



ROCK THE RUNWAY

FOR HOSPICE

Thursday April 24th, 2025

Rattlesnake Golf Club

5407 Regional Rd. 25, Milton On L9E 0L1

A fashion show and live auction with proceeds going toward the Milton and Halton Hills new 10-bed hospice.



Presented by a small group of volunteers from the Milton and Georgetown communities who are passionate about helping the Townsend Smith Foundation in its effort to build North Halton's first palliative care hospice residence.

Fashion show brought to you by:



Studio 49

www.runwayforhospice.com

About Townsend Smith Foundation

Mission

To provide access to palliative care for residents of North Halton, serving the needs of terminally ill people and their families. To provide individualized care based on trust, integrity and personal choice offering physical, social, emotional, and spiritual support in a comfortable and compassionate environment.

History

After the passing of Ron Townsend, retired district chief of the Milton Fire Department, in October 2007, his wife Janet and children Matt and Amy, recognized the desperate need for a local hospice.

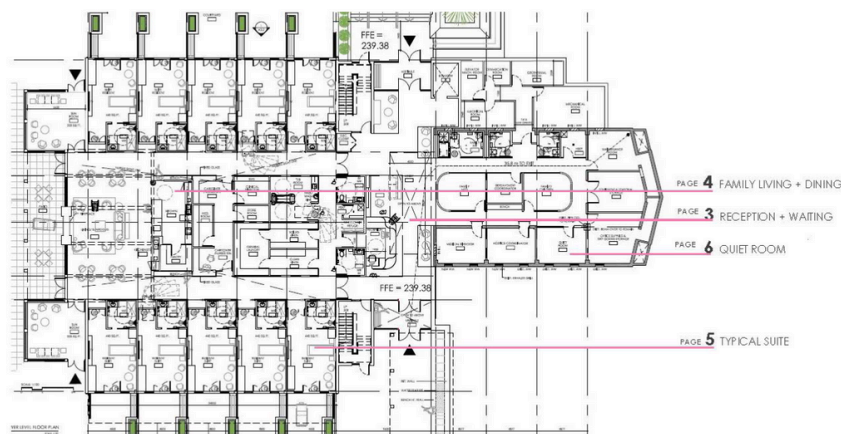
The Townsend family decided to work towards establishing a hospice residence, providing access to palliative care for residents of Milton and Halton Hills. Supported by members of the Milton Fire Department they began raising funds for this purpose.

Following the passing of Tessie Smith, a well-known Tai Chi instructor in Milton, in May of 2009, her husband Lyndon and several friends gathered with the same idea in mind. Tessie as well, had been unable to spend her last days in a hospice as none was available. When the two groups learned of each other, they decided to work together towards a common goal.

Townsend Smith Foundation was incorporated in March 2011 as a non-profit corporation and is a registered charity with the Canada Revenue Agency under the Income Tax Act.

Where We Are Now

The Foundation is guided by a volunteer Board of Directors and is currently embarking on a capital campaign to fund the building and equipping of a 10-bed hospice in Milton and Halton Hills. With the support of the community, the Townsend Smith Foundation (TSF) has been able to acquire centrally located property in North Halton and to engage experienced architects to support the design and schematic development phases of this important health care infrastructure project for the community. The volunteer Board of Directors have approved continuing the processes over the next several months, however, recognize that construction, which is hoped to commence in 2025, cannot begin without further fundraising for the anticipated \$25MM cost.



Future Hospice Rendering - Lower Level.

Sponsorship Opportunities

In order to help the Townsend Smith Foundation (TSF) reach the \$25MM target, we are looking sponsorship investments as set out below. In addition, activity and event specific partnerships may be possible and can be explored by contacting the event organizers.

Sponsorship Level	Logo/Ad Recognition	Event Tickets	Signage during Event	Special Recognition	Ad in Event Program
Haute Couture Partner \$10,000	Logo/Ad placement on event promo materials including but not limited to website, social media, invitations, and on swag bags PLUS exclusive mention in all PR	6 VIP with reserved premium seating	Company Logo or Name on signage during event	Special Recognition announcement during event	FULL Page with choice of Location
Stiletto Sponsor \$7,500	Company Logo & Recognition on Event Registration Website, and event social media page	4 VIP with reserved premium seating	Company Logo or Name on signage during event	Special Recognition announcement during event	FULL Page
Pump Sponsor \$5,000	Company Logo & Recognition on Event Registration Website, and event social media page	3 VIP with reserved premium seating	Company Logo/Name on signage during event	Special Recognition announcement during event	HALF Page
Espadrille Sponsor \$3,500	Company Logo on event social media page	2 VIP with reserved premium seating	Company Logo or Name on signage during event		QUARTER Page
Kitten Heel Sponsor \$2,000	Company Logo on event social media page		Company Logo or Name on signage during event		QUARTER Page
Wedge Sponsor \$1,000	Special mention on event social media page		Company Logo or Signage at the Food and Beverage stations at Event		EIGHTH Page
Loafer Supporter \$500	Shared mention on event social media page		Company Logo or Name on front of Swag Bag		Company/Name listed in Program

Other Sponsorship and Donation Opportunities

Swag Bag Donations:

We are looking for unique products to include in our highly sought-after swag bags, this is an opportunity to showcase your brand/company products!

Silent Auction Donations:

We are seeking unique "experience" type items to feature at our live auction and silent auction. Ideas for these could be; trips, vacation home rentals, girls' weekend getaway experiences, a spa day, restaurants, airline vouchers, limousine rides, and concert or event tickets.

If you can help with a donation of this type please contact one of the volunteer event organizers.

To sponsor, please fill out the form [on-line](#). To donate an amount of your choosing or to buy tickets, please click the QR code below.



Volunteer Team and Contact Information

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