

THE WAUGH FAMILY FOUNDATION
PRESENTS

LAND OF OZ

IN SUPPORT OF

nankind



SUNDAY OCTOBER 5, 2025
REBEL | TORONTO
SPONSORSHIP PACKAGE



Land of Oz

IN SUPPORT OF NANKIND

On Sunday, October 5th, 2025, our epic Nankind multigenerational family event, **Land of Oz**, will take place at Rebel Nightclub. This transformative venue offers our guests a unique and unparalleled experience. On the heels of Nankind's 2024 Candy Land, we have created a new experience, blending the magic of the beloved Wizard of Oz and the new cinematic sensation, Wicked, as we take you to the **Land of Oz**.

Think Emerald City, Yellow Brick Road, Ruby Slippers, Glinda the Good Witch, Munchkin Land, and more surprises than we can mention. Our **Land of Oz** event delivers a day of fantasy, fun, treats, and more.

Guests will follow the Yellow Brick Road moving from one station to the next on their way to the Emerald City. Our famous DJ and dancers will keep you on your feet while you wind your way through a maze of exciting activities. This special day is appropriate for ages 0 – 100 years!

Engage in heartwarming activities that foster connection with our Nankind Families and yours. Share stories, offer encouragement, and strengthen bonds with your family and friends. This day is designed to make memories with the ones you love the most!

We know you will be hungry making your way through the **Land of Oz**. Our delicious gourmet delights crafted by Toben Food by Design will be offered throughout the afternoon so make sure you bring your appetite.

We invite you to wear your most colourful attire, princess dresses, wizard and witch costumes are welcome too!

When: Sunday, October 5, 2025

Where: Rebel – 11 Polson St., Toronto, ON

Time: 2:00 PM to 6:00 PM



LETTER FROM **AUDREY GUTH** NANKIND FOUNDER

Dear Friends,

The year 2025 brings new challenges for Nankind. How will we support even more families affected by cancer? Did you know that millennials are experiencing increasing rates of breast, colon, and lung cancer and have surpassed older people in the number of new diagnoses? The demand for our support has never been more pressing than now. Cancer is so much more than a tumour, it traumatizes the entire family, especially the children. From the specially trained Volunteer Angels to the deeply committed Child Life Specialists who guide young children along their parent's cancer journey, there is no other organization like Nankind.

I created Nankind in 2009 so that a parent would never have to choose between their cancer treatment or caring for their children. Since then, we have learned just how much a parent's cancer affects children. We designed Nankind's program to help children build resilience and learn coping skills so they can grow emotionally to be healthy adults. Our free meal support program helps parents focus on their recovery without worrying about planning nutritious meals for their family. Nankind has provided over 10,000 prepared meals.

Creating a sense of normalcy during a time when nothing seems normal

is crucial for kids enduring parental cancer. Our "Ronda Green Camp Program" gives kids a chance to attend the camp of their choice so they can just be kids a little longer. In our peer support programs, kids learn how to express their big feelings and fears, gain confidence, and make new friends.

Providing crucial grief and bereavement counselling to help children navigate the death of a parent is life-changing. Through personalized therapeutic play, kids can grieve while building memories under the guidance of our Child Life Specialists. All families in Ontario are eligible to receive Nankind support.

We invite you to help us meet the growing needs of families affected by cancer by participating in a sponsorship opportunity of our new signature event, Land of Oz. We promise your support will have a lasting impact. It will give a Nankind family the chance to attend our event and build memories with their loved ones that will last a lifetime.

We welcome you to the Land of Oz, one event you won't want to miss.

On behalf of all the families we give hope to during the most difficult time of their lives, we thank you.

With tremendous gratitude,


Audrey Guth
Founder & Board Chair

LETTER FROM THE CHAIRS
JOYCE & HAYLEY

We are so excited to chair this year’s signature event, **Land of Oz**. Following the success of Candy Land that raised over \$600,000, we are creating a day for families to spend together making unforgettable memories.



Joyce Frustaglio

This is a fun and innovative opportunity to come together and celebrate our Volunteer Angels, donors, and supporters, whose tremendous passion drives our mission. Together, they help Nankind bring hope to so many families.

We also honour our Nankind families—the mothers and fathers who inspire us every day with their strength and incredible courage.



Hayley Waugh

We are incredibly grateful to all our friends for their generous support. Because of you, we can transform the cancer experience for so many families. And because of you, Nankind will continue to provide a lifeline and hope to families in Ontario.

We are honoured to be part of this life-changing organization that has touched so many families. We invite you to join us with your family on Sunday afternoon, October 5, 2025, for an exciting day of hope, family fun, and celebration.

With gratitude,

Joyce and Hayley

Joyce Frustaglio
Hayley Waugh
Chairs

A SPECIAL
THANK YOU

BOARD OF DIRECTORS

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Raisa Becke – Events Coordinator
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Judy Tobe – Development Associate
Katryna Szagala – Communications Associate

ABOUT *nankind*

Nankind is a registered charity that transforms the cancer experience for families through free childcare, meals, and psychosocial support. Throughout a parent's cancer journey from diagnosis through bereavement, we equip families with the coping skills to build lifelong emotional resilience.

Our in-home, virtual, and meal programs give parents time to rest knowing their children are safe and well supported. Nankind's programs are delivered by Child Life Specialists and a caring community of Volunteer Angels, who are rigorously vetted and trained to help children thrive during difficult times.

Our Volunteer Angels are the heartbeat of Nankind, offering their passion, empathy, and commitment to changing the world—one child at a time.

IMPACT

Since 2009, Nankind has helped parents with cancer, giving them the opportunity to rest and concentrate on their health.

3,000+ families supported

4,000+ children empowered

10,000+ meals delivered to families in need

For more information, please visit our website here:

<https://nankind.com/>





BENEFITS OF SPONSORSHIP

This is an opportunity to be part of Nankind's celebration of hope, to build awareness, engage new supporters, and create meaningful relationships with key corporate and individual partners and the families we serve.

FOR YOU

This unique multigenerational day is a celebration of hope for the mothers and fathers with cancer, and you, our generous supporters.

Nankind's premier event will provide:

- An exclusive platform to showcase your brand to like-minded, family-oriented individuals.
- A meaningful opportunity to inspire our guests and highlight the vital role you and your company play in fostering Nankind's growth and vision—to support all families facing cancer in our community.
- A chance to give back by providing Nankind families, who would otherwise never have the opportunity to participate in an event such as this, and the chance to build legacy and lasting memories with their children.
- A space to meet and engage with the very individuals who have benefited from your incredible generosity.
- An unforgettable day to spend with your loved ones of all ages.

We look forward to welcoming you to this special day of gratitude and celebration.

The Wizard of Oz

PRESENTING SPONSOR

\$100,000



Waugh Family Foundation

Sponsorship Recognition

Premium recognition in all event marketing material
as Presenting Sponsor

Logo recognition on all event promotional material

Premium logo placement on media reel

Special recognition in all media advertising and coverage

Feature story in annual report

Feature story in quarterly newsletter

Sponsorship recognition in Nankind's 2025 Annual Report

Sponsorship recognition on Nankind.com

Recognition across all Nankind's social media channels

Event Day

Event Day **Land of Oz** entry for 14 guests

Sponsorship of 5 Nankind Families to attend **Land of Oz** Event

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Yellow Brick Road

LUNCH SPONSOR

\$50,000

Sponsorship Recognition

Premium recognition in all event marketing material as Lunch Sponsor

Logo recognition on all event promotional material

Premium logo placement on media reel

Special recognition in all media advertising and coverage

Feature story in quarterly newsletter

Sponsorship recognition in Nankind's 2025 Annual Report

Sponsorship recognition on Nankind.com

Recognition across all Nankind's social media channels

Event Day

Event Day **Land of Oz** entry for 12 guests

Sponsorship of 4 Nankind Families to attend **Land of Oz** Event

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Over the Rainbow

ENTERTAINMENT SPONSOR

\$25,000

Sponsorship Recognition

Recognition in all event marketing material
as Entertainment Sponsor

Logo recognition on all event promotional material

Logo placement on media reel

Special recognition in all media advertising

Feature story in quarterly newsletter

Sponsorship recognition in Nankind's 2025 Annual Report

Sponsorship recognition on Nankind.com

Recognition across all Nankind's social media channels

Event Day

Event Day **Land of Oz** entry for 10 guests

Sponsorship of 4 Nankind Families to attend **Land of Oz** Event

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Field of Poppies

DESIGN SPONSOR

\$15,000

Sponsorship Recognition

Recognition on select marketing material
as Design Sponsor

Logo recognition on Design signage

Logo placement on media reel

Special mention in quarterly newsletter

Special recognition in all media advertising

Sponsorship recognition in Nankind's 2025 Annual Report

Sponsorship recognition on Nankind.com

Recognition across all Nankind's social media channels

Event Day

Event Day **Land of Oz** entry for 8 guests

Sponsorship of 3 Nankind Families to attend **Land of Oz** Event

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Ruby Slippers

PHOTO BOOTH SPONSOR \$10,000

Sponsorship Recognition

Recognition on select marketing material
as Photo Booth Sponsor

Logo recognition on Photo Booth signage

Logo placement on media reel

Special mention in quarterly newsletter

Sponsorship recognition in Nankind's 2025 Annual Report

Sponsorship recognition on Nankind.com

Recognition across all Nankind's social media channels

Event Day

Event Day **Land of Oz** entry for 8 guests

Sponsorship of 3 Nankind Families to attend **Land of Oz** Event

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Tin Man, Scarecrow & Lion

CANDY STORE SPONSOR

\$5,000

Sponsorship Recognition

Recognition on select marketing material
as Candy Store Sponsor

Logo recognition on Candy Store signage

Logo placement on media reel

Special mention in quarterly newsletter

Sponsorship recognition in Nankind's 2025 Annual Report

Sponsorship recognition on Nankind.com

Recognition across all Nankind's social media channels

Event Day

Event Day **Land of Oz** entry for 6 guests

Sponsorship of 1 Nankind Family to attend **Land of Oz** Event.

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Munchkin Land

FRIENDS AND FAMILY OF NANKIND

\$1,000

Sponsorship Recognition

Name recognition on select event signage

Sponsorship recognition in Nankind's 2025 Annual Report

Sponsorship recognition on Nankind.com

Event Day

Event Day **Land of Oz** entry of 4 guests

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Sponsorship at a Glance

SPONSORSHIP RECOGNITION

	\$100K	\$50K	\$25K	\$15K	\$10K	\$5K	\$1K
Premium recognition in all event marketing materials	●	●					
Recognition in all event marketing materials			●				
Recognition in select marketing materials				●	●	●	
Name recognition in select marketing materials							●
Logo recognition in event promotional materials	●	●					
Logo recognition on select signage	●	●	●	●	●	●	
Premium logo placement on the media reel	●	●					
Logo placement on the media reel			●	●	●	●	
Special recognition in all media advertising and coverage	●	●	●	●	●		
Feature story in Nankind's annual report	●						
Feature story in quarterly newsletter	●	●	●				
Special mention in quarterly newsletter				●	●	●	
Sponsorship recognition in Nankind's 2025 Annual Report	●	●	●	●	●	●	●
Sponsorship recognition on Nankind's website	●	●	●	●	●	●	●
Recognition across all Nankind's social media channels	●	●	●	●	●	●	

EVENT DAY

Event Day Land of Oz Entry for 14 guests	●						
Event Day Land of Oz Entry for 12 guests		●					
Event Day Land of Oz Entry for 10 guests			●				
Event Day Land of Oz Entry for 8 guests				●	●		
Event Day Land of Oz Entry for 6 guests						●	
Event Day Land of Oz Entry for 4 guests							●
Sponsorship of 5 Nankind Families to attend Land of Oz Event	●						
Sponsorship of 4 Nankind Families to attend Land of Oz Event		●	●				
Sponsorship of 3 Nankind Families to attend Land of Oz Event				●	●		
Sponsorship of 1 Nankind Family to attend Land of Oz Event.						●	

Virtual Auction

Once again, Nankind proudly presents our exciting virtual auction, held in conjunction with our **Land of Oz** event! The auction will run from September 5 to October 6, 2025, and we invite you to be part of something big. Donate a gift or a memorable experience to make a meaningful impact.

Personal and corporate donations are always welcome. Top auction items include travel and adventure experiences, art and home furnishings, spa and personal services, jewellery and apparel.

Contact us at events@nankind.com to learn more or to donate an auction item that will help us raise vital funds for families affected by cancer.

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THANK YOU TO OUR 2024 CANDY LAND SPONSORS

CANDY CASTLE PRESENTING SPONSOR: \$75,000

Surplus Furniture & Mattress Warehouse

CHOCOLATE MOUNTAIN SPONSOR: \$50,000

Bazil Developments

ICE PALACE SPONSOR: \$25,000

Audrey & Fred Guth
The Substance Group (Terra, Sarpa,
Heist, Francobollo, and Rusty's)
The Dunin Foundation

GINGERBREAD HOUSE SPONSOR: \$15,000

Barbara Belford
Brampton Brick
Growing Tykes Learning Centre
Global Precast
Paradise Developments

Roger & Cindy Greenberg
Sierra Corporation
The Petrucci Family
Waugh Family Foundation

GUMMY HILLS SPONSOR: \$7,500 - \$10,000

Argo Development Corporation
Astellas Pharma Canada
Bayview Village
ERS International
Equifax
Gilead Sciences

Greybrook Realty Partners
Jeff & Shelley Parr
Motive Media
Rogers Communications
Vault Mortgage Corporation
Village Craft & Candle

ICE CREAM SLOPES SPONSOR: \$5,000

All Professional Trades
Benjamin Guth and Mia Shulman
Bank of Montreal
Castlepoint Investments
CIBC Real Estate Finance Division
City of Vaughan
Condrain Group
Diamond Personnel
Incredible Printing
Jonathan Sherman

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LOLLIPOP LANE SPONSOR: \$1,000 - \$3,000

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Pinnacle IP Solutions
Prismatique Designs
Progressive Reno & Contracting
Sardo Foods
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For sponsorship inquiries, please contact:

events@nankind.com

416-730-0025 ext. 6

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Toronto, ON M3H 2T6

Charitable Registration Number: 824863690RR0001

USA Charitable Number: 82-1609421

SCAN FOR MORE INFO



<https://nankind.com/give/events/>

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