



**BAY  
STREET  
GAMES**



**Capitalize  
for KIDS**

# **BAY STREET GAMES**

**IN SUPPORT OF KIDS' MENTAL HEALTH**

**2026**

**Sponsorship Overview**

# Our Event

Varsity Centre, Toronto | Thursday, June 4, 2026

Ready to be crowned **Bay Street's Fittest Firm?**

Capitalize for Kids' Bay Street Games brings professionals from the city's financial, legal, consulting, and broader business communities together for a day of teamwork, friendly competition, and shared purpose. In 2026, 300+ participants from over 30 firms will take on a series of team-based fitness challenges designed to be accessible, engaging, and rewarding—building team camaraderie while supporting child and youth mental health.



**300+**  
Participants



**30+**  
Bay Street Firms



**\$435K+**  
Raised at the 2025  
Bay Street Games

## Your Brand — Our Audience

### Ambitious & Influential

Rising corporate leaders climbing the ranks to executive roles.

### Socially Conscious

Passionate about philanthropy and brand-loyal to companies that align with their values.

### Wellness-Driven

High performers who prioritize fitness, health, and personal growth.



### Digital First

Connected professionals who actively share and amplify event experiences online.

### Affluent & Experience-Focused

Frequent travellers, luxury consumers, and corporate wellness investors.



# Become a Sponsor!

Partnering with Capitalize for Kids and the Bay Street Games offers a unique opportunity to engage Toronto's business community while helping to support child and youth mental health in Canada. Sponsorship opportunities are designed to deliver strong brand visibility, meaningful on-site engagement, and a memorable participant experience.



*Explore the range of sponsorship opportunities on the pages that follow.  
Packages can be customized upon request.*



# Sponsorship Packages

Level	Welcome	Afterparty	Cool Down	Event Kits
Price	\$10,000	\$10,000	\$5,000	\$5,000
Description	Kick-off the event with your brand front and centre.	Keep the energy going with your brand at the centre of the event's most memorable celebration.	Help participants stay cool with a branded misting station.	Brand the official event kit bags, ensuring your brand is prominently showcased to all attendees.
Logo prominently featured on event signage and participant shirts	X	X	X	X
Logo displayed on BSG event website and recap video	X	X	X	X
Verbal recognition during event	X	X	X	X
Opportunity to include a promo item in event kits	X	X	X	X
<b>Instagram:</b> Minimum number of dedicated tag(s) before or during event	2	2	1	1
Opportunity to bring specialty print signage (e.g., pop-up banner)	X	X	X	X
Opportunity for onsite activation (bring your own team)	X	X	X	X
Opportunity to arrange an in-office info session with one of our Impact team members	X	X	X	X
Number of team registration fees included:	1	1		
<b>LinkedIn:</b> Number of dedicated LinkedIn posts	1	1		
Company callout in following email communication:	"Know Before You Go" Email	Post-event Thank You Email		
Other benefits:	Prominent logo placement on volunteer shirts & Opportunity to be exclusive corporate volunteer sponsor	Logo featured on event signage, food station(s), and/or table signs at afterparty venue		

Interested in the packages above?  
 Please reach out to us at [events@capitalizeforkids.com](mailto:events@capitalizeforkids.com) to learn more or to discuss the right fit for your organization.

Packages can be customized upon request.

# Support a Team

Looking for another meaningful way to get involved? Support a team!

Supporting a team allows companies to cover registration fees and/or fundraising targets, so participants can focus on teamwork and fun—while supporting child and youth mental health in Canada.



## Team support options include any mix of the following:



- Covering team registration fees:
  - Regular: \$720
  - Early Bird: \$600 (*until EOD April 13*)
- Funding all or part of a team's fundraising goal (\$6K per team)
- Donation matching, doubling the impact of employee fundraising efforts

Team sponsorship combines employee engagement, flexibility, and social impact in one meaningful experience.

Contact our team at [events@capitalizforkids.com](mailto:events@capitalizforkids.com) to learn more.

# How Your Sponsorship makes a difference

Each year, less than 20% of the 1+ million children and youth with mental health issues in Canada receive timely and appropriate treatment. With increasing demand for services, children's mental health agencies are struggling to keep up. But it doesn't need to be this way...

Capitalize for Kids is a charity driving innovation in community child and youth mental health. Our impact team works closely with community mental health agencies to identify gaps, remove barriers, and expand service capacity, so more kids get the help they need. In 2025, we worked with more than 50 agencies to help over 200,000 children and youth access timely, appropriate mental health care.

[LEARN MORE!](#) >



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