

# MAGNOTTA

PRESENTS

# Ice Ice Gala

TO BENEFIT THE



**G. MAGNOTTA FOUNDATION**  
FOR VECTOR-BORNE DISEASES

# You're Invited

JOIN US AS WE BRING TOGETHER GUESTS FROM ACROSS ONTARIO  
TO ACCELERATE PROGRESS IN LYME DISEASE RESEARCH.

**FRIDAY, NOVEMBER 21, 2025 at 6 PM**

**CHATEAU LE JARDIN**

8440 Highway 27, Woodbridge, ON L4H 0A7



**DRESS CODE: FORMAL ATTIRE**



# The Magic of Icewine

## CELEBRATE WINTER AT ITS BEST

**Icewine** is born from Canada's icy cold winter. Its unmistakable hallmark balance of rich natural sweetness and intense fresh fruit flavour captivates the senses in every imaginable way. We are passionate about Icewine and take great pride in producing exceptional vintages year after year.

We carefully craft our Icewines with grapes from our family's vineyards in the prestigious Niagara Peninsula region.

The frozen skins of our Icewine grapes are used to produce our distinctive **Ice Grappa™** - a fiery Italian-inspired elixir beautifully tempered by Canada's polar chill.

Tonight is the perfect occasion to experience our irresistible, luscious Icewines and rare, unique Ice Grappas™.

Superb choices for creating special, memorable moments.

**MAGNOTTA**  
WINE • BEER • SPIRITS



# Be Our Guest

DON'T MISS AN UNFORGETTABLE EVENING CELEBRATING GENEROSITY AND PHILANTHROPY TO SUPPORT THE G. MAGNOTTA FOUNDATION AND THE CRITICAL WORK UNDERWAY AT THE G. MAGNOTTA LYME DISEASE RESEARCH LAB.



- Hosted by **Kevin Frankish**, Communications Specialist, Ontario Shores Centre for Mental Health Sciences  
*A Canadian television icon, Kevin Frankish co-hosted CityTV Toronto's beloved Breakfast Television for a remarkable 27 years!*
- Live entertainment provided by **DJ Emporium**
- Surprise special guests
- Champagne swing, canapés and hors-d'œuvres, wine and cheese station
- First-class dining experience featuring full-course menu paired with Magnotta's award-winning wines and Icewines, craft beers and spirits
- Creative florals and décor courtesy of **Have a Seat**
- Grab a drink at the mesmerizing *Ice Ice Bar*
- Drop by the Social Media Lounge sponsored by **Skylar Media** and get snap-happy at our interactive 360° photo booth
- Stay for the late-night sweet and savoury table featuring truffle fries and chocolate fountain

PLUS! A CHANCE TO  
**WIN!**

PREMIUM AND EXCLUSIVE RAFFLE PRIZES INCLUDING

**ROLEX® WATCH**

DONATED BY **ANNA DAMIANI CELI**

AND SO  
**MUCH  
MORE!**



## ABOUT THE G. MAGNOTTA FOUNDATION

Established in 2012 by Rossana Magnotta, co-founder and CEO of Magnotta Winery, the **G. Magnotta Foundation** is the only non-profit organization in Canada with an exclusive focus on generating new knowledge about Lyme disease through scientific investigation. Since its inception, the Foundation's major goal was to establish a research facility dedicated to studying Lyme disease. That goal became a reality in 2017 when the Foundation announced a landmark partnership with the University of Guelph, to establish the **G. Magnotta Lyme Disease Research Lab**, becoming Canada's first dedicated translational Lyme disease research lab, producing results that will lead to better testing, diagnosis and treatment.

## G. MAGNOTTA LYME DISEASE RESEARCH LAB

The G. Magnotta Lab is a think tank, an experimental nucleus, a hub for world-class colleagues, and a training ground for the next generation of scientists. It works at the intersection of microbiology and human disease, to tackle clinically-significant challenges related to diagnosis, prognosis, and treatment of Lyme.

## OUR TEAM



*"I created the Foundation shortly after my husband passed away from the effects of Lyme disease. Over the years it has become a beacon of hope for the countless people who suffer from Lyme every day. I am so proud of our Foundation's fighting spirit as we move forward to tackle and change the way we test, diagnose and treat Lyme patients in Canada."*

**- Rossana Magnotta,  
CEO, Magnotta Winery  
President and Founder,  
G. Magnotta Foundation for  
Vector-Borne Diseases**



*"I have been amazed by the traction we have gained in the short period of time we have been operating. The partnership [between the Foundation and the University of Guelph] has raised the profile of Lyme disease across the country and galvanized the local university community. We are proud to take a lead in patient-centred research."*

**- Dr. Melanie Wills,  
Director, G. Magnotta  
Lyme Disease Research  
Lab at the University  
of Guelph**

## WE NEED TO LISTEN.



We have a quiet epidemic on our hands. And it's only a matter of time before Lyme disease touches your family, your friends, your neighbours, your colleagues. Lyme disease is one of the top 10 most misdiagnosed diseases and it affects Canadians across all provinces. Acquired by a bite from an infected tick, Lyme disease is entirely indiscriminate putting anyone who ventures outside at potential risk.

OUR WORK WILL AFFECT THOSE LIVING IN EXPANDING TICK-ENDEMIC ZONES AND FIND THEMSELVES AT RISK IN THE FUTURE.

## WE NEED ADEQUATE TREATMENT.



The lack of effective diagnostic tools means Lyme disease can go undetected in the body for weeks, months or even years. Left undiagnosed, it can attack any part of the body. Untreated or unresolved Lyme is recognized as a cause of disability, mortality and economic burden. Yet, the treatment of chronic disease is controversial. Many Lyme patients leave Canada to get help.

OUR RESEARCH MANDATE IS GIVING A VOICE TO PEOPLE WHO HAVE FELT MARGINALIZED FOR A VERY LONG TIME.

LYME DISEASE IS HERE.  
WE ARE NOT READY.

Scan to learn more



## WE NEED RELIABLE TESTING.



Canada's test for Lyme disease is outdated and inadequate leading to an unacceptably high number of false negative results. There is no approved test that detects active infections. Without a reliable diagnostic tool, clinical doors close leaving patients to suffer for months or years without any real answers.

OUR AIM IS TO DEVELOP BETTER LAB TESTS FOR LYME THAT ELIMINATE DIAGNOSTIC UNCERTAINTY.

## SCIENCE IS OUR ONLY WEAPON.



Our research team at the G. Magnotta Lyme Disease Research Lab is dedicated to studying Lyme bacteria and the mechanisms of the disease in the human body. United by one common goal, to combat Lyme and related diseases, our lab has a unique opportunity to bridge the divide between the patient and medical communities.

THE END GOAL IS TO IMPROVE LIFE.

THE G. MAGNOTTA FOUNDATION IS A SYMBOL OF HOPE, COMPASSION AND CHANGE TO THOUSANDS OF CANADIAN LYME DISEASE PATIENTS. WE ARE THE ONLY NON-PROFIT ORGANIZATION IN CANADA FOCUSED ON GENERATING NEW KNOWLEDGE ABOUT LYME DISEASE THROUGH SCIENTIFIC INVESTIGATION.



# SPONSORSHIP OPPORTUNITIES

The G. Magnotta Foundation is virtually an expense-free Foundation. 98% of donations received and dollars raised go directly to the G. Magnotta Lyme Disease Research Lab. Support our research and help us change the Lyme disease landscape in Canada.

## *The Changemaker*

**\$50,000**

**THIS PACKAGE OFFERS THE HIGHEST LEVEL OF VISIBILITY AND ENGAGEMENT WITH ATTENDEES.**

### **EVENT BENEFITS**

- Premium VIP seating for 14 guests
- Private limo service to and from the venue
- Dedicated waiter during dinner
- Commemorative gift for each guest
- On-stage verbal recognition by the host and DJ
- Cocktail reception sponsor
- Prominent recognition throughout the event including logo displayed on all signage
- Feature video with logo played on loop near entrance
- Logo placement and thanks on inside cover page and back inside cover of program book

### **MARKETING BENEFITS**

- PR/media coverage including your name/logo in press releases, media interviews, and event articles
- Logo with special recognition in all email promotions sent to Magnotta Winery email subscribers (~40K) including pre- and post-event e-blasts
- Partnership recognition on Magnotta Winery's social channels (Instagram, Facebook, LinkedIn)
- Logo placement on event website

# *The Visionary*

**\$35,000**

## EVENT BENEFITS

- Seating for 10 guests
- Private limo service to and from the venue
- Late-night sweet and savoury table sponsor
- Dedicated waiter during dinner
- Logo recognition throughout the event
- Logo placement inside the program book

## MARKETING BENEFITS

- Logo in email promotion sent to Magnotta Winery email subscribers (~40K) including pre- and post-event e-blasts
- Recognition on Magnotta Winery's social channels (Instagram, Facebook, LinkedIn)
- Logo placement on the event website

# *The Leader*

**\$25,000**

## EVENT BENEFITS

- Seating for 10 guests
- Logo placement inside the program book

## MARKETING BENEFITS

- Logo in email promotions sent to Magnotta Winery email subscribers (~40K) including pre- and post-event e-blasts
- Recognition on Magnotta Winery's social channels (Instagram, Facebook, LinkedIn)
- Logo placement on the event website

# *The Supporter*

**\$10,000**

## EVENT BENEFITS

- Seating for 10 guests
- Logo placement inside the program book

## MARKETING BENEFITS

- Recognition on Magnotta Winery's social channels (Instagram, Facebook, LinkedIn)
- Logo placement on the event website

# *The Impact Ticket*

**\$500**

## MAKE AN IMPACT FOR LYME!

- Seating for 1 guest



# SPONSORSHIP BENEFITS AT A GLANCE

Level of benefit you will receive based on your contribution.

BENEFITS	THE CHANGEMAKER \$50,000	THE VISIONARY \$35,000	THE LEADER \$25,000	THE SUPPORTER \$10,000
Gala tickets	14	10	10	10
Named sponsor of the night by all entertainment	◆			
Feature video played on loop near entrance	◆			
PR/media coverage	◆			
Commemorative gift for each guest	◆			
Private limo service to and from venue	◆	◆		
Dedicated waiter during dinner	◆	◆		
Your logo on all event signage	Logo prominently displayed on sponsor board & main backdrop	Logo displayed on sponsor board		
Your logo displayed throughout the event	All static and digital signage including table signs	Static and digital (select) signage and tent cards		
Exclusive sponsorship opportunity	Cocktail reception sponsor	Late-night sweet and savoury table sponsor		
Your logo in Magnotta Winery's event e-blasts	◆	◆	◆	
Your logo on our websites	◆	◆	◆	◆
Social media recognition on Magnotta's social channels	20 shout-outs & mentions	15 shout-outs & mentions	10 shout-outs & mentions	5 shout-outs & mentions
Program book advertisement	Full-page ad	1/2 page ad	1/4 page ad	Your name appears in the sponsor list

## MEDIA PARTNERSHIP OPPORTUNITY

- Exclusivity for print, TV, radio, and or digital channels
- Access to exclusive interviews
- **Skylar Media**, exclusive Social Media Lounge sponsor
- **Statements Media**, Digital OOH advertising sponsor

## DIRECT DONATIONS

Mail a cheque payable to the G. Magnotta Foundation for Vector-Borne Diseases *or* Scan the QR code to donate online



