

The logo for HOHOTO features the word "HOHOTO" in a large, white, bold, sans-serif font. The letter "O" at the end of the word is replaced by a stylized orange and white boat icon with a white cabin and orange hull. The background of the top half of the image is an abstract, textured pattern of various shades of red, orange, and pink, resembling a collage or a painting.

# HOHOTO

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**FORGING THE NEXT GENERATION OF FOUNDERS,  
FUNDERS, AND TECH PROFESSIONALS**





# HOHOTO

FIRST PHILANTHROPY,  
NOW IMPACT

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- HoHoTO began in 2008 with a call to arms on Twitter: Toronto's digital mavens can do more for our community.
  - From that first event and every year that's followed, we've fed countless Torontonians with over \$350,000 raised for the Daily Bread Food Bank.
  - This year, impact and opportunity are our focus, as we bring the digital community together in support of organizations that directly affect beneficial change in our technology ecosystem.



# ORGANIZATIONS WITH IMPACT

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Participating in HoHoTO year-round, beginning with this year's holiday event Dec 11, 2015, are a number of organizations who are helping to drive opportunity, diversity, and innovation in the workplace now and in the future. HoHoTO will be the hub that connects their efforts to engage more women and minorities in entrepreneurial, digital, and engineering pursuits.

This year's participating organizations include:

- **YWCA Toronto's Girls' Centre** (more details on the next slide)
- **Ladies Learning Code**, and their women & youth coding and technology programs.

# IT BEGINS WITH THE GIRLS' CENTRE

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- ▶ The YWCA Toronto's Girls' Centre in east Toronto is the only centre of its kind in Canada.
- ▶ This centre serves girls ages 9-18, of all ethnicities and belief systems, by providing a safe space, food, activities, and learning programs, 7 days a week.
- ▶ With our collective efforts, we can provide over 400 girls with new opportunities in business and technology.
- ▶ Our 3-year mission, beginning in 2015, is to fund the entire annual budget of the Girls' Centre. Then open another.
- ▶ This year, we'll be supporting the Girls' Centre with your sponsorship dollars and by rallying professional women as mentors.
- ▶ Your support will go a long way towards reaching these goals.

# YOUR OPPORTUNITY

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- **Engage with Toronto's elite** social media, marketing, design, tech, startup, and business leaders.
- **Improve recruitment efforts** by sharing your stories of workplace diversity with this connected community.
- **Highlight your leadership** in the community by supporting the next generation of founders, funders, and tech professionals.
- **Invigorate your staff** by providing them with access to rewarding mentorship opportunities.
- **Bring your staff together** at the annual HoHoTO party at the Mod Club, revelling in the year's successes, and marvelling at our collective impact on the community with 500 like-minded digital professionals.



# SPONSORSHIP OPPORTUNITIES

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## FUND THE GIRLS' CENTRE

**\$350,000**

\$348,500  
YWCA tax receipt

- Hero logo and support recognized on both the YWCA site and HoHoTO site.
- At-event highlights on stage and with your private party area, drinks, and munchies for staff and guests.
- Year-round engagement with spotlights on the HoHoTO blog and quarterly mailings.
- At-event promotional opportunities, including your own booth or in-crowd engagement opportunities.
- Endless year-round hugs from HoHoTO committee members.

# SPONSORSHIP

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## \$50,000

\$49,500 YWCA tax receipt

- Reindeer logo and support recognized on both the YWCA site and HoHoTO's site.
- At-event highlights on stage and event screens.
- Year-round engagement with spotlights on the HoHoTO blog and quarterly mailings.
- At-event promotional opportunities.
- 40 event tickets and drink tickets.

## \$25,000

\$24,750 YWCA tax receipt

- Snowman logo and support recognized on both the YWCA site and HoHoTO's site.
- At-event highlights on stage and event screens.
- Year-round engagement with spotlights on the HoHoTO blog and quarterly mailings.
- At-event promotional opportunities.
- 30 event tickets and drink tickets.

# SPONSORSHIP

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## \$10,000

\$9,800 YWCA tax receipt

- Gingerbread Man logo and support recognized on HoHoTO's site and projected at the event.
- Year-round engagement with spotlights on the HoHoTO blog and quarterly mailings.
- At event promotional opportunities.
- 20 event tickets and drink tickets.

## \$5,000

\$4,900 YWCA tax receipt

- Toboggan logo and support recognized on HoHoTO's site and projected at the event.
- Year-round engagement with spotlights on the HoHoTO blog and quarterly mailings.
- At event promotional opportunities.
- 16 event tickets and drink tickets.



# SPONSORSHIP

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## \$2,500

\$2,400 YWCA tax receipt

- Candy Cane logo and support recognized on HoHoTO's site and projected at the event.
- 12 event tickets and drink tickets.

## \$1,000

\$900 YWCA tax receipt

- Snowflake logo and support recognized on HoHoTO's site and projected at the event.
- 8 event tickets and drink tickets.

## \$500

\$450 YWCA tax receipt

- Stocking logo and support recognized on HoHoTO's site and projected at the event.
- 4 event tickets and drink tickets.

## \$250

\$200 YWCA tax receipt

- Cookies and Milk logo and support recognized on HoHoTO's site and projected at the event.
- 2 event tickets and drink tickets.





# HOHOTO

## SECURE YOUR SPONSORSHIP

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If you're interested in connecting with the HoHoTO community, participating in this year's event, and reaching thousands of Toronto's digital mavens year round, contact our sponsorship team today.

**Raj Kutty**

[raj@hohoto.ca](mailto:raj@hohoto.ca)

647.704.2968

**Niya Bajaj**

[niya@hohoto.ca](mailto:niya@hohoto.ca)

647.588.3294





# HOHOTO



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**THANK YOU FOR YOUR SUPPORT.  
SEE YOU DECEMBER 11, 2015.**