

BONFIRE SH

MUSKOKA



**CAMPFIRE
CIRCLE**

HEALING THROUGH HAPPINESS

PARTNERSHIP OPPORTUNITIES

PRESENTED BY



Dear Friend,

We invite you to join us for Bonfire Bash Muskoka on **Thursday, July 30, 2026**, a signature summer evening that brings together an incredible community in support of Campfire Circle.

Join us for a wildly unforgettable summer night in Muskoka, where camp meets extraordinary food, immersive entertainment, and exciting surprises around every corner. Sip, play, and discover, before enjoying a gourmet dinner and afterparty by the lake, all to support kids with cancer or serious illness and their families.

We are proud to stand with Campfire Circle in celebrating this special evening and the impact it has on families across the province.

Thank you for being part of our circle.

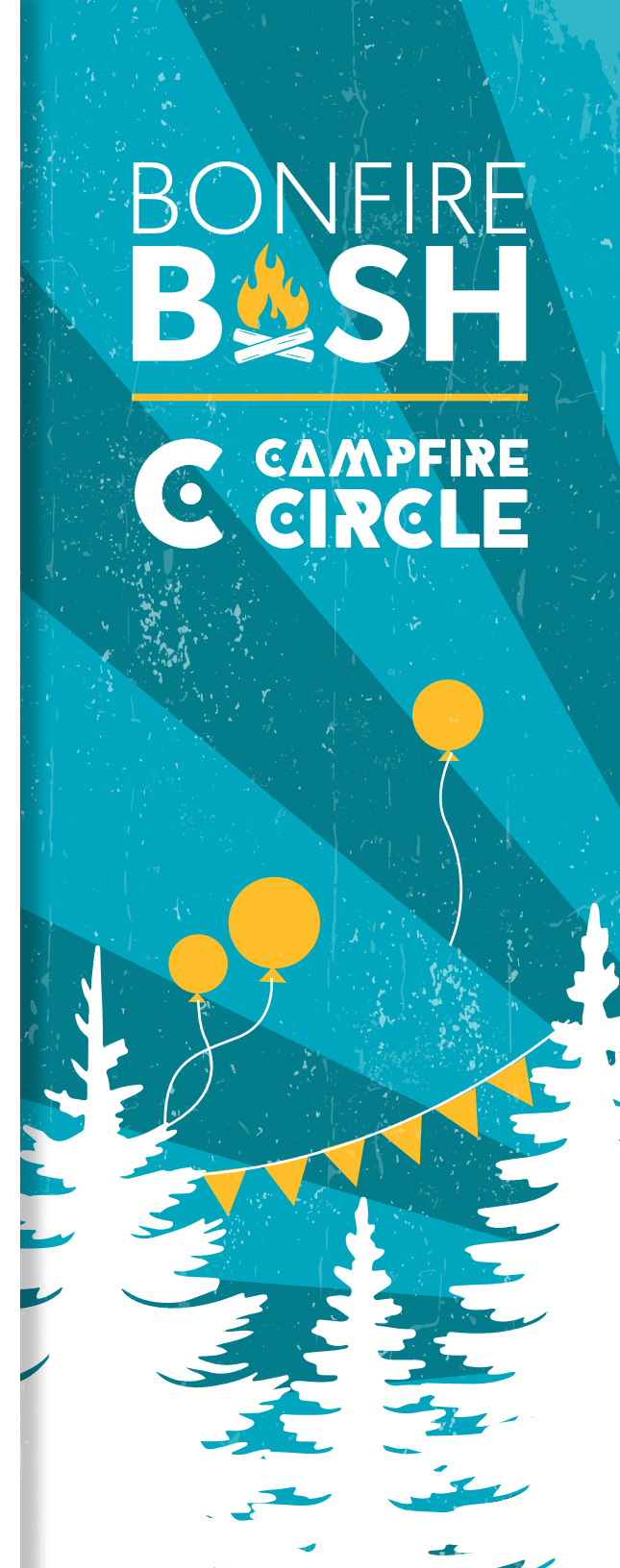
We look forward to welcoming you to Campfire Circle Muskoka.

Warmly,

Pat & Jennifer DiCapo
Bonfire Bash Muskoka Chairs

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ABOUT CAMPFIRE CIRCLE

When a child is diagnosed with cancer or serious illness, the impact reaches far beyond medical care. Childhood routines are disrupted, families are stretched emotionally and financially, and moments of joy can feel hard to come by.

Campfire Circle exists to change that.

Through play-based programs delivered in paediatric hospitals across Ontario and at two medically supported overnight camps, Campfire Circle creates experiences that help children reclaim their childhood. Kids build friendships, grow confidence, strengthen resilience, and discover joy even in the midst of illness.

Campfire Circle's medically supported overnight camps are uniquely designed to support children with complex medical needs, ensuring that even the most medically fragile campers can safely experience the freedom, laughter, and belonging along with the onsite care they need.

Thanks to the generous support of donors and community partners, all Campfire Circle programs are offered at no cost to families. When you support Campfire Circle, you are helping create a world where children thrive, families feel supported, and healing through happiness is possible.

Thank you for being part of our circle.





A DIAGNOSIS CHANGES LIVES. SO DOES CAMP. AND SO CAN YOU.



OVERNIGHT CAMP

Campfire Circle's medically supported overnight camps bring the joy and freedom of camp within reach for children with cancer or serious illness and their families.

With on-site medical support woven into every experience, kids and teens can safely take on new challenges, build confidence, and form friendships that last. Inclusive, adaptive programming— from accessible sports to guided wilderness adventures— ensures every camper can participate.

Family camp offers caregivers respite and families time to connect, recharge, and simply be together, supported by a caring team that understands their journey.

Through Weekends at Camp (WACs) in the fall, winter, and spring, campers can stay connected and supported all year round.



IN-HOSPITAL

As the official play partner for paediatric hospitals across Ontario, Campfire Circle brings joy to thousands of kids each year, supporting development, reducing isolation, complementing clinical care, and providing respite for families.

We provide programming at SickKids, McMaster Children's Hospital, Children's Hospital at London Health Sciences Centre, Kingston Health Sciences Centre, Children's Hospital of Eastern Ontario (CHEO), and satellite centres across the province. With your support, we're making hospital stays brighter—whether at the bedside, during clinic visits, or through group programs.

PARTNERSHIP OPPORTUNITIES

CAMPFIRE SPONSOR — \$50,000

Campfire Sponsors understand how unique the camp experience is for kids with cancer or serious illness. Your support will make camp possible for hundreds of kids and their families, through medically supported overnight camp programs. Your generous leadership support will be recognized throughout the campfire concert, dinner, or cocktail reception.

PRE & POST EVENT RECOGNITION

- Logo recognition on save the date, digital event tickets, invitation and thank you emails
- Logo recognition and live link to company website on Bonfire Bash event site
- Logo/company recognition on social media
- Logo recognition in pre and post-event advertisements

EVENT RECOGNITION

- One page advertisement and logo recognition in event program
- Logo displayed on event signage
- Logo recognition on button braids for all guests
- Verbal recognition at the Bonfire Bash from the podium
- Special recognition at event experience. Options include: campfire concert, dinner or cocktail reception

EVENT EXPERIENCE

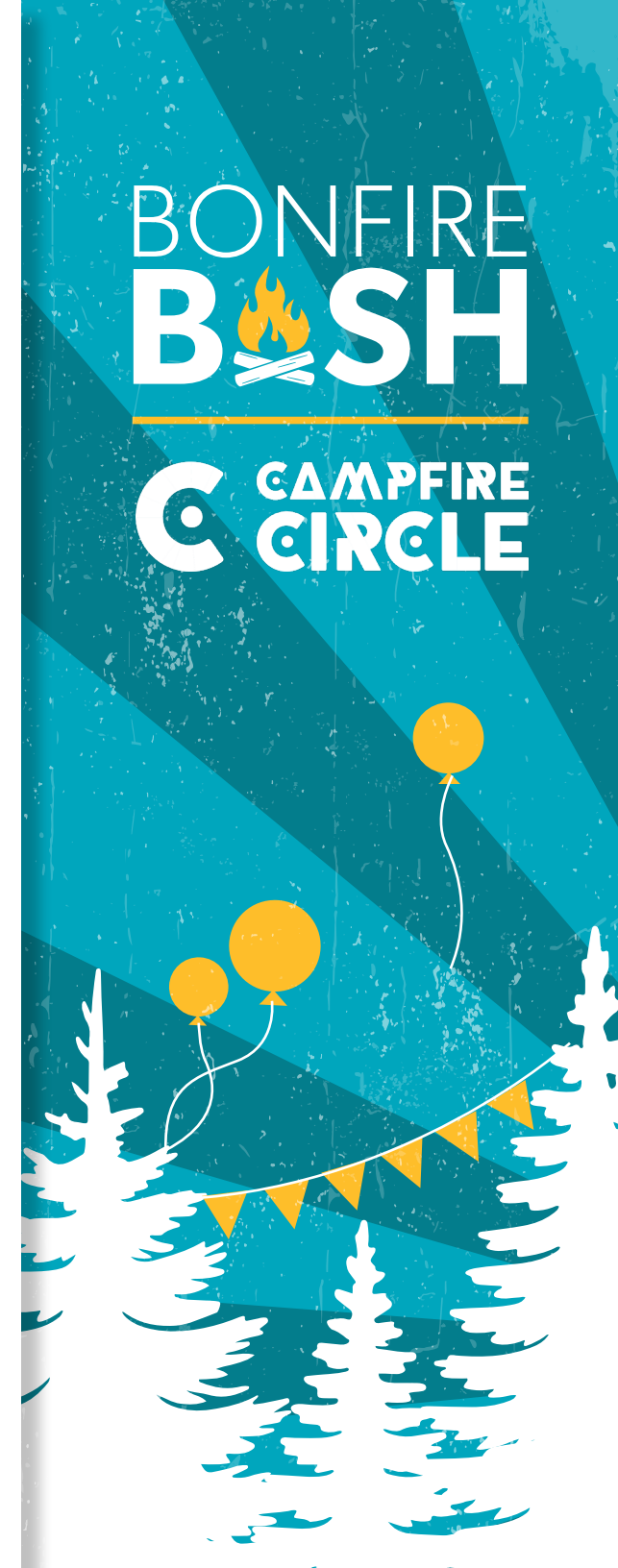
- One table of 14 and reserved seating for Campfire Concert for all of your guests
- Valet parking and optional transportation to and from Bonfire Bash for all guests from Muskoka area cottages

ADDITIONAL BENEFITS

- Sponsorship fulfillment report and business receipt
- Partial tax receipt available for personal sponsors
- Campfire Circle ambassador to speak at corporate event

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PARTNERSHIP OPPORTUNITIES

CABIN SPONSOR — \$35,000

Claim your cabin—a table for 14 guests—for a one-of-a-kind evening in Muskoka, complete with a gourmet dinner in Gatts' Lodge and an unforgettable Campfire Concert under the stars. Your table powers healing through happiness for kids with cancer or serious illness by helping fill their days with cabin contests, early-morning polar bear dips, braid-making on the dock, rock-wall triumphs, and so much more.

EVENT EXPERIENCE

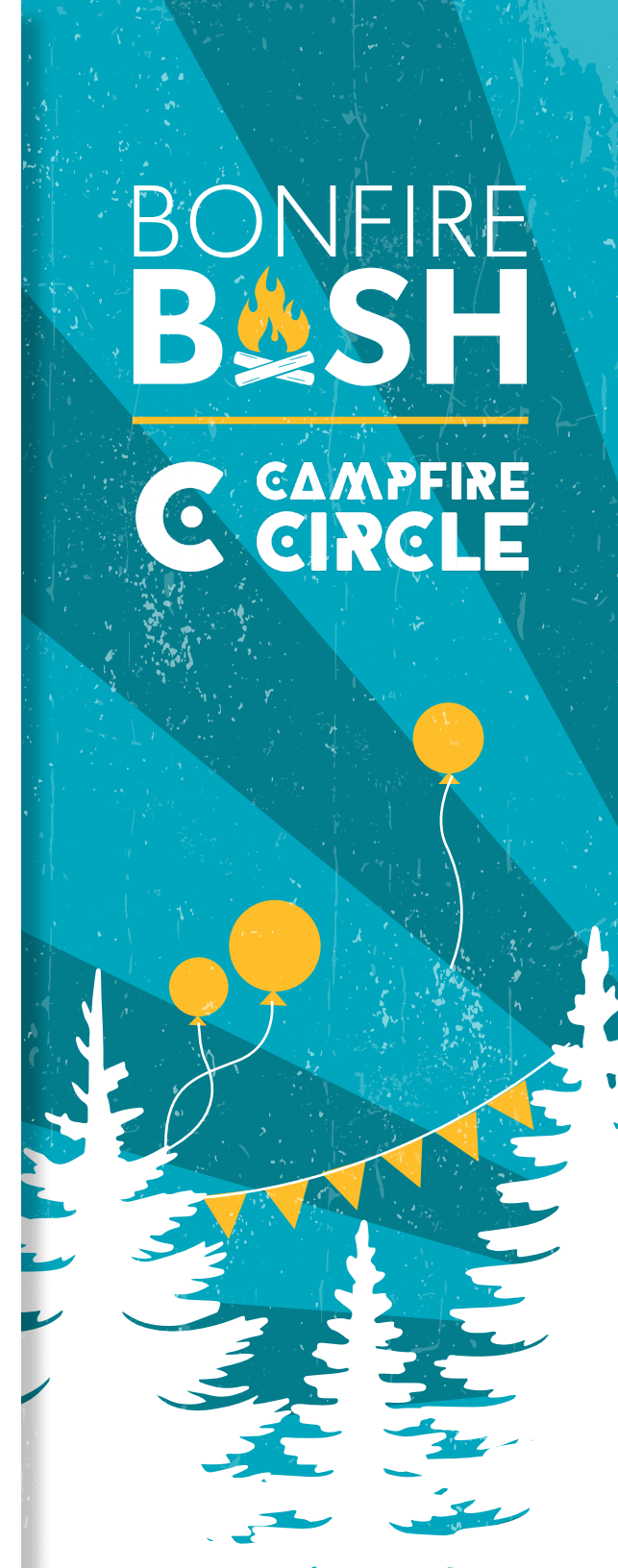
- 14 tickets for one reserved camp dining table
- Valet parking and optional transportation to and from Bonfire Bash for all guests from Muskoka area cottages

ADDITIONAL BENEFITS

- This opportunity is an alternative to a Bonfire Bash sponsorship and includes a partial tax receipt for Cabin Host in lieu of corporate recognition
- Partial tables or tickets are also available

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PARTNERSHIP OPPORTUNITIES

LAKE SPONSOR — \$25,000

Lake Sponsors tune into the power of nature—of quiet moments on the dock talking to friends, to canoe trip adventures, to refreshing dips in the lake. Your support will ensure campers learn new skills, challenge themselves at camp, and make friends that truly understand them.

PRE & POST EVENT RECOGNITION

- Logo recognition on save the date, digital event tickets, invitation and thank you emails
- Logo recognition and live link to company website on Bonfire Bash event site
- Logo/company recognition on social media
- Logo recognition in pre and post-event advertisements

EVENT RECOGNITION

- One page advertisement and logo recognition in event program
- Logo displayed on event signage
- Logo recognition on button braids for all guests
- Verbal recognition at the Bonfire Bash from the podium
- Special recognition at event experience. Options include: Tuck Shop, Valet Parking, Transportation

EVENT EXPERIENCE

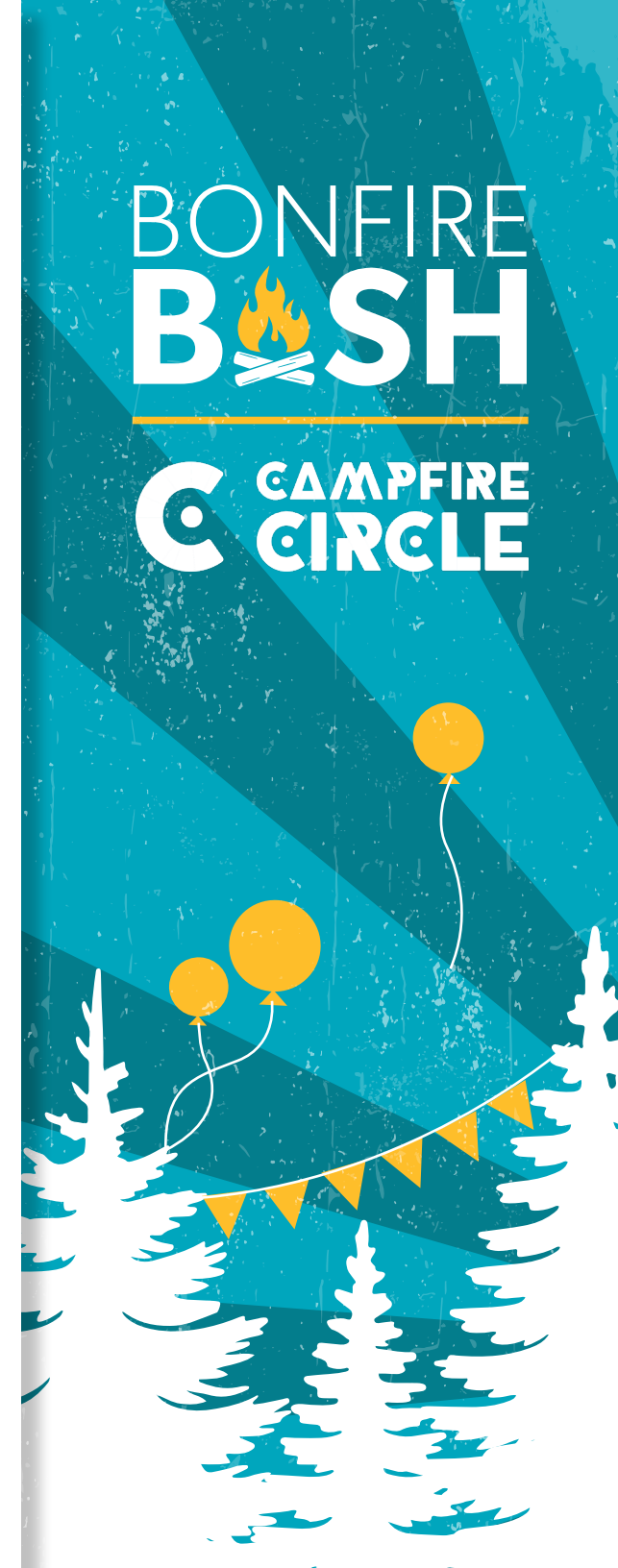
- 8 tickets and reserved seating for Campfire Concert for all of your guests
- Valet parking and optional transportation to and from Bonfire Bash for all guests from Muskoka area cottages

ADDITIONAL BENEFITS

- Sponsorship fulfillment report and business receipt
- Partial tax receipt available for personal sponsors
- Campfire Circle ambassador to speak at corporate event

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PARTNERSHIP OPPORTUNITIES

S'MORES SPONSOR — \$15,000

S'Mores Sponsors bring s'more joy, s'more connection, and s'more camp to kids with cancer or serious illness. Your support helps deliver life-changing camp experiences so kids can laugh, belong, and just be kids. Thanks to you, every toasted marshmallow turns into newfound confidence and memories that last long after the campfire.

PRE & POST EVENT RECOGNITION

- Logo recognition on digital event tickets and thank you emails
- Logo recognition and live link to company website on Bonfire Bash event site
- Logo/company recognition on social media
- Logo recognition in pre and post-event advertisements

EVENT RECOGNITION

- Half page advertisement and logo recognition in event program
- Logo displayed on event signage
- Logo recognition on button braids for all guests
- Verbal recognition at the Bonfire Bash from the podium
- Special recognition at Treasure Hunt Cocktail Reception station

EVENT EXPERIENCE

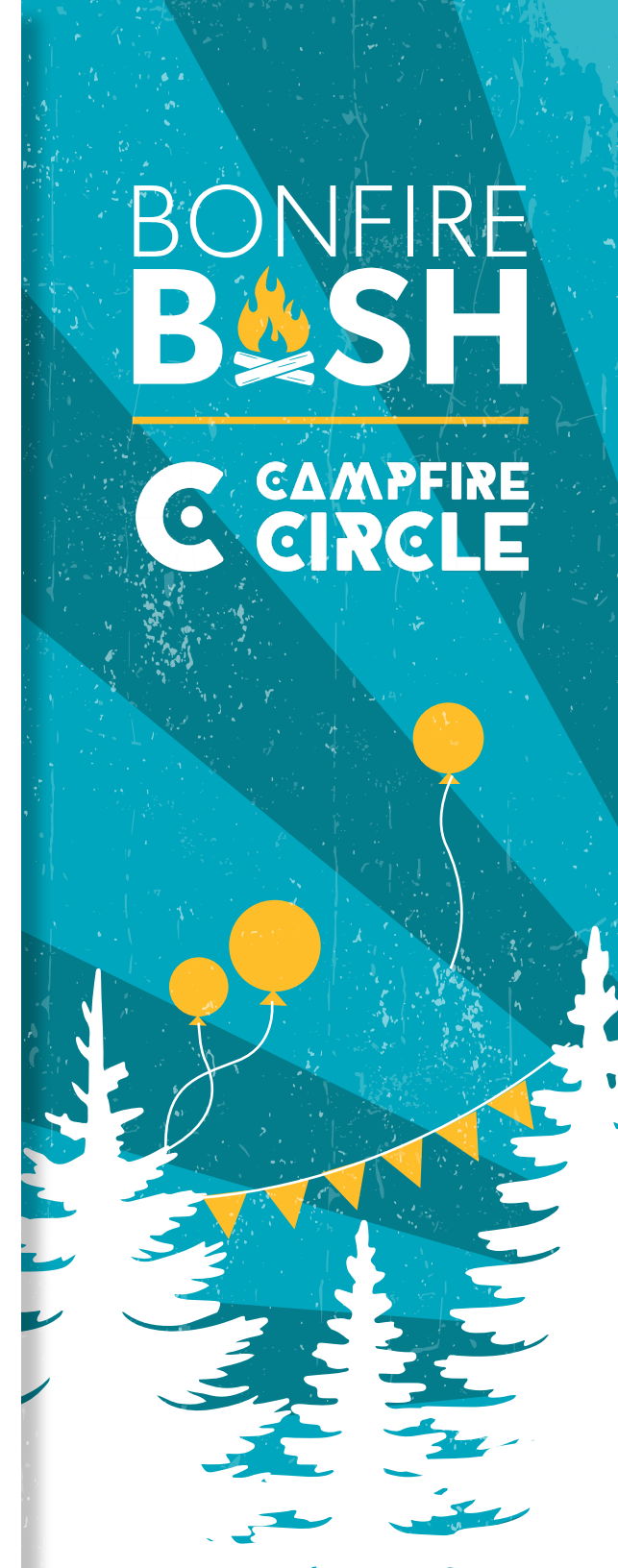
- 4 tickets and reserved seating for Campfire Concert for all of your guests
- Valet parking and optional transportation to and from Bonfire Bash for all guests from Muskoka area cottages

ADDITIONAL BENEFITS

- Sponsorship fulfillment report and business receipt
- Partial tax receipt available for personal sponsors
- Campfire Circle ambassador to speak at corporate event

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SUMMARY OF PARTNERSHIP BENEFITS



Benefits	Campfire Sponsor \$50,000	Cabin Sponsor \$35,000	Lake Sponsor \$25,000	S'mores Sponsor \$15,000
Bonfire Bash Muskoka Tickets	One table of 14 Tickets	One table of 14 Tickets	8 Tickets	4 Tickets
Special recognition at event experience	Campfire Concert, Dinner or Treasure Hunt Cocktail Reception		Tuck Shop, Valet Parking, Transportation	Treasure Hunt, Cocktail, Reception Station
Logo recognition on button braids for all guests and event signage	X		X	X
Logo recognition on invitation	X		X	
Logo recognition in newspaper ad, thank you email, digital event tickets	X		X	X
Program Ad	1 Page		1 Page	1 Page
Social media post with tag and/or name recognition on social media	Individual Post		Group Post	Group Post
Logo recognition and live link to website on event site	X		X	X

Tickets are also available at \$2,500 per person, a portion of which is eligible for a charitable tax receipt.

Additional tickets are also available for sponsors to purchase on a first come basis. A portion of the additional ticket fee for corporate sponsors is eligible for a charitable tax receipt

BONFIRE BASH MUSKOKA



Since 1983, Campfire Circle (formerly Camp Ooch & Camp Trillium) has brought healing through happiness to kids with cancer or serious illness and their families.

Campfire Circle programs are offered in paediatric hospitals across Ontario, in local communities, and at our medically supported overnight camps. Provided at no cost to families, these programs improve overall well-being, build self-confidence and resiliency, and foster much-needed connection with others who share a similar journey.

When you support the 2026 Bonfire Bash you are helping build a world where children thrive and families heal. Together, we will make life-changing experiences possible for campers all year round.

Ashley Dykun

Senior Development Officer, Events

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