



TELUS | HEALTH[®]

the brain project

JOIN THE PARTNERSHIP



TELUS | HEALTH

the brain project

The Brain Project took Toronto by storm in its inaugural year. Now, back by popular demand, we're hitting the city's streets again with 100 brain sculptures designed by 100 talented artists, iconic Canadians and thought-leaders from across North America. The sculptures will be displayed throughout Toronto; putting brain health on the minds of all Canadians.

Proceeds from The Brain Project support Baycrest Health Sciences, a global leader in brain health and aging care, research and education.



WHY?

Because no brain deserves to go blank

Everyone should have the ability to live life to the fullest; it's one of Baycrest's core beliefs. However, with the prevalence of Alzheimer's disease and other brain disorders on the rise, Baycrest needs your help now more than ever.

Baycrest is working hard to improve everyone's brain health through care, ground breaking research, programming and education.

In an effort to raise funds and awareness, Baycrest is excited to present The Brain Project, an outdoor charitable art exhibit in downtown Toronto.

Help us bring Baycrest to the streets and open up the discussion about staying "brain healthy."



Brain Health

IS A REAL ISSUE

Everyone has a stake in better brain health.
IT AFFECTS US ALL.



564,000

CANADIANS
CURRENTLY LIVING
WITH ALZHEIMER'S
DISEASE

4 Seconds

EVERY 4 SECONDS,
SOMEONE AROUND
THE GLOBE IS
DIAGNOSED WITH A
FORM OF DEMENTIA

\$10.4 Million

ANNUAL COST TO
CANADIANS TO
CARE FOR PEOPLE
LIVING WITH
DEMENTIA

1,100,000

CANADIANS AFFECTED
BY ALZHEIMER'S OR
OTHER FORMS OF
DEMENTIA

Meet the team

OUR CO-CHAIRS



BEN & JESSICA MULRONEY



NOAH & ERICA GODFREY

GLOBAL AMBASSADOR

Sarah Rafferty, Actress, Suits

EXECUTIVE COMMITTEE

Paul Godfrey / Sabrina Hahn / David Kassie / Lauren Kimel

Kerry O'Reilly Wilks / Ariella Rohringer

HOST COMMITTEE

Natalie Aziz / Eryn Green / Brittney Kuczynski / Lily Latner-Otis

Karen Longfield / Kailee Mecklinger / Vicky Milner / Jordan Schwartz

CURATORIAL TEAM



SANDRA AINSLEY
Founder, Sandra Ainsley Gallery



SABRINA HAHN
Founder & Principal, Hahn Fine Art



ALISSA SEXTON
Co-Director, Bau-Xi Gallery



COMING SUMMER 2017

The Brain Project returns. **BIGGER. BETTER.**



02

100 NEW ARTISTS

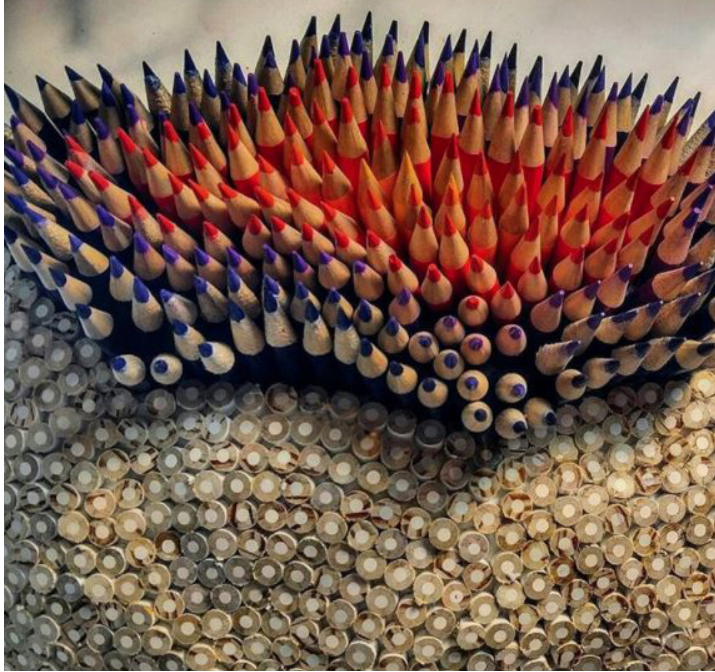
A full roster of 2017 artists to be announced at The Brain Project launch event in May 2017.



01

ICONIC LOCATIONS

The Brain Project will be returning to iconic downtown Toronto locations include Nathan Phillip Square, Union Station, and more!



03

FRESH IDEAS

Unique partnerships with some of Canada's coolest and forward-thinking brands and personalities, a special exhibit to celebrate Canada 150, and a never-see-before Instagram campaign...

Creative Minds



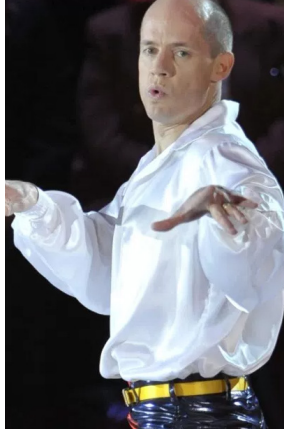
[MONIQUE BEDARD \(AURA\)](#) / BRYAN BELANGER / TANYA BESEDINA / JUSTIN BLAYNEY / YARON BOB / ZOMBIE BOY / [SANDRA BREWSTER](#) / MONICA BRINKMAN
KURT BROWNING / LAURA BUNDENSEN / JULIA CAMPISI / MEI CHAN-LONG / MARC COOPER / CORI CREED / STEPHEN CRUISE / CAIRN CUNNANE
MACKENZIE DARRACH / SOPHIA DEFRANCESCA / MARY DYJA / RON EADY / ROGER EDWARDS / KATRINA ELENA / SARAH FARNDON / ADAM GAGNON
MOLY GAMBARDELLA / [JOHN GORDON GAULD](#) / GINA GODFREY / MARY ANN GRAINGER / SHEILA GREGORY & EUGENE KNAPIK / WAYNE GRETZKY / KANIKA
GUPTA / GREG HABERNY / JIM HAKE / TED HAMER / ANITRA HAMILTON / LINDSI HOLLEND / DEBORAH JOLLY / ANDRE KAN / LONDON KAYE / LEANNE
KELLY STEPHANE LANGLOIS / CHANTAL LAROCQUE / CHARMAINE LURCH / KEIGHT MACLEAN / JOHN MANN / PETER MANSBRIDGE TODD MONK / JULIE
MOON / MILA MULRONEY / [STEVEN NEDERVEEN](#) / PHILIPPE PALLAFRAY / ANDRE PETTERSON / IVAN PRUSAV / [KARA ROSS](#) / SAMANTHA SANDBROOK
CINDY SCAIFE / CALLEN SCHAUB / AMANDA SCHOPPEL / BEN SELLICK / MORGAN SHEARDOWN / SARAH SKRLJ / DANIEL ST-AMANT / NURIELLE STERN
/ JOANNA STRONG / TINA STRUTHERS / NICK SWEETMAN / TANYA TAYLOR / RITA TESOLIN / [BRADLEY THEODORE](#) / ROXANNE TOCHOR / LIZ TRAN
UBER5000 / RAYMOND WATERS

Great Canadian Minds

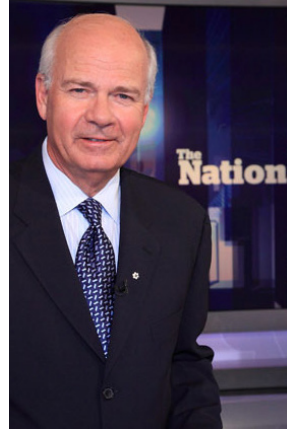
A NEW EXHIBIT TO CELEBRATE #CANADA150



JOHN MANN



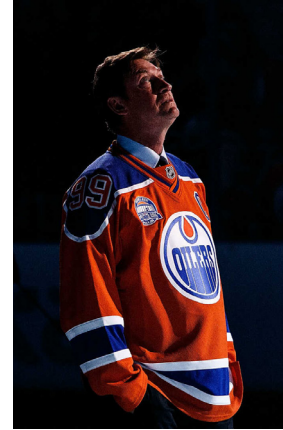
KURT BROWNING



PETER MANSBRIDGE



MILA MULRONEY



WAYNE GRETZKY

The Brain Project celebrates Canada's 150th anniversary with a unique exhibit of 10 brain sculptures designed and inspired by Canadians who have shaped our literary, scientific, cultural, and political landscape.

Witness the history and impact of these remarkable Canadians come to life through art and design, while bringing attention to brain health and how important it is for every Canadian to keep their mind healthy.

This series of sculptures will be displayed together in downtown Toronto from July through August 2017. Following the public exhibit, the sculptures will be auctioned off and proceeds will support Baycrest.



2017 Brands & Sponsors

OUR SUPPORTERS

We are extremely grateful for the corporate support we continue to receive.

Over 50 companies, foundations, and brands have supported The Brain Project.



Each sponsor receives logo recognition on their sculpture which is publicly displayed for four months and seen by over 10 million people.

PRESENTING SPONSOR



VISIONARY SPONSORS



BAYCREST CENTRE & FOUNDATION BOARD OF DIRECTORS · DAVID & STACEY CYNAMON

THE WARREN AND DEBBIE KIMEL FAMILY FOUNDATION · SHANITHA KACHAN & GERALD SHEFF

JOSEPH FRIEBERG FAMILY FOUNDATION · GIANNA GLASSMAN

INNOVATOR SPONSORS



GARRY & JOANNE FOSTER · IRA GLUSKIN & MAXINE GRANOVSKY GLUSKIN

Turning the mall into The Met

ADDED EXPOSURE AT *Yorkdale*

In the Fall of 2017, The Brain Project will be exclusively displayed at Yorkdale Shopping Centre.

This unique exhibit is the first time all 100 sculptures from the 2017 exhibit will be assembled together in one location.



Unparalleled exposure for your brand!

Each year, Yorkdale sees 18 MILLION visitors from around the world.



Our Global Ambassador

SARAH RAFFERTY

Being The Brain Project Global Ambassador
“Suits” her just fine!

“I was honoured to be asked to represent The Brain Project and work closely with Baycrest. Brain health is a cause near and dear to my heart; it is a cause that is global, no matter where you live, you need to start thinking and talking about brain health. I lost my grandmother to Alzheimer’s. It is my sincere hope that our children can grow up in a world without Alzheimer’s and dementia.”

- Sarah Rafferty (Actress, Suits)



Timeline of Events

MILESTONES

March - April 2017

Sponsor recruitment and artist onboarding.
Blank brains are shipped to confirmed artists.
Marketing & communications teasers about the exhibit.

May 2017

Launch event (details TBD).

July 2017 – August 2017

Brains on the streets in downtown Toronto; public exhibit is launched.

September 2017

All 100 sculptures will be on display as a united art exhibit at Yorkdale Shopping Centre. Selection of brains are available for purchase through Baycrest Foundation.





PARTNERSHIP OPPORTUNITIES

**MARKETING
BRAND RECOGNITION
EXPOSURE**

Visionary Sponsor

\$25K

RECOGNITION & BENEFITS

As a Visionary Sponsor, you will receive ownership of one brain sculpture with your company name and logo on the base plaque - seen by millions of exhibit visitors.

Sculpture ownership includes the opportunity to recruit an artist of your choice to create/design the sculpture and you may display the sculpture in a public location of your choosing during the exhibit.

Promotion through an aggressive marketing campaign

- Featured in all marketing materials and campaign collateral such as: digital and print advertising, email marketing and online at brainproject.ca
- Special mention in press release and media advisories
- Opportunity to be highlighted in “Sponsor Stories” in The Brain Project newsletter
- Inclusion in Baycrest communication tools such as the monthly ebulletin with a distribution of 30,000+
- Recognition through paid advertisements in national news vehicles
- Personalized ‘thank you’ posts through The Brain Project’s social media channels
- Highlight your support in sponsor newsletter, sent to all confirmed sponsors

Employee Engagement

- Opportunity for staff to submit designs as part of the “Brain Collective” online art gallery
- Two tickets to ancillary event for The Brain Project
- Opportunity to create a custom activation for your staff, surrounding your sponsored sculpture



Innovator Sponsor

\$15K

RECOGNITION & BENEFITS

As an Innovator Sponsor, your company logo will appear on the base plaque of a brain sculpture - seen by millions of exhibit visitors.

This sponsorship level allows an artist to interpret their vision and full artistic expression on a brain sculpture. The brain design will be selected by The Brain Project curatorial team and the sculpture will be sold at auction once the public exhibit closes.

Promotion through an aggressive marketing campaign

- Featured in all marketing materials and campaign collateral such as: digital and print advertising, email marketing and online at brainproject.ca
- Inclusion in Baycrest communication tools such as the monthly ebulletin with a distribution of 30,000+
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ALL

ABOUT YOU

AND

YOUR BRAND

ACTIVATE YOUR SPONSORSHIP

CASE STUDY #1

HUDSON'S BAY

An in-store display featuring a brain sculpture designed by renowned illustrator, Donald Robertson, was the cornerstone of the HBC Foundation's support. Specially designed decals were made to create a bespoke display that took over the third floor (in the Women's Wear section) of their flagship Queen Street location. Mannequins had The Brain Project logo on their heads, pillars were covered in a variety of interesting art, and signs described the project and how important this cause is to all Canadians.

The store attracts more than 125,000 visitors and shoppers each month - think of the exposure!



CASE STUDY #2

BULGARI



Bulgari commissioned ceramic artist Pascale Girardin to design a sculpture that reflected their company's rich Italian heritage. Inspired by the beauty of Bulgari's Divas' Dream collection, Girardin created "Illumination".

Bulgari hosted a VIP cocktail party in their Yorkdale store as a special preview for their high-end customers. Pasquale attended the party to reveal her sculpture and The Brain Project Global Ambassador, Sarah Rafferty, was in attendance wearing Bulgari's jewels.

The sculpture was then placed outside The Gardiner Museum for the summer before coming back to Yorkdale for the final exhibit



CASE STUDY #3

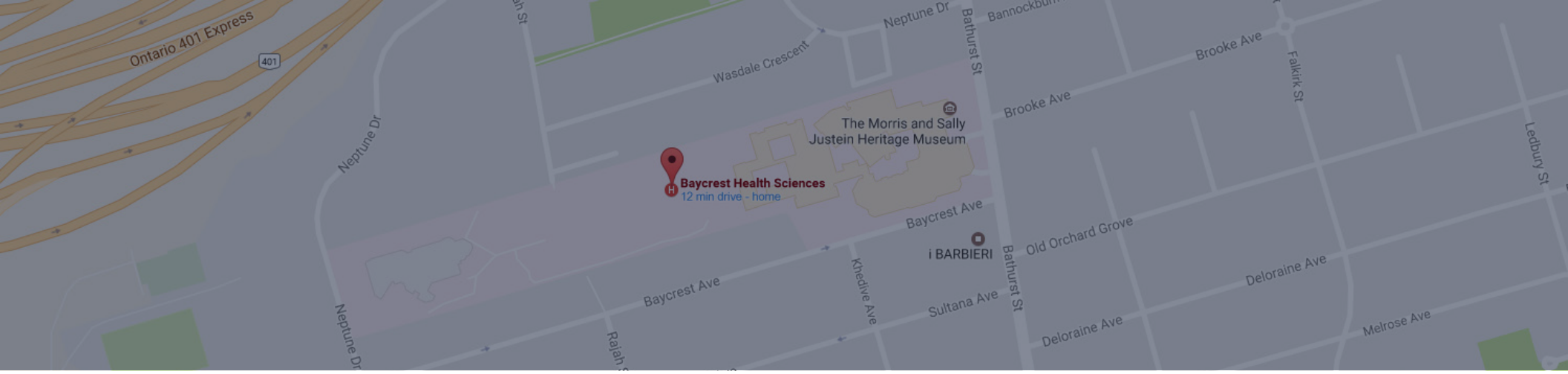
SPIN MASTER TOYS

Spin Maser Toys chose to use an in-house toy designer to create a sculpture that was a reflection of their brand, while also conveying a powerful message about brain disease.

Covering half the design with unglued black Bunchems, designer Kris Jackson used Spin Master's Bunchems toy to represent the loss of memory, creativity and the darkness one may experience as the mind begins to go blank. All the black Bunchems can be removed, helping to transform the brain back into a healthy, colourful symmetrical state.

The sculpture was displayed in Nathan Phillips Square in downtown Toronto for thousands of people to view, think about, and enjoy.





For more information or to support this program, please contact:

Cristina Costa
Manager, Development & Special Projects
Baycrest Foundation



416-785-2500 X3661



@thebrainproject_



ccosta@baycrest.org



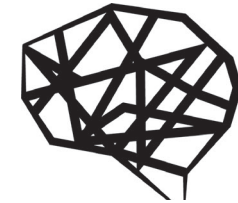
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#NoBlankBrains

