



HOLD'EM FOR LIFE

CHARITY CHALLENGE

For Cancer Research

A HIGH STAKES CHARITY EVENT THAT RAISES
FUNDS FOR CANCER RESEARCH



IN SUPPORT OF THE CLINICAL FELLOWSHIP PROGRAM AT
MOUNT SINAI HOSPITAL
PRINCESS MARGARET HOSPITAL,
AND OTHER U OF T AFFILIATED HOSPITALS



THE CAUSE

In 2006, the Hold'em for Life Charity Challenge was created as a platform for bringing asset management 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 more than **\$37 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.

The 2021 Asset Management Industry Hold'em for Life event has selected Mount Sinai Hospital and Princess Margaret Cancer Centre as the beneficiary of all funds raised in support of the Hold'em For Life Fellowship Program. In 2019, Hold'em for Life made a \$16.4 million commitment in support of oncology research and education at the University of Toronto's Temerty Faculty of Medicine and its partner hospitals to provide stable funding for medical doctors to conduct new and innovative research right here in Toronto.



THE EVENT

THURSDAY, NOVEMBER 18, 2021

The 2021 Asset Management Industry Hold'em for Life Charity Challenge will be held on **Thursday, November 18, 2021** at the Ritz Carlton Hotel in Toronto, or if health protocols prevent in person events, the Hold'em for Life Charity Challenge will move seamlessly online (with dinner and wine delivered to attendees homes or offices).

The event is a unique evening of fun and friendly competition, attended by more than 350 executives from Canada's leading financial and asset management firms.

Players compete in a Texas Hold'em poker tournament 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.





RAISE THE ANTE



THE HOLD'EM FELLOWSHIP PROGRAM

Toronto has one single medical school, world-class teaching hospitals, excellent technological infrastructure, vast strengths in computational research, broad and deep health data sets, a history of cross-disciplinary collaboration, a remarkably diverse population, and leading expertise in health policy and management — all in the context of a single-payer health system. While other cities may share some of these attributes, only in Toronto are all of these strengths combined in one place.

Holland Bloorview
Kids Rehabilitation Hospital

SickKids®



St. Michael's
Inspired Care. Inspiring Science.

 **Sunnybrook**
HEALTH SCIENCES CENTRE

 **UHN**
Toronto General
Toronto Western
Princess Margaret
Toronto Rehab
Michener Institute

WCHH
WOMEN'S COLLEGE HOSPITAL
Health care for women | REVOLUTIONIZED

- ◆ The established Hold'em for Life Oncology Fellowships fund clinical trainees pursuing cancer research at the University of Toronto Faculty of Medicine in the nine affiliated teaching hospitals.
- ◆ Program will provide stable funding for medical doctors engaged in significant oncology-based research that will impact generations to come.
- ◆ Annual salaries required to secure Clinical Fellows amounts to \$100,000 per year, per fellow.
- ◆ Hold'em For Life will commit \$50,000 per year per fellow. The applicant's institution will fund the balance.
- ◆ The Program will commit to sponsor approximately 40 fellows per year, with a financial contribution of up to \$2 million per year.
- ◆ With your generous support, we can reach our goal of \$2 million and ensure that world class talent is kept right here in Toronto.





2020 FELLOWS

IN MEMORY OF KATIE HOFFMAN



GERALD SCHWARTZ
HEATHER REISMAN
FOUNDATION

Abi Vijenthira is at Princess Margaret Hospital as the Gerald Schwartz & Heather Reisman Foundation Hold'em For Life Oncology Fellow and is researching diffuse large B-cell lymphoma.



Christopher Noel is at Sunnybrook Hospital as the Levinsky Waratah Hold'em for Life Oncology Fellow with a focus on unplanned hospitalizations in patients with head and neck cancer.



Douglas Cheung is at Princess Margaret Hospital as the CentreCourt Hold'em for Life Oncology Fellow and is studying biomarker testing in early prostate cancer detection.



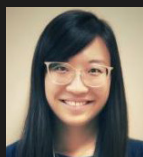
Irene Xie is at Princess Margaret Hospital as the CIBC Hold'em for Life Oncology Fellow and is identifying molecular vulnerabilities in pancreatic cancer.



Keegan Guidolin is at Princess Margaret Cancer Centre as the CMCC/Atrium Hold'em for Life Oncology Fellow, with a research focus on porphysomes for the intraoperative visualization of colorectal lymph node metastases.



Khaled Ramadan is at Princess Margaret Cancer Centre as the CMCC/Atrium Hold'em for Life Oncology Fellow, with a research focus on porphysomes for the intraoperative visualization of colorectal lymph node metastases.



Lucy Liu is at Princess Margaret Hospital as the Onex Hold'em For Life Oncology Fellow with a research focus on the effect of intestinal microbiome on development of malignant bowel obstruction in advanced gynecologic malignancies.



Michelle Nadler is at Women's College Hospital as the Dream Hold'em for Life Oncology Fellow, with a research focus in determinants of breast cancer screening practices for women aged 40-49.



Paulo Kayano is at Princess Margaret Cancer Centre as the CBRE Hold'em for Life Oncology Fellow, focusing on the impact of proton pump inhibitors on prostate cancer diagnosis and outcomes.



2020 FELLOWS

IN MEMORY OF KATIE HOFFMAN



Rachel Kim is at Princess Margaret Hospital as the CMCC/Atrium Hold'em for Life Oncology Fellow, studying endometrioid carcinoma and the biological characteristics of tumors to provide prognostic and predictive information.



Robert Grant is at Princess Margaret Cancer Centre as the SmartsCentres Hold'em for Life Oncology Fellow, focusing on predicting outcomes in pancreatic cancer from clinical and genomic data using machine learning.



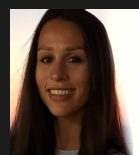
Sarah Cohen-Gogo is at SickKids Hospital as the Silverberg Hold'em for Life Oncology Fellow, focusing on a trial that will improve our understanding of cancer biology and open up new therapeutic options to children and young adults with otherwise incurable disease.



Shelly Luu is at Mount Sinai Hospital as the BMO Hold'em for Life Oncology Fellow, researching a novel therapeutic target for gastric cancer.



Tristan Knight is at SickKids Hospital as the RBC Hold'em for Life Oncology Fellow and is studying stem cell transplant as immunotherapy in children with cancer.



KATIE HOFFMAN

Wanda Marini is at Mount Sinai Hospital as the Katie Hoffman Hold'em for Life Oncology Fellow, with a research focus on the role of hedgehog signaling in basal-like breast cancer and the tumor microenvironment.



SPONSORSHIP LEVELS

PLATINUM FELLOW SPONSOR \$100,000

Sponsorship naming of 2 Fellows in your honour: the opportunity to have a direct impact and receive updates from your sponsored Fellows

Ground floor digital signage at Mount Sinai and Princess Margaret Hospitals

Company logo printed on the back of playing cards or placed prominently on the poker table (virtual event only)

Preferred logo placement in all event materials (e.g. website, signage, video)

Recognition during the event

Logo featured on the Hold'em for Life website

20 total tickets to the event

Ability to purchase up to 20 additional tickets at \$2,500 each

GOLD FELLOW SPONSOR \$50,000

Sponsorship naming of a Fellow in your honour: the opportunity to have a direct impact and receive updates from your sponsored Fellows

Ground floor digital signage at both Mount Sinai and Princess Margaret Hospitals

Company logo printed on the back of playing cards or placed prominently on the poker table (virtual event only)

Preferred logo placement in all event materials (e.g. website, signage, video)

Recognition during the event

Logo featured on the Hold'em for Life website

12 total tickets to the event

Ability to purchase up to 12 additional tickets at \$2,500 each

SILVER SPONSOR \$30,000

Company logo printed on the back of playing cards or placed prominently on the poker table (virtual event only)

Ground floor digital signage at both Mount Sinai and Princess Margaret Hospitals

Preferred logo placement in all event materials (e.g. website, signage, video)

Recognition during the event

Logo featured on the Hold'em for Life website

8 tickets to the event

Ability to purchase up to 8 additional event tickets at \$2,500 each

BRONZE SPONSOR \$15,000

Logo placement in all event materials (e.g. website, signage, video)

Recognition during the event

Logo featured on the Hold'em for Life website

4 tickets to the event

Ability to purchase up to 4 additional tickets at \$2,500 each

For more information, please contact
Ian Kessler

assetmanagement@holdemforlife.com or
647-921-3478

REGISTER NOW



A STACKED DECK

**Introducing the 2021 Asset Management Industry
Hold'em for Life Charity Challenge Committee**

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Managing Director,
Client and Product Solutions
Onex

Steve Hawkins

President & CEO
Horizons ETFs Management
(Canada)

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HOLD'EM FOR LIFE

CHARITY CHALLENGE

For Cancer Research

2019

PLATINUM SPONSORS

THE
GERALD SCHWARTZ
HEATHER REISMAN
FOUNDATION

ONEX



FRIED FRANK

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FINANCIAL MARKETS

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Blair Levinsky
&
Andrea Lenczner

LATHAM & WATKINS LLP



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RBC Capital Markets

RPIA 10
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Financial Services

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INVESTMENT MANAGEMENT INC.

KPMG

Morgan Stanley

TMX
Toronto Stock Exchange
TSX Venture Exchange

Arnold & Porter

CITADEL | Securities

FIERA CAPITAL

HORIZONS
ETFs

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MacFadyen
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BIRCH HILL
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CDRI
CAPITAL

Goodmans

Instinet
A Nomura Company

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Investments

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VIRTU
FINANCIAL

Blakes

VIII EIGHT
CAPITAL

GUARDIAN CAPITAL

INTL FCStone

Manulife
Investment Management

Stikeman Elliott

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LIQUIDITY PARTNER

Bloomberg
Philanthropies

EY
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working world

HEIDRICK & STRUGGLES

KORN FERRY

MIRAE ASSET
Securities

TITAN ADVISORS