  
1 of 1





# Diamond SPONSOR

- Recognition as a DIAMOND SPONSOR
- 6 Dinner and Cocktail Reception tickets for you and your guests
- Opportunity to host company leaders and valued customers for an evening of entertainment and impactful stories
- Logo prominently displayed on screen during the evening
- Waypoint website (Featured on home page, News & Events feature, and Fundraising Event Page)
- Prominent recognition on pre and post media releases, advertisements, and in newsletter
- Opportunity for video remarks from company representative (up to 1 min. video to be provided by sponsor)
- Prominent logo recognition on Step and Repeat
- Recognition in pre and post event emails to stakeholders
- Recognition in the Annual Report to the Community publication
- Acknowledgement on Waypoint's Digital Donor Wall
- You will receive a customized post event impact report

**\$15,000**

2 of 2

Benefit availability is contingent on timing of confirmation of sponsorship support.

Charitable Registration No. 838367027RR0001







# Entertainment SPONSOR

- Recognition as ENTERTAINMENT SPONSOR
- 4 Dinner and Cocktail Reception tickets for you and your guests
- Opportunity to host company leaders and valued customers for an evening of entertainment and impactful stories
- Private meet and greet with Peter Kratz following his performance
- Logo prominently displayed on screen during the evening
- Waypoint website (Featured on home page, News & Events feature, and Fundraising Event Page)
- Prominent recognition on pre and post media releases, advertisements, and in newsletter
- Prominent logo recognition on Step and Repeat
- Recognition in pre and post event emails to stakeholders
- Recognition in the Annual Report to the Community publication
- Acknowledgement on Waypoint's Digital Donor Wall
- You will receive a customized post event impact report

**\$10,000**  
1 of 1





# Platinum SPONSOR

**\$10,000**  
2 of 2

- Recognition as a PLATINUM SPONSOR
- 4 Dinner and Cocktail reception tickets for you and your guests
- Opportunity to host company leaders and valued customers for an evening of entertainment and impactful stories
- Logo prominently displayed on screen during the evening
- Waypoint website (Featured on home page, News & Events feature, and Fundraising Event Page)
- Prominent recognition on pre and post media releases, advertisements, and in newsletter
- Prominent logo recognition on Step and Repeat
- Recognition in pre and post event emails to stakeholders
- Recognition in the Annual Report to the Community publication
- Acknowledgement on Waypoint's Digital Donor Wall
- You will receive a customized post event impact report

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Charitable Registration No. 838367027RR0001



# Unlocking Hope Matching Gift

## S P O N S O R

- Recognition as a GIVE HOPE MATCHING GIFT CHALLENGE SPONSOR
- 2 Dinner and Cocktail Reception tickets for you and your guests
- Recognition on posters distributed locally and in the evening programme
- Recognition from stage during matching challenge
- Logo displayed on screen at the event
- Recognition on Waypoint website (Featured on home page, News & Events feature, and Fundraising Event Page) and social media posts
- Recognition in the Annual Report to the Community publication
- Acknowledgement on Waypoint's Digital Donor Wall
- You will receive a customized post event impact report

up to **\$20,000**

# Balcony Experience

## S P O N S O R

- 10 balcony tickets and private Cocktail Reception for you and your guests to attend the performance
- Sponsor signage for Balcony
- Recognition on posters distributed locally and in evening programme
- Waypoint website (Featured on home page, News & Events feature, and Fundraising Event Page) and social media
- Logo displayed on screen at the event
- Recognition in the Annual Report to the Community publication
- Acknowledgement on Waypoint's Digital Donor Wall
- You will receive a customized post event impact report

**\$5,000**

2 of 2







# Gold Table SPONSOR

**\$5,000**

8 of 8

- Recognition as a GOLD TABLE SPONSOR
- 8 Dinner and Cocktail Reception tickets for you and your guests
- Opportunity to host company leaders and valued customers for an evening of entertainment and impactful stories
- Recognition on posters distributed locally and in evening programme
- Logo displayed on screen during the evening
- Waypoint website (Featured on home page, News & Events feature, and Fundraising Event Page) and social media
- Recognition in the Annual Report to the Community publication
- Acknowledgement on Waypoint's Digital Donor Wall
- You will receive a customized post event impact report

# Photo Booth SPONSOR

**\$5,000**

1 of 1

- Recognition as the PHOTO BOOTH SPONSOR
- 2 Dinner and Cocktail Reception tickets for you and your guests
- Recognition on posters distributed locally and in evening programme
- Waypoint website (Featured on home page, News & Events feature, and Fundraising Event Page) and social media
- Logo prominently displayed at the Photo Booth location
- Logo displayed on screen at the event
- Recognition in the Annual Report to the Community publication
- Acknowledgement on Waypoint's Digital Donor Wall
- You will receive a customized post event impact report

Benefit availability is contingent on timing of confirmation of sponsorship support.

Charitable Registration No. 838367027RR0001





# Auction SPONSOR

**\$5,000**

1 of 1

- Recognition as AUCTION SPONSOR
- 2 Dinner and Cocktail Reception tickets for you and your guests
- Recognition on posters distributed locally and in evening programme
- Waypoint website (Featured on home page, News & Events feature, and Fundraising Event Page) and social media
- Logo recognition on virtual auction platform
- Logo displayed on screen at the event
- Recognition in the Annual Report to the Community publication
- Acknowledgement on Waypoint's Digital Donor Wall
- You will receive a customized post event impact report

# Coat Check SPONSOR

**\$3,000**

1 of 1

- Recognition as a COAT CHECK SPONSOR
- 2 Dinner and Cocktail Reception tickets for you and your guests
- Recognition on posters distributed locally and in evening programme
- Waypoint website (Featured on home page, News & Events feature, and Fundraising Event Page) and social media
- Logo prominently displayed at Coat Check
- Logo displayed on screen at the event
- Recognition in the Annual Report to the Community publication
- Acknowledgement on Waypoint's Digital Donor Wall
- You will receive a customized post event impact report

Benefit availability is contingent on timing of confirmation of sponsorship support.

Charitable Registration No. 838367027RR0001







## Guest Gift SPONSOR

**\$3,000**  
1 of 1

- Recognition as the GUEST GIFT SPONSOR
- 2 Dinner and Cocktail Reception tickets for you and your guests
- Recognition on posters distributed locally and in evening programme
- Waypoint website (Featured on home page, News & Events feature, and Fundraising Event Page) and social media
- Logo prominently displayed on guest gift (gift to be provided by sponsor or sourced by Waypoint team)
- Logo displayed on screen at the event
- Recognition in the Annual Report to the Community publication
- Acknowledgement on Waypoint's Digital Donor Wall
- You will receive a customized post event impact report

## Programme SPONSOR

**\$3,000**  
1 of 1

- Recognition as PROGRAMME SPONSOR
- 2 Dinner and Cocktail Reception tickets for you and your guests
- Recognition on posters distributed locally and in evening programme
- Waypoint website (Featured on home page, News & Events feature, and Fundraising Event Page) and social media
- One full-page ad on the inside back cover of the programme
- Logo displayed on screen at the event
- Recognition in the Annual Report to the Community publication
- Acknowledgement on Waypoint's Digital Donor Wall
- You will receive a customized post event impact report

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Charitable Registration No. 838367027RR0001



## Silver S P O N S O R

**\$2,500**

5 of 5

- 2 Dinner and Cocktail Reception tickets for you and your guests
- Recognition on posters distributed locally and in evening programme
- Recognition on Waypoint website, fundraising website, and social media
- Logo displayed on screen at the event
- Recognition in the Annual Report to the Community publication
- Acknowledgement on Waypoint's Digital Donor Wall
- You will receive a customized post event impact report

## Bronze S P O N S O R

**\$1,500**

5 of 5

- Recognition on posters distributed locally and in evening programme
- Recognition on Waypoint website, fundraising website, and social media
- Logo displayed on screen at the event
- Recognition in the Annual Report to the Community publication
- Acknowledgement on Waypoint's Digital Donor Wall
- You will receive a customized post event impact report

## Light the Way C H A M P I O N S

**\$500**

UNLIMITED

- \$500 charitable tax receipt
- Recognized on Waypoint's digital donor wall

