

LIVWISE
FOUNDATION
Liv, Love & Lyrics
— Saturday, November 17, 2018 —

SPONSORSHIP PACKAGE



OLIVIA'S STORY

In November, 2013, the world lost an incredible 16 year old beautiful soul, when Olivia Wise passed away. In early 2012, Olivia and her family's worlds were turned upside down in a heartbeat. After suffering a series of severe seizures, Olivia was diagnosed with a very rare form of an inoperable brain tumour.

Olivia's confidence, courage, love & lyrics gained world-wide attention when her heartwarming, inspiring rendition of Katy Perry's hit song 'Roar' went viral on YouTube (over 3.7 million hits to date). Olivia remarkably gathered the strength to make it to a recording studio two months prior to her untimely passing. The lyrics of this song describe perfectly how Olivia lived her life until the end –

“ ...BECAUSE I AM A CHAMPION AND
YOU'RE GOING TO HEAR ME ROAR.. ”

http://youtu.be/m_An8xNwupo

Olivia truly was a champion, roaring through dozens of chemotherapy treatments and staring down her failing health with incredible courage and dignity.

There is only one way to give purpose to the unthinkable ending of such a special life. We must lean on Olivia's legacy and work together to make a difference in the lives of children and families who are suffering with brain cancer today - or will be tomorrow.





WHAT WE STAND FOR

MISSION:

TO BRING HOPE AND HAPPINESS TO CHILDREN, ADULTS AND FAMILIES SUFFERING FROM BRAIN AND OTHER CANCERS.

Your sponsorship dollars, through The LivWise Foundation, will continue funding the special research study of BMMRD glioblastoma brain tumours under the direction of Dr. Uri Tabori, Dr. Eric Bouffet and Dr. Cynthia Hawkins and their research team at The Hospital for Sick Children as they have made incredible strides with positive responses to immunotherapy treatment in Canadian children with brain cancer.

Support this year, will enable researchers to expand their initial findings to other children with glioblastoma by investigating the immune profile of these tumours and correlating this with response to therapy to predict who will best respond to these immunotherapy treatments.

To date, the LivWise Foundation has contributed approximately \$300,000 between this project, PACT (Pediatric Advanced Care Team), POGO (Pediatric Oncology Group of Ontario), and Brain Tumour Research at The Hospital for Sick Children, \$20,000 to the Dr. Jay Foundation Children's Grief Program and \$15,000 to the Panov Program in Precision Chemotherapy.



THE EVENT

In keeping with Liv's passion for music and performing, combined with her love of others, the LivWise Foundation created our first signature event. After three hugely successful concerts starring Andy Grammer, Tyler Shaw, Virginia to Vegas and Dan Talevski, we are thrilled to be presenting our,

5th Annual

Liv, Love & Lyrics

Headliner: NATE DAVIAU

Hailing from the North, inspired by the South, Nate Daviau (pronounced Dav-ee-o) is a Toronto-born, artist and songwriter. Nate is an engaging performer who has a natural and easy connection with people. A Country artist inspired by alt-country greats like Chris Stapleton and Jason Isbell, Nate has broad interests from pop, folk, gospel and jazz which influence his music. Nate's distinctive voice, meaningful turn of phrase and lyrical ease partner with hook oriented melodies to make his songs catchy and memorable. Nate is also a prolific writer and enjoys collaborating with several artists in various formats and genres. Nate's debut single "Carry This Love", was released on February 5th and is being played on radio stations across Canada (tracked 112th on Mediabase Country Charts). Nate's next single and his first solo release "Miss Him Too" will be coming out on April 30th. In addition to an Ontario concert tour during the summer, Nate will be doing an East Coast Radio Tour and performing at Festivals across Canada. He will also be releasing his debut EP at the end of the summer. Nate is going into his final year at the Berklee College of Music in Boston, MA

We anticipate great media coverage generated by our advanced social media strategy, radio spots and local television news exposure. Previous media coverage includes: CNN, NBC, Global, CTV, ET Canada (<http://bit.ly/1uEKHG6>), Toronto Star, Toronto Sun, CNN Interview with Anderson Cooper (<http://cnn.it/1iXl4mC>).



EVENT HIGHLIGHTS

VENUE:

The Great Hall, 1087 Queen St. W. Toronto, ON

FORMAT:

A few outstanding Canadian community vocal talent will be sharing the stage with **Nate** to provide our guests with a magical evening of music.

OUR VALUE-PROPOSITION TO OUR SPONSORS

HELP LIV'S LYRICS LIVE

Stewardship of Resources

The LivWise Foundation has been blessed with an unrelenting level of support since Olivia's passing. We however do not take any form of financial support for granted and stewardship of donor resources is Priority One.

Building Win-Win Partnerships

The LivWise Foundation is focused on building lasting strategic partnerships with our sponsors. Our primary focus will be to deliver on our mission to bring positive measurable outcomes to cancer patients and their families. However we are at the same time, committed to delivering effective value-add brand exposure to our partners to help ensure they are directly rewarded for their support of this important cause.

Leveraging Social Media

We will be promoting Liv, Love & Lyrics through a combined traditional and social media strategy (i.e. TV/Radio plus Facebook, Twitter, YouTube & Instagram). Our strategic and professional use of social media will deliver a tremendous opportunity for brand visibility and awareness - and most importantly, to associate your organization with a cause second to none.



BECOME A SPONSOR FOR *Liv, Love & Lyrics*



Category	\$ Amount	# of Tickets	Thank You from the Stage	Name in Media Release	Website/Exposure (Profile/logo/link)	Logo on Sponsor Boards	Logo on Sponsor Video Loop	Private Section for Sponsors
Red Carpet	\$25,000	20	✓	✓	✓	✓	✓	✓
Encore	\$15,000	14	✓	✓	✓	✓	✓	✓
Curtain Call	\$10,000	10		✓	✓	✓	✓	✓
Behind the Scenes	\$5,000	6			✓	✓	✓	✓
Applause	\$2,500	4			✓	✓	✓	✓
Sound Check	\$1,000	2						

For sponsorship opportunities or event information, please contact Robyn Linden at robyn@livwisefund.com or 416-953-7767

Please note that all sponsorship levels receive marketing/promotion. Therefore, no tax receipts will be issued.