



STAND UP FOR HEROES

CANADA

November 8

THE JOHN W. H. BASSETT THEATRE



Join us for an **unforgettable evening** at The John W. H. Bassett Theatre as the Roland Gossage Foundation celebrates **five years of supporting veterans in their transition to civilian life**. This year's event promises to be a spectacular and safe live show in Toronto.

A STAR-STUDED LINEUP – AN UNMATCHED OPPORTUNITY FOR YOUR BRAND

Inspired by the incredible success of the Bob Woodruff Foundation's Stand Up for Heroes event in New York, which has featured stars like Eric Church, Sheryl Crow, Jim Gaffigan, Mickey Guyton, Hasan Minhaj, Conan O'Brien, Jerry Seinfeld, Bruce Springsteen, Jon Stewart, and the Red Hot Chili Peppers, we're bringing that magic to Canada! Our event will feature an impressive lineup of talent, with confirmed musical performances from Paul Langlois and Gord Sinclair of The Tragically Hip; Colin MacDonald and John-Angus MacDonald of The Trews; comedians Shaun Majumder, Jean Paul and Max Ross; and dancers Luka and Jenalyn.

STAND UP FOR HEROES CANADA PARTNER OPPORTUNITIES

Join us for an uplifting evening of hope, laughter, and inspiration alongside veterans, service members, and their families. Listen to their remarkable stories and stand with us to ensure they receive the support they've earned.

By partnering with this event, you empower the Roland Gossage Foundation to continue delivering life-changing programs such as Soldiers in Tech, Soldiers in the Arts, and Soldiers in Film, all aimed at transforming the lives of veterans. Your support will directly impact addressing the evolving and pressing needs of the military and veteran community.

PROCEEDS FROM THE EVENT WILL SUPPORT



Soldiers in the Arts:

Supporting veterans and their families through creative expression and professional development in theatre and the arts.



Soldiers in Tech:

Providing veterans with education & training in technology, helping them transition into the tech industry.



Soldiers in Film:

Empowering veterans to share their stories & develop skills in the film industry, from production to acting & screenwriting.

Questions? Contact us!
ticketsales@rgf-sita.com



SPONSORSHIP INFORMATION

Supporting Stand Up for Heroes Canada in 2024 highlights your brand's dedication to honouring our nation's veterans and their families. This event is a tribute to those who have served, offering a meaningful opportunity to express gratitude for their sacrifices. Invite your company's executives, C-level clients, board members, and veteran community to be part of this unforgettable and inspiring evening.

SPONSORSHIP LEVELS



\$100,000

VICTORIA CROSS

TOP BRAND RECOGNITION AS TITLE PARTNER

- Premier recognition as the Title Partner for Stand Up for Heroes and Roland Gossage Foundation (RGF) sponsor throughout the year.
- Organizational branding on the stage.
- RGF will "tag" the partner in all promotional social posts (where appropriate). Company logo on both Stand Up for Heroes and RGF homepages.
- Inclusion in pre-event and post-event press releases.
- Logo and name listed in the digital program pamphlet.
- Custom Stand Up for Heroes ticket package.



\$25,000

METAL OF MILITARY VALOUR

Exclusive Benefits:

- Logo placement on event signage and promotional materials. Recognition in select promotional social posts.
- Company logo on Stand Up for Heroes homepage.
- Logo and name listed in the digital program pamphlet. Standard ticket package.

Additional Perks:

- Invitation to the private sponsor reception before the event.



\$50,000

STAR OF MILITARY VALOUR

Exclusive Benefits:

- Prominent logo placement on event signage and promotional materials. Recognition in all promotional social posts leading up to the event. Company logo on Stand Up for Heroes homepage.
- Mention in one pre-event and one post-event press release.
- Logo and name listed in the digital program pamphlet.
- VIP ticket package, including meet-and-greet opportunities with performers.

Additional Perks:

- Exclusive photo opportunity with headline comedians. Invitation to the private sponsor reception before the event.



\$5,000

BRONZE SPONSOR

Exclusive Benefits:

- Logo placement on event signage and promotional materials. Company logo on Stand Up for Heroes homepage.
- Logo and name listed in the digital program pamphlet. General admission ticket package.

These sponsorship packages offer various levels of engagement and visibility, providing unique opportunities for organizations to support veterans and gain recognition at the Stand Up for Heroes event.

ADDITIONAL OPPORTUNITIES TO ATTEND THE VIP SUFH RECEPTION & CLIENT ENTERTAINMENT



Exclusive access to VIP Cocktail reception prior to the Stand Up for Heroes event.



Network with a distinguished guest list of high net-worth donors, business leaders, and senior military officials.



Opportunity for strategic business introductions and engagements.

THE ROLAND GOSSAGE FOUNDATION:

EMPOWERING VETERANS AND THEIR FAMILIES THROUGH ARTS, FILM, AND TECHNOLOGY

The Roland Gossage Foundation proudly supports veterans and their families through three transformative programs: Soldiers in the Arts, Soldiers in Film, and Soldiers in Tech. These initiatives help veterans transition back into civilian life, providing valuable skills, community support, and opportunities for personal and professional growth.

SOLDIERS IN THE ARTS

Soldiers in the Arts encourages creativity among veterans through various forms of theatrical expression. This program provides veterans with a platform to explore and develop their talents in acting, photography, writing, and theatre production. Through workshops, mentorship, and resources, veterans can hone their skills and discover their unique artistic voice. The collaborative nature of theatre work fosters a strong sense of community and connection, allowing veterans to share their experiences and grow in their creative endeavors. Veterans and their families engage in theatre to express themselves and develop professionally within the arts.

SOLDIERS IN FILM

Soldiers in Film retrains veterans for Ontario's film and TV industry. This program offers comprehensive training in film production, directing, screenwriting, and other industry roles. Veterans gain practical experience through workshops, mentorship, and hands-on projects, enabling them to transition into the entertainment industry with confidence and skill. By engaging in film, veterans can share their stories, inspire others, and find new avenues for creative expression.

SOLDIERS IN TECH

In a rapidly evolving digital landscape, Soldiers in Tech equips veterans and their spouses with the skills necessary to thrive in the tech industry. This program offers training in web development, cybersecurity, data analysis, and data science. Partnerships with leading tech companies and educational institutions like Lighthouse Labs provide veterans and their families with access to cutting-edge technology, expert instruction, and real-world experience. The program includes boot camps, mentorship, career services, and hands-on projects, ensuring participants are well-prepared to enter the competitive tech job market.

A COMMITMENT TO VETERAN EMPOWERMENT AND MENTAL HEALTH

The Roland Gossage Foundation is committed to supporting veterans and their families as they navigate post-military life. Through Soldiers in the Arts, Soldiers in Film, and Soldiers in Tech, we provide the tools, resources, and community they need to thrive. By nurturing creativity, technological proficiency, and mental health, we help veterans and their families build fulfilling and successful futures, honouring their service with opportunities for growth and transformation.

MEET THE TEAM

The Roland Gossage Foundation (RGF), headquartered in Scarborough, ON, is a vibrant and dedicated organization working closely with the Ontario Government. We proudly base our signature programs, Soldiers in Tech and Soldiers in the Arts, in Ontario. Our passionate team, primarily composed of veterans, includes two permanent staff members: our esteemed Co-Founders, Roland Gossage, and Jennifer Grose, a dedicated civilian. Alongside them are our Wellness Officer and two additional veteran contractors. Together, we form a dynamic team of five, dedicated to serving veterans across the Greater Toronto Area (GTA) and Southern Ontario.



ROLAND GOSSAGE (RET)
DIRECTOR & CO-FOUNDER

Roland is the Founder & CEO of GroupBy Inc., one of the leading independent eCommerce software companies, based in Toronto. He is also the Chairman of Type Eh Studios, a video game company. Roland served in the Canadian Armed Forces for 10 years with the Governor General's Horse Guards, an armoured reconnaissance regiment. He continues to participate with the military through The Governor General's Horse Guards Society and is a member of the Royal Canadian Military Institute. With 25 years in the software industry, Roland has trained hundreds of soldiers and civilians and built several sizable organizations. His leadership and dedication are at the heart of our mission to empower veterans through creative and skill-based programs.



KATHERINE HAMBLETON
WELLNESS OFFICER

Katherine is an RN, Psychotherapist with over 20 years of experience in healthcare, bringing a wealth of expertise spanning emergency medicine, critical care, health and safety, and psychological services. Her diverse background uniquely positions her to address the nuanced mental health needs of individuals in high-stress environments. For the past decade, Katherine has served as a steadfast advocate and liaison, championing the mental well-being of first responders, veterans, and public safety personnel, expanding her services into film, television and theatre to support cast and crew exposed to or performing sensitive subject matter. She brings her compassionate approach and clinical acumen to the Roland Gossage Foundation as our Wellness Officer.



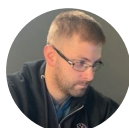
JENNIFER GROSE
VP & CO-FOUNDER

Jennifer is a seasoned producer and the Vice President of Fund Development at the Roland Gossage Foundation. With a notable presence in entertainment, technology, and philanthropy, Jennifer has significantly impacted across these industries. She has spearheaded impactful projects, including the acclaimed productions "Soldier On" and "Tunnel at the End of the Light." Jennifer is deeply involved in Toronto's cultural landscape as a member and producer at Alumnae Theatre. She co-founded the Roland Gossage Foundation to foster emerging talent and push the boundaries of creative expression. Jennifer champions the Soldiers in Tech program, empowering veterans with new career opportunities in fields such as Cyber Security, Web Development, Data Analytics, and Data Science. Additionally, she co-founded the Soldiers in the Arts program, providing veterans with opportunities to express their creativity and share their stories through various artistic mediums. Jennifer also leads the foundation's newest program, Soldiers to Film (SIF), which focuses on retraining veterans for Ontario's growing film and TV industry.



RYAN HAWKYARD
DIRECTOR OF PROGRAMMING SITA

Ryan Hawkyard is an actor and mentor from Toronto, Ontario. Ryan served with the Canadian Armed Forces for 20 years as an infantry soldier (RCR) and completed three tours of Afghanistan (2003, 2006, 2010). He started taking acting lessons to support his personal growth and soon recognized the broader benefits of the arts. Now, Ryan advocates for the arts as a powerful tool for anyone navigating life's challenges. As the Program Director of Soldiers in the Arts, his leadership and dedication play a crucial role in empowering veterans through creative expression.



ALEXANDER DELORENZIS
PROGRAM COORDINATOR SIT

Alex spent 6 and a half years as a regular force Gunner in the CAF before transitioning out of the military to pursue a career in the tech sector. After some time working as a System Administrator, Alex put his Project Management skills to use serving veterans and helping them gain meaningful post-military careers. Alex has since rejoined the CAF as a Reservist Gunner and works as a Project Coordinator with Soldiers in Tech and a Digital Literacy Instructor in New Brunswick.