

THE 2017 REAL ESTATE INDUSTRY



IN SUPPORT OF _____
MOUNT SINAI HOSPITAL AND THE PRINCESS MARGARET CANCER CENTRE

A HIGH-STAKES CHARITY EVENT THAT RAISES FUNDS FOR CANCER RESEARCH

REALESTATEHOLDENFORLIFE.COM



THE EVENT

The 2017 Real Estate Industry Hold'em for Life Charity Challenge will be held on Thursday, April 20, 2017 at the Ritz Carlton Hotel in Toronto.

The event is a unique evening of fun and friendly competition, attended by close to 400 top executives from Canada's leading real estate firms. This unique and exciting event provides an atmosphere that is particularly conducive to networking. The evening kicks off with a cocktail reception in the Ritz Carlton Grand Foyer, followed by a night of Texas Hold'em poker played in an authentic Monte Carlo-style atmosphere. Players compete for incredible non-cash prizes and bragging rights as Hold'em for Life Champion. No formal experience is required and novices often do as well as experienced players.

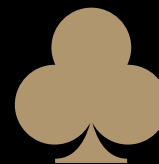
THE CAUSE

In 2006, the Hold'em for Life Charity Challenge was created as a platform for bringing real estate industry leaders together for a unique evening of entertainment and fundraising.

Hold'em for Life Charity Challenge is an entirely volunteer run non-profit organization that has raised over 28 million to fund cancer research and other initiatives at Mount Sinai Hospital, SickKids Hospital, Ronald McDonald House, Princess Margaret Hospital and Sunnybrook Health Sciences Centre. Over 85% of all funds raised by Hold'em for Life Charity Challenge have gone directly to fund cancer research and other initiatives. This year, in addition to raising funds for cancer research, we have started a fellowship program for young doctors and researchers starting their career, in an effort to keep world-class talent right here in Toronto.

Breast cancer research at Mount Sinai Hospital and Prostate cancer research at Princess Margaret Cancer Centre have been selected as the beneficiaries of the 2017 Real Estate Industry Hold'em for Life event.

GET IN ON THE ACTION



CHIP SPONSOR

\$50,000 - \$100,000

- ◆ Naming rights on Hold'em for Life funded research paper
- ◆ Company logo on poker chips and back of playing cards
- ◆ Premium logo placement in all event materials (e.g. website, program, signage, video)
- ◆ Premium recognition during the event
- ◆ Logo featured on the Real Estate Industry Hold'em for Life website
- ◆ 10 tickets to the event
- ◆ Ability to purchase additional event tickets

CARD SPONSOR

\$25,000

- ◆ Company logo printed on back of playing cards
- ◆ Preferred logo placement in all event materials (e.g. website, program, signage, video)
- ◆ Recognition during the event
- ◆ Logo featured on the Real Estate Industry Hold'em for Life website
- ◆ 6 tickets to the event
- ◆ Ability to purchase additional event tickets

EVENT SPONSOR

\$10,000

- ◆ Logo placement in all event materials (e.g. website, program, signage, video)
- ◆ Recognition during the event
- ◆ Logo featured on the Real Estate Industry Hold'em for Life website
- ◆ 3 tickets to the event
- ◆ Ability to purchase additional event tickets

FOR MORE INFORMATION, PLEASE CONTACT LANDON SCHULTZ AT LSCHULTZ@OXFORDPROPERTIES.COM OR 416-868-3663

A STACKED DECK

Introducing the 2017
Real Estate Industry
Hold'em for Life
Charity Challenge
Committee

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