TROPICANA
COMMUNITY SERVICES

Give for the Holidays

INDIVIDUAL SPONSORSHIP OPPORTUNITIES



46 Years of Community Impact

For 46 years, Tropicana Community Services has supported individuals and families across the Greater Toronto Area, with a primary focus on Scarborough and a particular commitment to Black, African, Caribbean and other underserved communities.

From food security and childcare to youth development, employment, counselling, mental health and seniors' programs, Tropicana creates opportunities for people and communities to thrive.

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How We're Bringing the Holidays to Life

Your support helps us care for children, youth, seniors and families throughout the holiday season and all year longg.

The Village Pantry

Food support for families throughout the season.

CP24 CHUM Christmas Wish

Our annual toy drive for children in need.

Timeless Treasures (Seniors)

Seniors wrap gifts for children and distribute them at our holiday event.

Counselling & Support

Year-round mental health and family support.

Youth Programs

Recreation, learning and sports that build skills and belonging.

Affordable Childcare Centre

Quality childcare with subsidies for families in need.

Community Activations at Malvern Town Centre

A festive pop-up with children's crafts, food drive and community information.

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Addressing a Growing Community Crisis

Join us in bringing food, joy and connection to children, youth, seniors and families in our community.

Child hunger in Toronto has nearly doubled,

as the city sees 4.1 million food bank visits.

Nearly 1 in 3 Canadians are skipping meals,

as food insecurity reaches a four-year high.

Seniors face a growing loneliness epidemic,

with health risks equivalent to smoking up to 15 cigarettes a day.



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Become a Holiday Corporate Partner

Help bring food, joy and connection to children, youth, seniors and families in our community.

Sponsorship Opportunities

- **Multiple $1,000 | $2,500 | $5,000 Levels**
- **Exclusive $10,000 Match Sponsor**
- **In-Kind Partnerships**

50% of your sponsorship will support The Village Pantry, our community food bank. The other 50% will support Tropicana's most pressing needs, including holiday programs such as our toy drive and holiday events, counselling and mental health services, youth programs and support for seniors.



TROPICANA COMMUNITY SERVICES

Holiday Cheer: A Community Celebration

Saturday, December 12, 2026
11 a.m. to 2 p.m.

Tropicana Community Services
1385 Huntingwood Drive
Scarborough

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About the Event

Holiday Cheer is a free celebration for families and seniors we serve. It's a chance to meet neighbours and feel part of the community.

Holiday lunch for 250 guests

Toy drive and gift distribution
led by Timeless Treasures seniors

Holiday crafts for children

Live steelpan by Tropicana students

WestJet flight contest
Enter free to win a flight for two*



Illustration of the planned celebration

***One roundtrip flight for two guests to any regularly scheduled and marketed WestJet destination.**
No cash value. Taxes, fees, and surcharges not included. Blackout dates and restrictions apply.

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Holiday Sponsorship

Recognition Benefits

Recognition Benefits	Exclusive Holiday Match Sponsor $10,000 One sponsor available	Gold $5,000	Silver $2,500	Bronze $1,000
Company name featured on Tropicana's website	✓	✓	✓	✓
Company logo on physical event signage	✓	✓	✓	—
Prominent logo placement on event signage	✓	✓	—	—
Collective social media acknowledgment	✓	✓	✓	—
Verbal acknowledgment on stage during the event	✓	✓	—	—
Shared steelpan / stage performance recognition	✓	✓	—	—
All primary campaign materials Prominent placement for your business name or logo	✓	—	—	—
Homepage banner Featured placement for your business name or logo	✓	—	—	—
Dedicated Giving Tuesday campaign page Your logo and a direct link to your website or contact information	✓	—	—	—
Dedicated "Sponsor Spotlight" Featured in one monthly email newsletter	✓	—	—	—
Dedicated social media post for the match	✓	—	—	—

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Exclusive Holiday Match Sponsor

Double the holiday impact

$10,000 matching pledge

Your company matches gifts dollar for dollar.

$20,000 when fully matched

For food, toys and year-round care.

84% of surveyed donors said a match made them more likely to give.

Big Give, A Great Match (UK, 2016)

One sponsor available

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In-Kind Support Opportunities

Help bring our Holiday Cheer celebration to life through donations of food, supplies and event essentials.

Food & Refreshments (for 250 guests)

- Wraps, sandwiches or pizza
- Pop, water and juice
- Desserts, pastries or cake
- Snacks (individually packaged)

Event Supplies & Décor

- Balloons and winter-themed décor
- Faux snow and backdrops
- Table coverings, plates, cups and napkins
- Craft supplies for children

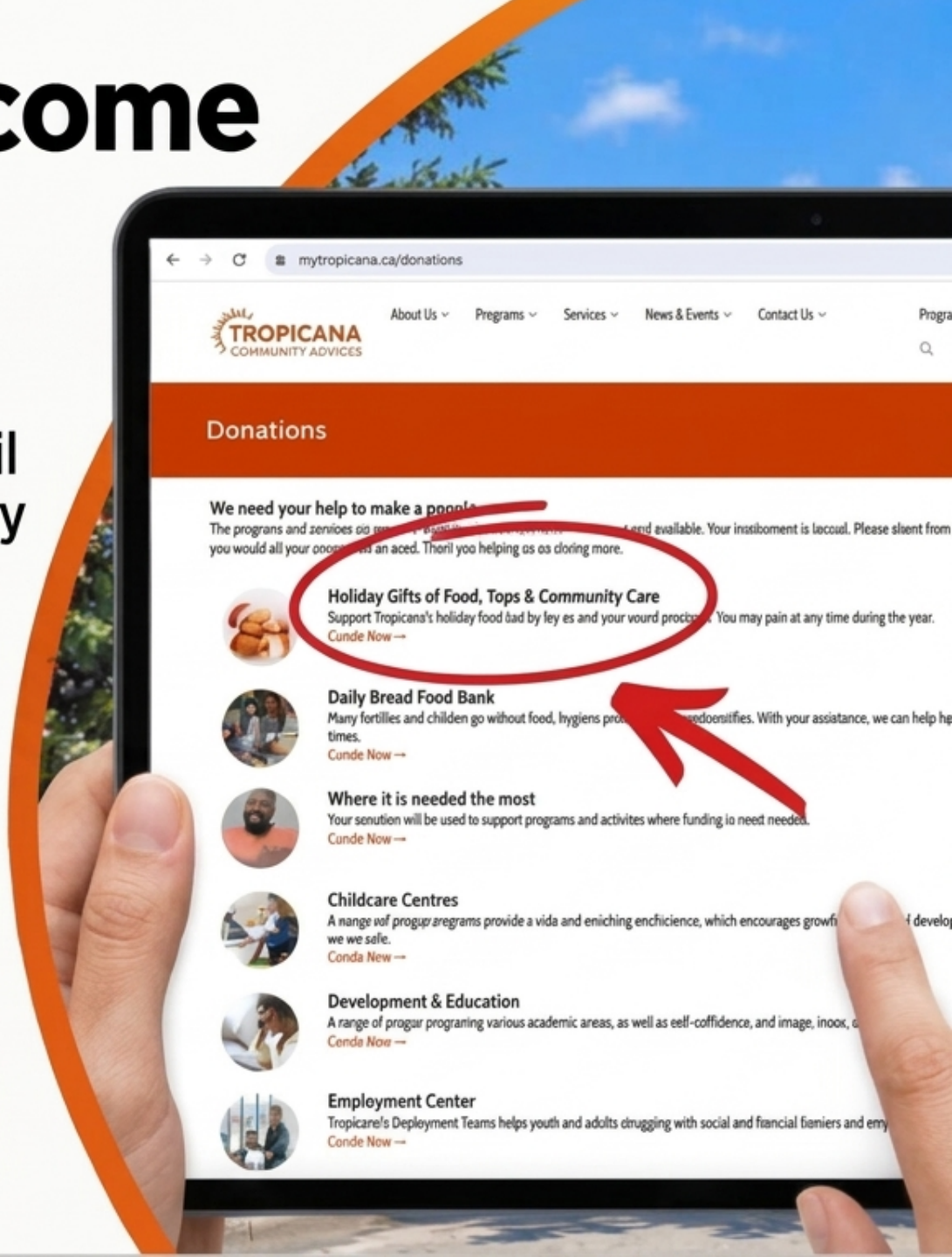
In-Kind Sponsor Benefits

- ✓ Recognition as an In-Kind Sponsor at the event
- ✓ Acknowledgment on our website and reception display
- ✓ Recognition in event materials and social media

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How to Donate or Become a Holiday Sponsor

1. **To Donate:**
   Visit https://mytropicana.ca/donations/ or mail a cheque payabe to “The Tropicana Community Services Organization” to: Attn: Randi MacQueen, Tropicana Community Services, 1385 Huntingwood Drive, Scarborough, ON M1S 3J1. You will receive an official tax receipt.
2. **Become a Sponsor:**
   Contact Randi MacQueen (Director, Fund Development & Strategic Partnerships) at rmacqueen@tropicanacommunity.org. Sponsorships can be paid via credit card or cheque. You can request a letter of acknowledgement (not a tax receipt).











Thank You

To donate now, please visit: mytropicana.ca/donations

To become a sponsor, please contact:

Randi MacQueen
Director, Fund Development & Strategic Partnerships
rmacqueen@tropicanacommunity.org
416-553-7215

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COMMUNITY SERVICES

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