

November 01, 2025

Every Student Every Day

NORTHERN
LIGHTS

Gala

AN EVENING OF MYSTERY, ELEGANCE,
AND IMPACT FOR YUKON STUDENTS



A MESSAGE FROM TARA CHRISTIE

President, Every Student Every Day & President & CEO, Banyan Gold



Every Student Every Day was born from a simple but powerful belief — that every child deserves to be present, engaged, and supported at school. Absenteeism affects far more than grades; it shapes a child's confidence, opportunities, and connection to their community.

Through the generosity of our sponsors, donors, and friends, ESED funds grassroots school projects across the Yukon that remove barriers to attendance — whether that's providing access to healthy food, transportation, safe spaces, or the tools to spark curiosity and learning. Each project is designed by the community, for the community, ensuring the support is real, relevant, and lasting.

This year's Masquerade Gala is more than a celebration — it's an opportunity to unite business leaders, community members, and change-makers in a shared mission: helping every student, every day, find their place in the classroom and in the world.

As both the President of ESED and President & CEO of Banyan Gold, I've seen firsthand how investing in young people changes futures. On behalf of the Board and the children whose lives you touch, thank you for being part of this journey. Your generosity truly makes the difference between being left behind and moving forward with confidence.



Every Student Every Day has raised over \$3 million since 2012, directly funding more than 270 community-led projects across Yukon. These initiatives range from hands-on STEAM labs and sensory learning spaces to outdoor cultural classrooms and attendance incentives.

In the 2024-25 school year alone, ESED and the Government of Yukon jointly invested \$400,000 into 33 innovative projects. And for 2025-26, we've committed \$200,000—now including targeted food infrastructure supports—ensuring that our most creative and needed solutions continue to reach students each and every day.

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“With the funding I was approved for, I purchased two table tennis tables and the necessary equipment. I ran a table tennis club where students participated in a ladder ranking system and challenged students of equal skill level. I also had open sessions where anyone could bring their friends and just play recreationally. There was an overwhelmingly positive response for this extracurricular activity. It was so well received that the club is continuing into its second year.”

- St. Francis Catholic Secondary School

“A'ma'ya is a neuro-diverse and inclusive space at Elijah Smith Elementary that addresses the emotional and regulation needs of equity-deserving students. The furniture this funding allowed us to purchase gave A'ma'ya Ku the comforting feel of a living room. This environment supported opportunities for therapeutic intervention by creating authentic spaces to be at ease. As well as comforting pieces of furniture, we were also able to purchase sensory supporting pieces such as the very popular spinning chairs. These spinners are proven to act as regulating opportunities for kids seeking proprioception or the bodies sense of its position in space.”

- A'ma'ya Ku (Auntie's House), Elijah Smith Elementary School



OUR EVENT - THE MASQUERADE BALL

A masquerade ball is more than a party — it's a night where the masks come on, and barriers come down.

Behind the sparkle and elegance lies a deeper purpose: raising critical funds so that every Yukon student can access education without obstacles.

Step into a world of elegance and intrigue on November 1, 2025 in Whitehorse Yukon, where shimmering masks, candlelight, and live entertainment create an unforgettable atmosphere. From the glamour of the evening gowns to the excitement of the live entertainment, every detail of the Gala is designed to inspire generosity, connection, and joy.



WHY NOW? WHY YOU?

This Gala is our signature fundraising event of the year. With limited sponsorship opportunities available, now is the time to align your brand with an event that brings together business leaders, community champions, and passionate changemakers — all committed to improving student attendance and success.

By securing your sponsorship early, you'll ensure:

- Maximum exposure through pre-event marketing, media coverage, and event night recognition
- Prime placement in a high-profile event attended by decision-makers and community influencers
- A lasting legacy tied to removing barriers and opening doors for Yukon youth

THE HEART BEHIND THE GLAMOUR

Every mask worn this evening symbolizes the unseen challenges that keep some children out of the classroom — hunger, lack of transportation, limited access to resources. Your support helps remove those masks and reveal a future filled with opportunity, learning, and hope.

The night promises:



Fine dining and champagne wall

Live music and captivating performances

Photo-worthy moments with our themed backdrops and photo booth



Surprises around every corner — from champagne service to the Best Dressed Awards



RESERVE YOUR SPONSORSHIP NOW

OPPORTUNITIES ARE LIMITED
AND THE MOST COVETED
PLACEMENTS GO FIRST.

Let's create a night to remember,
and a future every Yukon student deserves.



THE IMPACT: WHAT YOUR SUPPORT MAKES POSSIBLE IN 2025–26

Thanks to the generosity of businesses, individuals, and our partnership with the Government of Yukon, Every Student, Every Day is investing \$200,000 into 22 locally designed and led projects this school year. These projects directly remove barriers to attendance, create welcoming spaces, and spark engagement for students across the territory.

Since 2012, ESED has funded
**OVER 270 GRASSROOTS
PROJECTS** with more than
3 MILLION RAISED —
proof that when community
comes together, we can create
real change for Yukon students.

Your sponsorship at the Gala ensures this impact continues to grow. Every dollar raised translates into projects that help students feel seen, supported, and inspired to attend school every day.



HIGHLIGHTS OF 2025–26 FUNDED PROJECTS:

Hands-on Learning Spaces — New makerspaces, bike repair programs, and hands-on equipment to inspire creativity and keep students engaged.

Nutrition & Kitchen Upgrades — Commercial dishwashers, mobile kitchenettes, and expanded kitchen facilities to support student nutrition and food literacy.

Cultural & Outdoor Learning — Potato harvesting projects, kicksleds for outdoor excursions, and programs integrating traditional knowledge.

Wellbeing & Belonging — Initiatives like Fire Fridays for neurodiverse learners, art workshops tied to graduation regalia, and spaces that encourage connection and self-confidence.

Transportation Support — Covering bus costs so all students can participate in field trips like Kids on the Farm without financial barriers.

BECOME AN ANNUAL PARTNER

Our Annual Partnership Program is designed for organizations that want to make a year-round impact on student success in the Yukon.

As a Gold, Platinum, Silver, or Copper Partner, your support goes beyond one night — it sustains Every Student Every Day's work across all seasons, funding grassroots school projects that remove barriers to attendance and inspire students to thrive.

Annual Partners enjoy premium visibility at our flagship events, recognition in our ongoing communications, and opportunities to connect directly with our network of community leaders, educators, and supporters from across Canada.

By becoming an Annual Partner, you're not just sponsoring — you're standing alongside us all year, championing the belief that every student, every day, deserves the chance to succeed.

GOLD PARTNERS

\$20k/yr

- Receive recognition in all press and social media materials
- Event logo recognition
- Logo recognition on website
- Have an opportunity to join advisory board
- 8 tickets to our annual Gala event
- 4 tickets to our Golf Tournament

PLATINUM PARTNERS

\$15k/yr

- Receive recognition in all press and social media materials
- Event logo recognition
- Logo recognition on website
- Have an opportunity to join advisory board
- 6 tickets to our annual Gala event and
- 2 tickets to our Golf Tournament

SILVER PARTNERS

\$10k/yr

- Receive recognition in all press and social media materials
- Event logo recognition
- Logo recognition on website
- 4 tickets to our annual Gala event

COPPER PARTNERS

\$5k/yr

- Receive recognition in all press and social media materials
- Event logo recognition
- Logo recognition on website
- 2 tickets to our annual Gala event

GALA EVENT SPONSORSHIP OPPORTUNITIES

Own a Signature Moment of the Gala

The Masquerade Gala is filled with unforgettable moments — from the first glass of champagne to the final dance — and each one is an opportunity to shine.

As an **Event Sponsor**, your brand will be woven into a signature element of the evening, creating a lasting connection with our guests and ensuring your support is front and centre in their memories.

Whether you choose to host the welcome reception, sponsor the entertainment, or brand the live auction, your sponsorship creates a direct and meaningful link between your company and the magic of the night. You'll enjoy premium visibility, unique branding opportunities, and the satisfaction of knowing that your contribution is helping fund vital projects for Yukon students.

TITLE SPONSOR

Lead the way — mask the night in possibility.

- Exclusive naming rights: “ESED Masquerade Gala presented by [Your Company]”
- Logo on all Gala promotional materials, media releases, and website
- Podium recognition during the event
- Full-page ad in the Gala program
- 1 premium table reserved front and centre (8 seats)
- Opportunity to provide branded guest gift
- Customized recognition opportunities tailored to your brand
- Right of 1st Refusal for 2026

The Title Sponsorship is available by special arrangement. Please contact us to discuss this exclusive opportunity.

DINNER SPONSORS (2 available) – \$10,000 each

Nourish the night, fuel the celebration.

- Logo on dinner menus and table signage
- Half-page ad in program
- Premium table for 6 guests, with 2 seats reserved for special guests of ESED (e.g. Ministers, Board members, or community leaders)
- Recognition on ESED website and social media

ENTERTAINMENT SPONSOR – \$10,000

Own the evening's headline entertainment —

from live performances to the band that keeps the dance floor full all night. As the Entertainment Sponsor, your brand is tied directly to the Gala's most unforgettable moments.

Benefits:

- Premium logo placement at the event and in the program
- Recognition in all entertainment announcements
- 8 Gala tickets

VENUE SPONSOR – \$7,500

Set the stage for the night.

- Logo featured on décor and venue signage, plus in the program
- Recognition in décor-related announcements
- 6 Gala tickets

SIGNATURE EVENT SPONSORS

These sponsorships let you “own” a memorable moment of the Gala. Each comes with unique recognition tied to your chosen element of the evening.

\$5,000 – Premier Moments

Highlight the Gala's biggest stages and most visible moments — perfect for sponsors who want to be front and centre.

Opportunities: Live Auction • Table Design

- Stage • A/V • Silent Auction

Benefits:

- Logo displayed prominently at your sponsored element
- Recognition in event program, website, and during announcements
- 4 Gala tickets

\$3,500 – Premium Celebration Sponsors

Stand out with high-visibility experiences that guests interact with all night long.

Opportunities: Photo Booth • Ambiance (lighting & décor atmosphere)

Benefits:

- Logo featured at your sponsored element (and, for Photo Booth, on all printed & digital images)
- Special recognition in program and from the stage during the evening
- Dedicated social media thank-you post prior to the Gala
- 2 Gala tickets

\$3,000 – Celebration Sponsors

Fuel the festive atmosphere with food, wine, and unforgettable party moments.

Opportunities: Champagne Toast • Dessert

- Cocktail or Scotch Bar (2) • Red or White Wine (2) • Accommodations • Dance Floor

Benefits:

- Logo displayed at your sponsored element
- Recognition in event program and website
- 2 Gala tickets

\$2,500 – Guest Experience Sponsors

Delight our guests with whimsical touches and signature masquerade experiences.

Opportunities: Safe Ride • Culinary Showcase (Charcuterie) • Best Dressed Awards (2) • Mask Sponsor • Mystery Sponsor

Benefits:

- Logo displayed at your sponsored element
- Recognition in event program and website

\$1,500 – Access Sponsors

Ensure a smooth, stylish welcome and lasting impression by sponsoring key guest services.

Opportunities: Coat Check • Red Carpet • Advertising • Transportation • Grand Entrance

Benefits:

- Logo displayed at your sponsored element
- Recognition in event program and website



LET'S MAKE HISTORY TOGETHER

On November 1st, the masks will sparkle, the music will play, and guests from all across our beautiful country will come together for one powerful purpose: ensuring every child has the chance to be present, to learn, and to thrive.

For our friends and partners beyond the Yukon, this is more than a Gala — it's an invitation to experience the magic of the North. The stunning fall landscapes, the warmth of our communities, and the pride of knowing your support is making a tangible difference for Yukon students all combine to make this an unforgettable trip.

Your sponsorship isn't just a logo on a program — it's an investment in our collective future. It's the moment a student walks into school with confidence because they finally have what they need to succeed. It's the creation of spaces where culture is celebrated, curiosity is encouraged, and attendance becomes a joy instead of a challenge.

WHEN YOU JOIN US AS A SPONSOR, YOU:

- Elevate your brand in front of an influential, engaged audience from across Canada
- Demonstrate leadership in building stronger communities — no matter your postal code
- Directly fund life-changing projects that support students in the North

The Gala is our biggest fundraising event of the year — and your early commitment ensures your business is front and centre in the months of promotion leading up to this unforgettable night. Together, we can raise the bar for what's possible and create a legacy that will be remembered long after the last dance.

Reserve your sponsorship today. The most coveted placements will be gone before the first mask is lifted.

SPONSORSHIP FORM

SPONSOR LEVELS:

- ☐ **GOLD SPONSOR** ☐ **SILVER SPONSOR**
☐ **PLATINUM SPONSOR** ☐ **COPPER SPONSOR**

SPONSORSHIP OPPORTUNITIES

- ☐ ~~Title Sponsor~~
☐ Dinner Sponsor
☐ Entertainment Sponsor
☐ Venue Sponsor
☐ Premier Moments
 - Live Auction Sponsor
 - Table Design Sponsor
 - Stage Sponsor
 - A/V Sponsor
 - Silent Auction Sponsor
☐ Premium Celebration
 - Photo Booth Sponsor
 - Ambiance Sponsor
- ☐ Celebration Sponsors
 - ~~Champagne Toast Sponsor~~
 - Dessert Sponsor
 - Cocktail Bar Sponsor
 - ~~Scotch Bar Sponsor~~
 - ~~Red Wine Sponsor~~
 - White Wine Sponsor
 - Accommodations Sponsor
 - Dance Floor Sponsor
- ☐ Guest Experience Sponsors
 - Safe Ride Sponsor
 - Culinary Showcase Sponsor
 - Best Dressed Award Sponsor
 - ~~Mask Sponsor~~
 - Mystery Sponsor
- ☐ Access Sponsors
 - ~~Coat Check Sponsor~~
 - ~~Red Carpet Sponsor~~
 - Advertising Sponsor
 - ~~Transportation Sponsor~~
 - Grand Entrance Sponsor

SPONSOR INFORMATION:

NAME

TITLE

ORGANIZATION

OFFICE PHONE

CELL

EMAIL

CC EMAIL

ADDRESS

PREFERRED SPONSORSHIP CHOICE

Thank you for your support

Your sponsorship makes the Gala unforgettable and ensures Every Student, Every Day can continue funding projects that matter. Together, we're creating brighter futures for Yukon students and stronger communities across Canada.

Our team will connect with you to confirm details and provide an invoice — payment is quick and secure through QuickBooks online. If you have any questions, please reach us anytime at info@everystudenteveryday.ca.

We can't wait to celebrate with you at the Masquerade Gala on November 1, 2025 — don't forget your mask and dancing shoes!

Every Student Every Day

Your support helps students get to school, every day.



Follow us on social media for updates and stories of impact.
everystudenteveryday.ca