

PADDLE
UP.
THE
LAST
ROUND.

SPONSORSHIP
PACKAGE 2026

13TH ANNUAL
SMASHED
THE FINAL SERVE

FRIDAY, JUNE 5



HELLO, FRIENDS

This year marks our 13th and final Smashed Charity Ping Pong® Tourney. Gather with friends, play some ping pong, enjoy an open bar and a fully catered event, all while giving back to our community.

WE HAVE RAISED OVER

\$4,200,000

We're hosting our 13th Annual Event
at REBEL on FRIDAY, June 5, 2026

With your support we can make an
even bigger impact this year.

EVENT CHAIRS

Fabrizio Cortellucci
President, Zancor Homes
Co-Chair, Smashed Charity Ping Pong®

Brian Brown
Principal, Lifetime Developments
Co-Chair, Smashed Charity Ping Pong®

COMMITTEE MEMBERS

Anastasia Testani
Stephanie Krasny



Zancor



*Smashed Ping Pong is a 19+ event intended for industry professionals.

SUPPORTING CHARITIES



Our Ping Pong Event and After Party can only be truly successful by supporting amazing charities & those less fortunate. This year, proceeds will go to very deserving causes: Lifeline Foundation, Make-A-Wish Foundation, Sick Kids, Cortellucci Children's Charity, Mackenzie Health Foundation, Scalabrini International Migration Network, HomeCourt Advantage, and Campfire Circle.



ABOUT CAMPFIRE CIRCLE



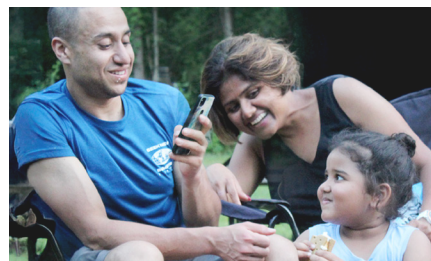
For more than 40 years, CAMPFIRE CIRCLE (formerly Camp Ooch & Camp Trillium) has brought healing through happiness to kids with cancer or serious illness and their families through camp-inspired programs. Campfire Circle programs are offered at paediatric hospitals across Ontario, in local communities, 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 and community with others who share a similar journey.

IN-HOSPITAL PROGRAMS



Our Program Specialists provide thousands of daily one-on-one bedside, group, or in-clinic camp-inspired experiences for newly diagnosed families, kids on active treatment, or during palliative care. These play-based sessions bring normalcy and connection to kids and caregivers during their time in hospital.

COMMUNITY PROGRAMS



Campfire Circle offers year-round medically-accessible programming for children, youth, and their families in their local communities. Available in the Greater Toronto Area, Hamilton, Ottawa, London, and Barrie, programs are inclusive of kids on active treatment

COMMUNITY PROGRAMS



Campfire Circle's year-round overnight camp programs are offered at two beautiful locations in Ontario. Campfire Circle Muskoka is the only camp in Canada able to safely provide onsite chemotherapy and blood transfusions. In Waterford, Ontario, you'll find our family camp at Rainbow Lake.

MEETS THIS COMMUNITY LIFELINE

LIFELINE, Lifetime Development's charitable foundation, was founded with the mission to provide aid and support for a range of programs & initiatives that enhance Toronto's communities. Since its inception in 2014, Lifeline has rallied together esteemed members of Toronto's real estate industry and beyond to raise over \$3M for organizations that provide necessary aid and support for some of the most vulnerable and at-risk communities in the GTA and across the country.



Lifeline
LIFETIME CHARITABLE FOUNDATION

LIFELINECARES.CA

HOMECOURT ADVANTAGE



A portion of funds raised from this year's Smashed tournament will be designated towards Lifetime Development's newest initiative, HOMECOURT ADVANTAGE. In partnership with the City of Toronto and local artists, this initiative supports the revitalization of beloved community basketball courts across Toronto, promoting a sense of unity amongst the community.

LEENA'S STORY



LEENA | 3 YEARS OLD | CANCER

“THE PALM TREE IS THE EPITOME OF RESILIENCE. SHE IS GOING TO GET THROUGH THIS STORM, YOUR LITTLE PALM TREE.”

Three-year-old Leena is a lively little girl who loves to sing and enjoys playing make believe with her Mommy and Daddy. Her name, meaning “young palm tree,” was inspired by warm climates, sunshine, palm trees and beaches – which her parents associate with paradise.

While full of spirit, Leena has experienced many health challenges, as she has been bravely facing stage 4 cancer for over half her young life. She became ill at just 19 months old, and her parents thought she had contracted norovirus from daycare. After a few trips to the family doctor, they made a visit to their local children’s hospital and did not return home that night. Instead, Leena was admitted and began her year-and-a-half long treatment journey, consisting of five rounds of chemotherapy, twelve rounds of radiation, eight rounds of immunotherapy, surgery, stem cell transplants and more.

“Instead of taking our daughter to birthday parties, park playdates and exploring the world making memories, we were [...] living a very isolated life because treatment made her immunocompromised. We never imagined this is what our life would look like,” Leena’s family recalled.

While it was challenging to keep a positive outlook, when Leena was diagnosed, a close friend of the family shared a positive thought with them: “During a hurricane, the palm tree will bend until it’s parallel to the ground. And when the storm passes, it will rise back up until it’s standing tall. The palm tree is the epitome of resilience. She is going to get through this storm, your little palm tree.” Leena’s parents often re-read this quote to get through the hardest times, and with every hospital admission, drew a palm tree on the window of their room, looking towards it for brighter days.

Now, free from IV machines and tubes, Leena is healthier and happier than ever and enjoyed a recent wish trip to her favourite theme park with her family. Meeting her favourite princess with long locks of hair, whom Leena affectionately calls, ‘Punzle,’ and receiving her very own princess wig was a moment of pure joy. Leena twirled and sang with the other princesses and gave a hug to her favourite mouse.

“Watching Leena get to experience such immense joy in her life healed a part of us,” shared her family. “These memories are priceless for us and truly give us a sense of hope and happiness. She is forever our resilient palm.”

SUPPORTING MENTAL HEALTH

One in four people in York Region suffer from mental illness. Your contributions give them a safe space to receive specialized and compassionate care close to home. We're grateful you share in our commitment to providing the best care to some of our community's most vulnerable people.

Our two hospitals house extensive mental health expertise and treatment opportunities. Every detail of our adult Mental Health Unit at the Cortellucci Vaughan Hospital is thoughtfully designed for their safety, wellness and comfort. Here are some of the ways your donations shape their time in hospital



Mackenzie
Health
Foundation
MACKENZIEHEALTH.CA

HELPING THOSE IN CRISIS

For patients at greatest risk, our Psychiatric Intensive Care Unit (PICU) offers less stimulation in addition to providing constant monitoring and daily assessments.

RECOVERY WITH DIGNITY

The Mental Health Inpatient Unit features 32 inpatient beds. Courtyard access & bright windows provide a chance to enjoy nature during recovery.

EASING THE TRANSITION HOME

The Active and Daily Living (ADL) program lets patients practice daily life tasks, attend workshops and group therapy and get exercise.

INTEGRATED MOOD DISORDERS CLINIC

In partnership with Ontario Shores, patients can access innovative, non-invasive mood disorder treatments, such as brain stimulation.

For some patients, a few days can set them back on track to return to daily life. For others, it's longer. Together, let's continue to improve the lives of everyone who comes through our mental health unit – however long their stay.

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR

\$30,000

- VIP Area with private hostess
 - 30 event tickets
 - Photobooth sponsor
 - Prominent recognition on all media, including media wall, video wall, website, social media and event material
-

PLATINUM SPONSOR

\$20,000

- 2 VIP booths with hostess
 - 25 event tickets
 - Prominent recognition on all media, including media wall, video wall, website, social media and event material
 - Sponsorship item of choice:
Ball Girls, Raffle Girls, Water Bottles, Cabana Pool Bar, Tournament Tanks, Margarita Bar
-

GOLD SPONSOR

\$15,000

- 1 VIP booth with hostess
 - 20 event tickets
 - Prominent recognition on all media, including media wall, video wall, website, social media
 - Sponsorship item of choice:
After Party, Arcade Games, Late Night Food, Mini Doughnuts, Popcorn, Popsicles
-

SILVER SPONSOR

\$10,000

- 14 event tickets
 - Individual ping pong table sponsor
 - Name & logo recognition on website and video wall
-

BRONZE SPONSOR

\$5,000

- 8 event tickets
 - Name & logo recognition on website and video wall
-

***TOURNAMENT TICKETS AVAILABLE
UPON REQUEST WHILE SPOTS REMAIN**

SPONSORSHIP FORM

13TH ANNUAL
SMASHED
THE FINAL SERVE

*Must submit with cheque

Sponsorship Name			
Contact Information			
Phone Number		Email Address*	
*e-tickets will be sent to this email			
Mailing Address			

SPONSORSHIP OPPORTUNITIES

☐ **TITLE SPONSOR: \$30,000** *Check one

☐ **PLATINUM SPONSOR: \$20,000** (Select 1 Sponsorship Item)

- | | | |
|---------------------------------------|--|---|
| ☐ Ball Girls | ☐ Water Bottles | ☐ Tournament Tanks |
| ☐ Raffle Girls | ☐ Cabana Pool Girls | ☐ Margarita Bar |

☐ **GOLD SPONSOR: \$15,000** (Select 1 Sponsorship Item)

- | | | | |
|--|---|--|--------------------------------------|
| ☐ After Party | ☐ Mini Doughnuts | ☐ Candy Bar | ☐ Sweatbands |
| ☐ Arcade Games | ☐ Popcorn | ☐ Referee Uniform | ☐ Wristbands |
| ☐ Late Night Food | ☐ Popsicles | ☐ Scoreboard | ☐ Power Banks |

☐ **SILVER SPONSOR: \$10,000**

☐ **BRONZE SPONSOR: \$5,000**

Sponsorship items are based on a first-come first-serve basis.
Tournament tickets available upon request while spots remain.

Signature		Date	
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SMASHEDPINGPONG.COM



Please submit logo to anastasia@lifetimedependments.com in EPS format & please submit sponsorship form to Anastasia Testani at 49 Jackes Ave #200, Toronto, ON M4T 1E2. (Cheques payable to "Lifetime Charitable Foundation"). For more info please contact Anastasia Testani at 416.987.3344 or anastasia@lifetimedependments.com *Charitable # 81750 5100 RR0001