

# Partnership Opportunities 2026

*art* of support  
Parents' Lifeline Soirée

October 8, 2026 | Ottawa Art Gallery

Be the lifeline that brings *families together*

An inspiring evening of art, culinary experiences, community connection, and meaningful support for families navigating children, youth, and young adults' mental health and addiction challenges.



Artwork by Leanne Cusack

# About Pleo

Pleo was created by parents, for parents. We are the lifeline for families and caregivers across Eastern Ontario navigating mental health and addiction challenges of children and youth up to age 25. We know firsthand that parents and caregivers play a significant role in their child's outcomes, and that no one should have to face this journey alone.



Pleo gave me back my voice as a parent. I don't feel alone anymore —

**I feel empowered.**

- Pleo Parent

Through our helpline, mobile outreach services, and peer support groups, we connect families to the support they need to flourish.

## COMMUNITY IMPACT



**2,413**

families supported  
in 2025



**40%**

increase in demand  
for services



**96%**

of parents report  
improved well-being



**26+**

years serving Eastern  
Ontario

**1 in 3**

students in Ontario rates their mental health as fair to poor.

Demand for our services continues to grow each year. Your sponsorship allows us to be there for every family that reaches out.

# Benefits of Partnership

## BRAND VISIBILITY

Put your brand in front of 200+ Ottawa community leaders, professionals, and philanthropists for a full evening in an intimate, high-engagement environment.

## MARKETING OPPORTUNITIES

Enjoy additional brand reach through pre-event social media and email marketing inclusion to the Pleo audience.

## MEDIA COVERAGE

Select partnership tiers include mentions in press releases, on-air recognition during TV and radio appearances, and prominent placement in pre- and post-event media.

## NETWORKING & RELATIONSHIPS

The Soirée brings together business, media, government, and community leaders under one roof. Your sponsorship opens doors to new partnerships and client relationships built around shared values.

## COMMUNITY BRAND ASSOCIATION

Aligning with Pleo connects your brand with compassion, community resilience, and mental health advocacy. As a sponsor, your contribution will allow families to thrive.

## EMPLOYEE ENGAGEMENT

Partnership tickets give your team a meaningful night out with purpose. Participating in community impact events fosters team building and a strong sense of belonging.

# \$70,000

This year's fundraising goal will be achieved through five partnership tiers crafted to fit your organization's budget and ambitions. Every tier contributes directly to supporting families in Eastern Ontario.

# Partnership Opportunities

This year's goal is \$70,000, raised through five partnership tiers crafted to fit your organization's budget and ambitions. All tiers contribute directly to supporting families in Eastern Ontario.

## CURATOR SPONSOR - \$20,000

Our highest tier of partnership. As Curator Sponsor, your name and brand are woven into every element of the evening and promotion leading up to the Soirée.

### Benefits

- Named as Presenting Sponsor on all event materials, signage, and digital platforms
- Private branded lounge area for your guests during the event
- Speaking opportunity from the podium
- Dedicated mention in the press release
- On-air mention during all TV and radio media appearances
- Prominent logo placement across all event branding
- Social media recognition (pre, during, and post-event)
- Logo featured on the Art of Support website
- 8 tickets to the Art of Support

## GALLERY SPONSOR - \$10,000

As a Gallery Sponsor, your brand takes centre stage in the event space. A visible, meaningful partnership with significant community reach.

### Benefits

- Logo featured prominently at the Gala across all cruiser tables and on event signage
- Social media recognition (pre and post-event)
- Logo on the Art of Support website
- Included in sponsor signage throughout the venue
- Named thanks from the podium
- Mention in press release
- 6 tickets to the Art of Support

## SHOWCASE SPONSOR - \$5,000

Choose to sponsor our Interactive Art Activation or our Entertainment Stage and own one of the evening's most memorable moments.

### Benefits

- Logo prominently featured across event including your sponsored area and branded cocktail napkins throughout the space
- Social media recognition
- Logo on the Art of Support website
- Logo included in sponsor signage
- 4 tickets to the Art of Support

## STUDIO SPONSOR - \$2,500

Choose to sponsor our Décor, Beverage, or a designated space within the gallery, a targeted opportunity to align your brand with the heart of the evening.

### Benefits

- Logo featured in your sponsored area
- Social media recognition
- Logo on the Art of Support website
- Logo included in sponsor signage
- 2 tickets to the Art of Support

## PATRON SPONSOR - \$1,000

Join the evening as a Patron Sponsor, and be part of this impactful event in support of families across Eastern Ontario.

### Benefits

- Logo on the Art of Support website
- Logo included in sponsor signage
- 2 tickets to the Art of Support

## Have something unique to offer?

We welcome in-kind contributions and custom partnership conversations. If your organization has services, products, or ideas that could enrich the evening, we'd love to explore what a tailored arrangement looks like.

BENEFIT	CURATOR \$20,000	GALLERY \$10,000	SHOWCASE \$5,000	STUDIO \$2,500	PATRON \$1,000
Speaking opportunity at event	✓				
On-air mention (TV/radio)	✓				
Press release mention	✓	✓			
Named thanks from the podium	✓	✓			
Prominent logo on all event materials	✓	✓	✓	✓	
Social media recognition	✓	✓	✓	✓	
Logo on event website	✓	✓	✓	✓	✓
Dedicated signage at event	✓*	✓*	✓*	✓	✓
Tickets included	8	6	4	2	2

\* Includes logo placement throughout the venue and event space.

**Let's celebrate our community's resilience, together.**

To book a conversation about partnership:

**Michelle Crogie, Executive Director | [michellec@pleo.on.ca](mailto:michellec@pleo.on.ca) | [www.pleo.on.ca](http://www.pleo.on.ca)**