



## 2025 Engagement Opportunities

Friday, February 20<sup>th</sup> | 6:30 pm  
Stanley's Olde Maple Lane Farm  
2452 York's Corners Rd, Edwards

### **Cheers to Care: Busting out the Brews Returns!**

*A message from the Busting out the Brews Committee*

We're thrilled to announce that Busting Out the Brews is returning on Friday, February 20, 2026, in support of Osgoode Care Centre, and we would love to join us as a partner for this beloved community tasting event.

This lively winter evening brings together over 200 of the region's most engaged community members and business leaders and has become a signature event for the Centre, raising over \$500,000 to date. Each year, guests look forward to enjoying food and drinks from some of Ontario's finest breweries, wineries, distilleries, culinary creators and lively music.

So, join us for a night to remember and help us raise a glass to Osgoode Care Centre and funds to improve the quality of life for those who call Osgoode Care Centre home today and in the future.

Sincerely,

Lori Daneliak | Al Graham | Rob Howell | Jean McKitterick | Cathy Quinn

Courtney Rock | Isabelle Skalski | LEEANNE VanderBurgt



## Choose your Engagement Opportunity

We are looking for partners like you, who care deeply about their community and want to support causes close to home, champion the critical mission of Osgoode Care Centre, and improve the quality of life for those who call the Care Centre Home.

Leveraging strong and effective marketing tactics, along with social media savvy, we offer sponsors several months of exposure through digital advertising. Osgoode Care Centre's active and influential social media channel, news releases and e-newsletter delivered to supporters, along with exposure on Osgoode Care Centre's website, ensure you can reach your business and marketing objectives.

## Our Reach

Osgoode Care Centre has a growing Facebook audience (1,800 and counting!)

- 21.9% women and men between the ages of 55-64
- 40.3 % women and men 35-54
- 1,050 average post interactions
- 3,000 average views on posts
- 1,000 newsletter recipients

## Choose your Engagement Opportunity

### **SOLD - Tap Master (Presenting Sponsor) – \$10,000**

- ✓ Naming rights: 'Busting Out the Brews presented by [Your Name]'
- ✓ Logo front and centre on all event materials, website and on-site signage
- ✓ Opportunity to kick off the event with a Cheers and Thank You
- ✓ Featured in a pre-event spotlight post
- ✓ Recognition in media and social campaigns
- ✓ Eight tickets
- ✓ Custom post event sponsor post
- ✓ Option to contribute a branded promotional offer for the post-event thank you email
- ✓ Post-event sponsor report

### **Brew Crew – \$5,000**

- ✓ Logo on all promotional materials, including website and on-site signage
- ✓ Featured in 2 sponsor spotlight social media posts (pre- and post-event)
- ✓ Four event tickets
- ✓ Recognition during the event
- ✓ Option to contribute a branded promotional offer for the post-event thank you email
- ✓ Post-event sponsor report

### **Hoppy Helper – \$2,500**

- ✓ Name/logo on event website and on-site signage
- ✓ 1 sponsor spotlight social media post
- ✓ Two event tickets
- ✓ Recognition during the event
- ✓ Option to contribute a branded promotional offer for the post-event thank you email

### **Barley Buddy - \$1,000**

- ✓ Name/logo on event website and on-site signage
- ✓ Recognition during the event
- ✓ Recognition in post-event thank you email

### **Custom Sponsorships**

Looking for something unique? Let's build it together.

We know every business has different goals. That's why we offer custom sponsorship opportunities for Busting Out the Brews. Whether you want to highlight your team with a branded tasting station, host a social media takeover, or surprise guests with a fun giveaway, we can work with you to craft the perfect fit.

#### **Your custom sponsorship can include:**

- ✓ Exclusive naming rights for a feature at the event
- ✓ Social media content tailored to your brand
- ✓ Opportunities for staff or client engagement

Let's talk about what will make the most impact for your company and our community.

Let's Raise a Glass Together.

To become a sponsor and take advantage of all of your benefits, please email Courtney Rock at [crock@osgoodecare.com](mailto:crock@osgoodecare.com) by January 15<sup>th</sup>.

## About Osgoode Care Centre

On September 3, 1986, Osgoode Care Centre opened its doors as the region's only long-term care home, ensuring those who built our community could remain here as they aged. Today, 40 years later, we're a trusted 100-bed, not-for-profit home supported by the generosity of our donors and community.

### Board of Directors

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