

CUSTOM. CURATED. CARING

# 2018 Fundraising Initiatives

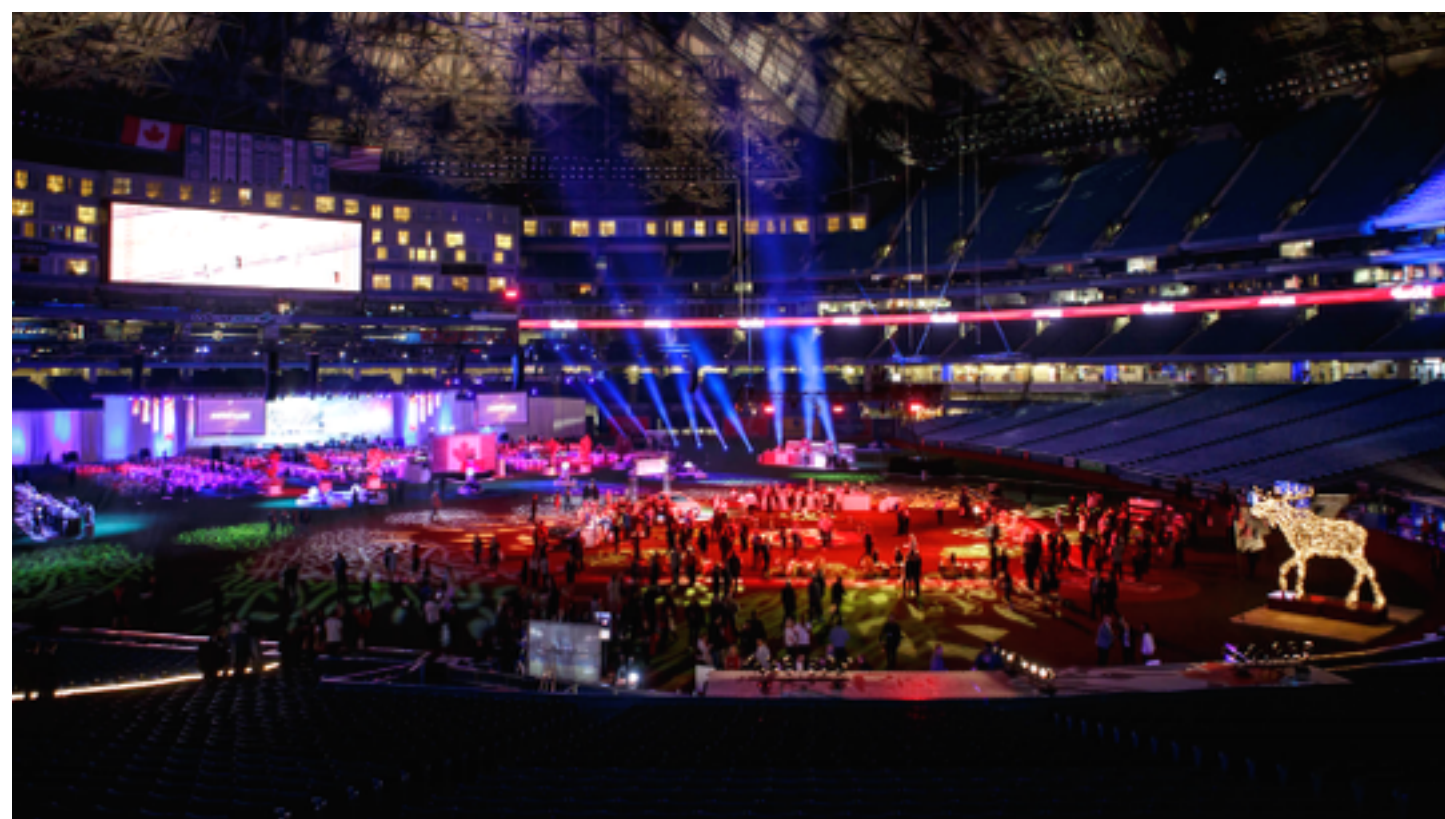
IN SUPPORT OF THE



KING & BAY

[MYKINGANDBAY.COM/JAYSCARE](http://MYKINGANDBAY.COM/JAYSCARE)

# Opportunities



PLAYER & STAFF GIFTS  
CUSTOM SHIRTS



# PLAYER EXPERIENCE

## SMOKING JACKET



LIMITED EDITION  
SMOKING JACKETS



CURVE BALL GALA | GIFTING LOUNGE | JUNE 18

# Player & Staff Gifts – Custom Shirts

## The Concept

Each Player, Alumni & Coach will receive 2 custom shirts.

King & Bay will participate in Gifting Lounge where it will be convenient to interact with players and take measurements, as required.

**SHIRT 1** Jays Care Foundation Theme (classic white + blue).

**SHIRT 2** Custom selected fabric.

## The Logistics

### REPEAT ATTENDEES

King & Bay has measurements.

Shirt 1 will be ready to pick up in the Gifting Lounge.

Individuals will select the fabric for Shirt 2 in the Gifting Lounge.

Shirt 2 will be delivered when ready.

### NEW ATTENDEES

King & Bay will take measurements.

Individuals will select the fabric for their second shirt in the Gifting Lounge.

Both shirts will be delivered when ready.

BROADCAST AUCTION | MAY 6

# Player Experience Auction Item

## The Concept

### AUCTION ITEM

The Fan and Player are each custom fitted for an limited edition matching silk jacquard smoking jacket.

The Fan will attend the King & Bay lounge in the company of the Player and up to 3 guests for the the final fitting.

See Limited Edition Smoking Jacket examples on subsequent pages.

### SUCCESSFUL BIDDER RECEIVES

1 of 2 exclusive, limited edition smoking jackets.

Final fitting + dinner + drinks with the Player and up to 3 guests (Approx. 3 hours).

Official photographs with the player provided by the Toronto Blue Jays (usage restrictions may apply).

## The Logistics

### FITTINGS

**1 • Fan Only** – Selection of the fabric + measurements.

**2 • Fan Only** – Fan will be fitted for his Master Suit.

**3 • Fan + Player + Guests** – The Fan can invite up to 3 additional guests for the event, which includes dinner + drinks with the Player.

### CONSIDERATIONS

The Fan will be responsible for travel to the King & Bay lounge in Toronto for all fittings.

If the measurements of the Player are on hand at King & Bay, the Player will not have to be measured – convenient for the Player.



BROADCAST AUCTION | MAY 6

# Player Experience





BROADCAST AUCTION | MAY 6

# Player Experience





BROADCAST AUCTION | MAY 6

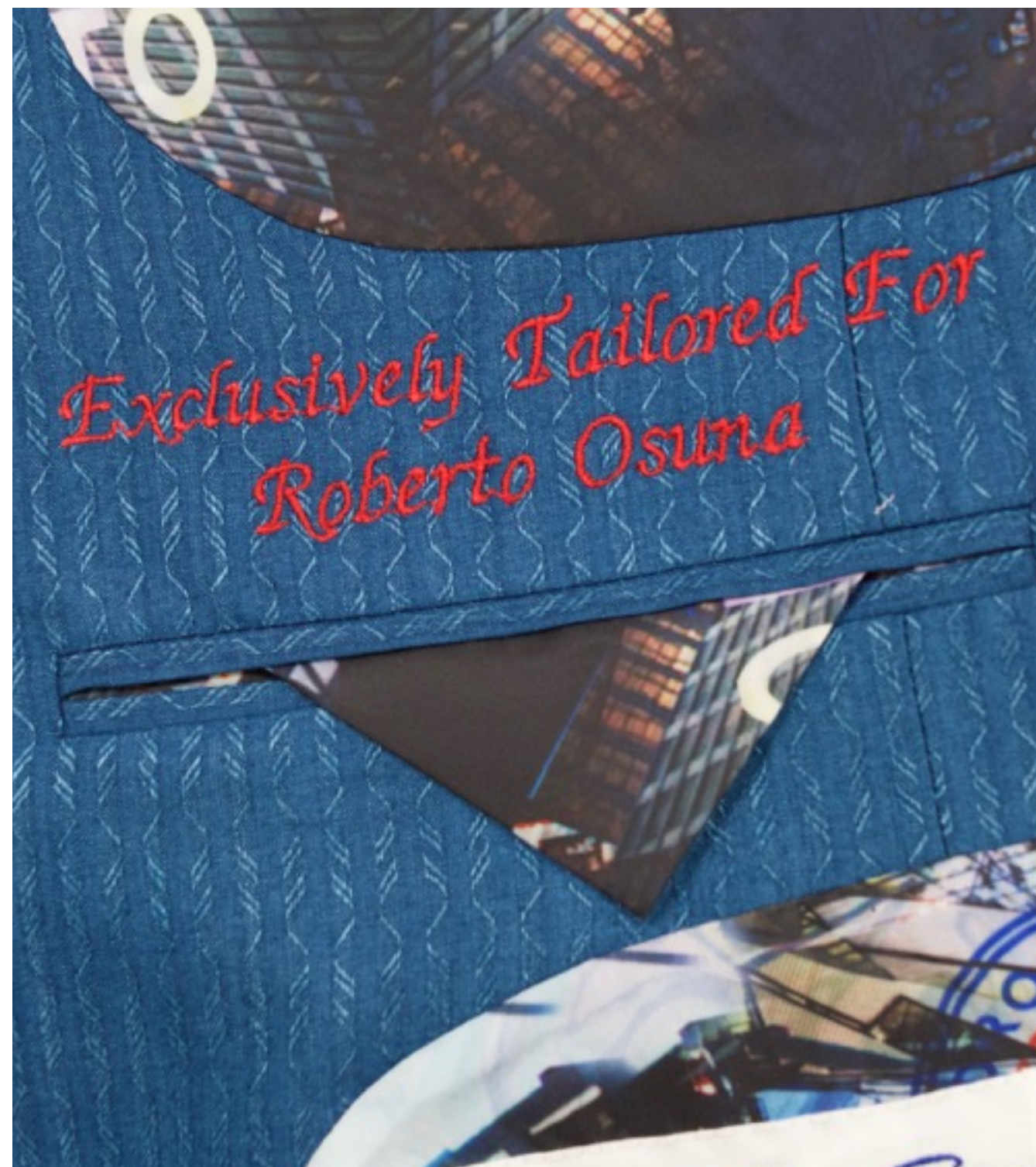
# Player Experience





BROADCAST AUCTION | MAY 6

# Player Experience



KING & BAY

[MYKINGANDBAY.COM/JAYSCARE](https://mykingandbay.com/jayscare)

IN SUPPORT OF





THROUGHOUT THE SEASON

# 25th Anniversary – Custom Jackets

## The Concept

### CUSTOM 25th ANNIVERSARY JACKETS

King & Bay will create 25 Limited Edition Jackets available exclusively to Blue Jays Alumni, and Management personnel to commemorate the 25th anniversary of the World Series championship.

See image on the next page.

### DISTRIBUTION OF THE JACKETS

20 jackets will be awarded at the discretion of the Jays Care Foundation.

1 jacket will remain in King & Bay lounge on display.

4 jackets will be auctioned at the 2019 Broadcast Auction and Curve Ball Gala for \$25,000 each.

## The Logistics

### FITTINGS

Fittings will take place at the King & Bay lounge.

King & Bay will provide black car service to shuttle each recipient to and from our lounge, with 48 hour notice, along with secure building access.

King & Bay will provide refreshments for each fitting.

### ANNIVERSARY JACKETS FOR FUTURE AUCTION(S)

The fabric for the 4 additional anniversary jackets will be held at King & Bay until each is auctioned.

The fundraising goal for each would be \$25,000.

The successful bidders will be required to attend 3 fittings at King & Bay.



THROUGHOUT THE SEASON

# 25th Anniversary – Custom Jackets





CUSTOM. CURATED. CARING.

# Additional Thoughts

## Auction at 2018 Curve Ball Gala

If the May 6 Broadcast Auction item proves successful, it can be easily repeated at the 2018 Curve Ball Gala on June 18.

## Future Auctions

King & Bay is happy to offer a similar auction item / process model for any other event at the discretion of the Jays Care Foundation.



CUSTOM. CURATED. CARING

# 2018 Fundraising Initiatives

IN SUPPORT OF THE



KING & BAY  
BROOKFIELD PLACE  
161 BAY STREET, SUITE 2515  
TORONTO, ON CA M5J 2S1

(647) 289-5464

[EVENTS@MYKINGANDBAY.COM](mailto:EVENTS@MYKINGANDBAY.COM)



KING & BAY

[MYKINGANDBAY.COM/JAYSCARE](http://MYKINGANDBAY.COM/JAYSCARE)