



toba
Centre for
Children & Youth

5TH ANNUAL

A NIGHT IN BLUE

in support of Toba Centre &
Child Abuse Awareness Month

October 8 | 2026

Doors open 5:30pm, Program starts 6:30pm

Canadian Museum for Human Rights

HOSTED BY

Adam Lowry
& Ace Burpee

PROUDLY PRESENTED BY



Johnston
group

ABOUT TOBA CENTRE

Toba Centre for Children & Youth is Manitoba's only child advocacy centre focusing on the needs of children and youth who have experienced physical and/or sexual abuse or witnessed violence.

Every day at Toba Centre, we see courageous children come through our doors. As a community, we have an opportunity to give back what has been taken; to do more, to show children that they are valued and their community is behind them.

As a charitable organization determined to change the future of children and families impacted by abuse, we invite you to join us this October for our fifth annual *A Night in Blue* fundraising event.

ABOUT A NIGHT IN BLUE

A Night in Blue is back for its fifth year! After rave reviews last year, we are excited to return to the Canadian Museum for Human Rights. In honour of child abuse awareness month, the event was launched in 2022 and has since raised over \$450,000 for Toba Centre. It is a fundraiser unlike any other. We encourage you to show up in your favourite shades of blue and enjoy a relaxed evening of music, cocktails, conversation, and delicious food - all in support of children and youth in our community who have been impacted by abuse.

We will be joined by Toba Ambassador and Winnipeg Jets Captain, Adam Lowry on October 8th, 2026. Check out our website and social media for event updates and features! We hope to see you there!



SPONSORSHIP LEVELS

TITLE SPONSOR

Johnston Group

\$20,000

- Sixteen (16) tickets for the event with VIP seating
- Sixteen (16) passes to VIP reception with Adam Lowry (5:00pm – 5:45pm)
- Opportunity to address attendees and introduce event speaker
- Branded recognition on Photograph template at photobooth
- Signage prominently displayed at the venue (provided by sponsor)
- Recognition on all marketing materials and event registration page
- Logo recognition during the event
- Recognition in post-event e-news publication
- Verbal recognition during the event program
- Opportunity to place a promotional item at the registration area
- Website and social media recognition
- Opportunity to provide an auction prize
- First right of refusal to sponsor A Night in Blue 2027

PLATINUM SPONSOR

\$10,000

- Twelve (12) tickets for the event with VIP seating
- Twelve (12) passes to VIP reception with Adam Lowry (5:00pm – 5:45pm)
- Signage prominently displayed at the venue (provided by sponsor)
- Recognition on event registration page
- Logo recognition during the event
- Recognition in post-event e-news publication
- Verbal recognition during the event program
- Website and social media recognition
- Opportunity to provide an auction prize
- First right of refusal to sponsor A Night in Blue 2027

GOLD SPONSOR

\$5,000

- Eight (8) tickets for the event
- Four (4) passes to VIP reception with Adam Lowry (5:00pm – 5:45pm)
- Recognition on event registration page
- Logo recognition during the event
- Recognition in post-event e-news publication
- Verbal recognition during the event program
- Website and social media recognition
- Opportunity to provide an auction prize
- First right of refusal to sponsor A Night in Blue 2027

SILVER SPONSOR

\$3,000

- Four (4) tickets for the event
- Recognition on event registration page
- Logo recognition during the event
- Recognition in post-event e-news publication
- Website and social media recognition
- Opportunity to provide an auction prize
- First right of refusal to sponsor A Night in Blue 2027

SPONSORSHIP BENEFITS

SPONSORSHIP BENEFITS	Title Sponsor \$20,000	Platinum Sponsor \$10,000	Gold Sponsor \$5,000	Silver Sponsor \$3,000
Tickets for the event	16	12	8	4
VIP reception	16	12	4	
VIP seating	★	★		
EVENT NIGHT PROGRAM				
Opportunity to address the audience and introduce event speaker	★			
LOGO RECOGNITION AND MARKETING				
Branded recognition on Photograph template at photobooth	★			
Logo recognition on all promotional marketing	★			
Opportunity to display company signage at the event	★	★		
Verbal recognition during the event program	★	★	★	
Social media recognition	★	★	★	★
Logo recognition during event on slideshow	★	★	★	★
Logo recognition in Toba Centre e-news	★	★	★	★
Logo recognition on event registration page	★	★	★	★
Opportunity to provide promotion item at registration	★	★	★	

EVENT EXPERIENCE SPONSORSHIP

PHOTO BOOTH SPONSOR

\$3,000

- Branded recognition on photograph template for all guests at photo booth
- Two (2) tickets for the event
- Recognition on event registration page
- Logo recognition during the event
- Recognition in post-event e-news publication
- Opportunity to provide an auction prize
- First right of refusal to sponsor A Night in Blue 2027

FOOD SPONSOR

\$3,000

- Signage prominently displayed on high top tables and food stations
- Two (2) tickets for the event
- Logo recognition during the event
- Recognition in post-event e-news publication
- Opportunity to provide an auction prize
- First right of refusal to sponsor A Night in Blue 2027

BAR SPONSOR

\$2,000

- Signage prominently displayed on the bars
- Two (2) tickets for the event
- Logo recognition during the event
- Recognition in post-event e-news publication
- Opportunity to provide an auction prize
- First right of refusal to sponsor A Night in Blue 2027

DESSERT SPONSOR

\$2,000

- Signage prominently displayed at the dessert table
- Two (2) tickets for the event
- Logo recognition during the event
- Recognition in post-event e-news publication
- Opportunity to provide an auction prize
- First right of refusal to sponsor A Night in Blue 2027

ENTERTAINMENT SPONSOR

\$2,000

- Signage prominently displayed at the DJ table
- Two (2) tickets for the event
- Logo recognition during the event
- Recognition in post-event e-news publication
- Opportunity to provide an auction prize
- First right of refusal to sponsor A Night in Blue 2027

AUCTION PRIZE DONOR

In-Kind

- Provide a prize for the silent or live auctions
- Logo recognition at auction table (silent) or on the screen (live)
- Logo recognition on pre-event package for all attendees (live auction)

We are open to exploring additional bespoke at-event sponsorship opportunities similar to the above.

CONTACT US

Thank you for your support of Toba Centre. We look forward to partnering with you to make a difference in the lives of children and families impacted by abuse in our province.

For more information or for questions about sponsorship or the event please contact:

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CHEQUES MADE PAYABLE TO:

Toba Centre for Children and Youth

EFT TO:

info@tobacentre.ca

