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# Financial Services Evening

in support of

**CROWS**  
THEATRE



Featuring a special performance of  
**Octet**

Wednesday, October 22, 2025  
6:00 PM at Crow's Theatre  
345 Carlaw Ave, Toronto

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# An unforgettable night!

## Connect. Entertain. Support the Arts.

You're invited to join us for a special evening where culture meets community. Now in its eighth year. The Financial Services Evening is a passion project of leaders in the financial sector that brings together more than 200 peers to connect, build community, and support the arts.

Our event this season returns to Streetcar Crowsnet and will feature the much-anticipated Canadian premiere of *Octet*, the visionary and emotionally rich chamber musical by three-time Tony Nominee, Dave Malloy (*Natasha*, *Pierre & The Great Comet of 1812*, *Ghost Quartet*).

The pre-show reception will be held in the lobby of the Guloien Theatre and will feature elevated dining and cocktails, bespoke hospitality and immersive guest experiences. We look forward to making it a night to remember!

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**To secure your sponsorship and tickets, please contact:**

Natalie Sandassie at 647.341.7390 x1006 or [natalie.sandassie@crowstheatre.com](mailto:natalie.sandassie@crowstheatre.com)



**Dave Malloy**

**“OCTET ONCE AGAIN REVEALS DAVE MALLOY TO BE ONE OF THE MOST CREATIVELY AUDACIOUS TALENTS WORKING IN MUSICAL THEATER TODAY.”**

Hollywood Reporter



# Sponsorship opportunities

## PRESENTING SPONSOR – \$30,000

- ★ Prominent logo placement and listing as “presenting sponsor” on materials (print and digital) related to the event:
  - Invitations
  - On-site signage
  - E-blasts and other event communications
- 🏆 Logo placement on Crow’s Theatre’s website and e-newsletters for the duration of the 2025.26 season
- 📢 Opportunity for representative to give remarks during the event
- 🎫 12 tickets

## PLATINUM SPONSOR – \$25,000

- ★ Logo placement on materials (in print and digital) related to the event:
  - Invitations
  - On-site signage
  - E-blasts and other event communications
- 🏆 Logo placement on Crow’s Theatre’s website and e-newsletters for the duration of the 2025.26 season
- 🎫 10 tickets

## GOLD SPONSOR – \$20,000

- ★ Logo placement on materials (in print and digital) related to the event:
  - Invitations
  - On-site signage
  - E-blasts and other event communications
- 🏆 Logo placement on Crow’s Theatre’s website and e-newsletters for the duration of the 2025.26 season
- 🎫 8 tickets

## SILVER SPONSOR – \$10,000

- ★ Logo placement on materials (in print and digital) related to the event:
  - Invitations
  - On-site signage
  - E-blasts and other event communications
- 🎫 6 tickets

## INDIVIDUAL TICKETS \$650\*

Crow’s Theatre will provide sponsors with a charitable tax receipt for the eligible amount in accordance with CRA guidelines. For purchases of single tickets, \$450 will be eligible for a charitable tax receipt.

\* Tickets admit one guest.



# Site activation opportunities

## 📌 Elevate your impact

Sponsors have the opportunity to enhance their presence at our Financial Services Evening through one of our exclusive on-site activations. These memorable guest experiences are designed to reflect the creative energy of the evening while offering meaningful visibility. A **limited number** of opportunities are available to participating sponsors.

## TAROT LOUNGE SPONSOR – \$5,000

Step into the “Tower Tea Lounge”, a captivating space where professional readers offer tarot card pulls and herbal tea pairings, sparking playful and curious conversations. As the Tarot Lounge Sponsor, your brand anchors this special gathering pace, inviting guests to reflect and engage with the evening’s themes in a memorable way.

- 🚩 Exclusive branding at the Tarot Lounge site in the lobby of the Guloien Theatre
- ★ Logo placement on materials (print and digital) related to the event:
  - On-site signage
  - E-blasts and other event communications
- 🎫 4 Tickets

## CANDY BAR SPONSOR – \$5,000

Bright, bold, and just a little bit indulgent—this lively station invites guests to enjoy a curated selection of nostalgic sweets. Inspired by the upbeat number “Candy,” this opportunity adds a playful note to the evening, offering guests a chance to treat themselves and choose their own sweet escapes.

- 🚩 Exclusive branding at the Candy Bar site activation
- ★ Logo placement on materials (print and digital) related to the event:
  - On-site signage
  - E-blasts and other event communications
- 🎫 4 Tickets

## SIGNATURE COCKTAIL BAR SPONSOR – \$5,000

Welcome guests with a beautifully crafted signature cocktail that sets the tone for an unforgettable evening. This thematic bar experience will offer a refined and refreshing pre-show moment, thoughtfully inspired by the mood and music of *Octet*.

- 🚩 Exclusive branding at the Signature Cocktail Station Refreshment site
- ★ Logo placement on materials (print and digital) related to the event:
  - On-site signage
  - E-blasts and other event communications
- 🎫 4 Tickets

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A Crow's Theatre, Soulpepper Theatre and The Musical Stage Company Co-production

# Octet

**Written & Composed by Dave Malloy**

Directed by Chris Abraham

Musical Direction by Ryan deSouza

Running Time: 85 minutes

*Eight individuals. One support group. No instruments—only their voices.*

Octet is a hypnotic, boundary-pushing a cappella musical about internet addiction, spiritual longing, and the fragile act of gathering in real time. Blending razor-sharp critique with haunting choral harmony, Octet offers a hilarious, intimate, and deeply moving exploration of human connection in the digital age.

Awarded Outstanding New Musical (Lucille Lortel Awards) and praised for its “acrobatic musical feats and stunning harmony” (SFist), Octet is “a dazzling spectacle of sound” (East Bay Times) that will leave your guests moved, energized and ready to reconnect—with themselves and one another.

**“RARE AND THRILLING...  
SINGS OF COMPLEXITY, CONNECTION,  
REDEMPTION, AND HOPE.”**

Vulture

**“A SUBLIME CHAMBER OPERA...  
THE MOST ORIGINAL AND TOPICAL  
MUSICAL OF THE YEAR.”**

The New York Times



**Wednesday, October 22, 2025**

**6:00 PM at Crow's Theatre**

**345 Carlaw Ave, Toronto**





# We look forward to seeing you October 22, 2025

The Financial Services Evening is a labour of love by leaders in the financial sector and Crow's Theatre. Since its inception the financial services community has raised over \$1 million for Crow's Theatre, enabling us to commission, develop, and produce groundbreaking contemporary theatre and reimagined classics that delight and inspire audiences.



**To secure your sponsorship and tickets, please contact:**

Natalie Sandassie at 647.341.7390 x1006  
or [natalie.sandassie@crowstheatre.com](mailto:natalie.sandassie@crowstheatre.com)

**Thank you for your support — We look forward to seeing you soon!**

**We thank our past sponsors, whose generous support has helped establish the Financial Services Evening as a signature date on the industry calendar— an evening that brings our community together in support of theatre that matters**



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The Financial Services Evening is made possible by a dedicated event committee:

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Vice President, Investment Counsellor,  
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## Join us

If you wish to partner with Crow's Theatre and contribute to the excitement and success of our Financial Services Evening or to explore sponsorship and corporate hosting opportunities, please contact us!

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