



YORKTOWN FAMILY SERVICES in collaboration with REBECCA HAY DESIGNS presents



Every Pillow Tells a Story. Every Dollar Sparks a Change.

**NOVEMBER 27th, 2025**

NewAge Event Centre 1190 Caledonia Road



## ABOUT US

Yorktown Family Services is a fully accredited community service agency dedicated to supporting the mental health of infants, children, youth and young adults.

## YOUR MONEY WELL SPENT

Every dollar raised helps create safer homes, healthier minds, and stronger communities through these vital services:

- **RAPID ACCESS THERAPY** Immediate, no-cost mental health support for children, youth, and families, delivered at the moment it's needed most.
- **YOUTH MENTORSHIP PROGRAM** Life-changing mentorship that nurtures confidence, strengthens resilience, and builds long-term mental well-being through meaningful one-on-one and group connections.
- **MAKE HOME SAFE PROGRAMS:** Critical support and safety-focused interventions for survivors of gender-based violence helping them rebuild lives free from fear and harm.
- **WRAPAROUND MODEL OF SUPPORT** A collaborative, strengths-based approach that reduces emergency interventions and helps youth and families achieve lasting stability through integrated mental health and social supports.
- **COMMUNITY VIOLENCE PREVENTION** Innovative, trauma-informed programs that engage communities, prevent violence, and create safer spaces - especially in neighbourhoods most impacted by systemic inequities.



# PILLOWTIME



## THE EXPERIENCE

Join us for an unforgettable evening where elegance meets fun. On November 27th, the inaugural PillowTime will delight and enchant guests with “comfort” food stations, candy and popcorn bars and specialty cocktails.

Our “Pillow Portrait Playroom” will be designed and shot by famed photographer George Pimentel.

## REBECCA’S HAPPY PILLOW WALL

our featured silent auction pillow wall will be curated by Rebecca Hay Designs featuring some of Toronto’s top designers. We hope you will join!



# PILLOWTIME



## THE DESIGNER PROPOSITION

YORKTOWN AND REBECCA HAY ARE LOOKING FOR 40 AMAZING TORONTO DESIGNERS!

### YOUR CHALLENGE

Imagine, design and create a set of two pillows that reflect your vibe! Any size, any shape, any material!

### REBECCA'S HAPPY PILLOW WALL

All pillows will be displayed on Rebecca's Happy Pillow Wall at the PillowTime event where attendees will bid on them via Silent Auction!

### THANK YOU

Participating Designers will enjoy a 40% discount on up to two individual tickets to the event, paying just \$150 per ticket. Or if you choose to buy any Corporate Sponsorship, you will get a 10% off.







## *Sponsorships* **PRESENTING SPONSOR \$25,000**

### **AT THE EVENT**

- Category Exclusivity
- One double lounge (20 Tickets)
- Two dedicated bottle and food service waitstaff
- Right to use trademarks in association with the named event
- Opportunity to promote your generous support for one year.
- At-Event speaking or video opportunity

### **RECOGNITION**

The following communication materials will feature your organization as the Presenting Sponsor of PillowTime

- Save the Date
- Invitation
- Exclusive video format feature on social media-
- Full page ad in the evening program
- Event webpage
- Company logo on video screens at the event
- Inclusion in appropriate social media activity
- Onsite signage
- Recognition in Yorktown 2026 Annual Report and on the Yorktown Family Services website
- Inclusion in media release(s)

### **POST EVENT**

- Custom Impact Report

A business receipt will be issued for the full sponsorship amount.



## *Sponsorships* **SUPPORTING SPONSOR \$15,000**

### **AT THE EVENT**

- Category Exclusivity
- One dedicated lounge (10 Tickets)
- One dedicated bottle and food service waitstaff
- Right to use trademarks in association with the named event
- Opportunity to promote your generous support for one year.

### **RECOGNITION**

The following communication materials will feature your organization as the Supporting Sponsor of PillowTime

- Invitation
- 1/2 page ad in the evening program
- Event webpage
- Company logo on video screens at the event
- Onsite signage
- Recognition in Yorktown's 2026 Annual Report and on the Yorktown Family Services website
- Inclusion in media release(s)

A business receipt will be issued for the full sponsorship amount





## *Sponsorships* **CORPORATE LOUNGE \$10,000**

### **AT THE EVENT**

- Several opportunities available
- One dedicated lounge (10 Tickets)
- Premium Bar (and non-alcoholic beverages) included
- Right to use trademarks in association with the named event
- Opportunity to promote your generous support for one year.

### **RECOGNITION**

The following communication materials will feature your organization as the Corporate Sponsor of PillowTime

- Invitation
- Company name in the evening program
- Event webpage
- Company name on video screens at the event
- Onsite signage
- Recognition in Yorktown's 2026 Annual Report and on the Yorktown Family Services website
- Inclusion in media release(s)

A business receipt will be issued for the full sponsorship amount





## FRIENDS OF YORKTOWN SUPPORTER \$5,000

### AT THE EVENT

- One dedicated high-top table (8 Tickets)
- Premium Bar (and non-alcoholic beverages) included
- Right to use trademarks in association with the named event
- Opportunity to promote your support for one year

### RECOGNITION

The following communication materials will feature your organization as a Friends of Yorktown Supporter

- Company name recognition in the evening program
- Company name on the video screens at the event
- Recognition in Yorktown's 2026 Annual Report and on the Yorktown Family Services website

A tax charitable receipt for maximum allowable amount

## INDIVIDUAL TICKETS \$250

### AT THE EVENT

- Premium Bar (and non-alcoholic beverages) included
- Tax receipt for the maximum allowable amount

### RECOGNITION

- Join a community of changemakers helping Yorktown families thrive.