



 **HERITAGE  
TORONTO**

# 2025 Sponsorship Report



## Exhibition Place

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Prepared For

**Fiona Crawford**

Records and Archives  
Supervisor

**Don Boyle**

Chief Executive Officer

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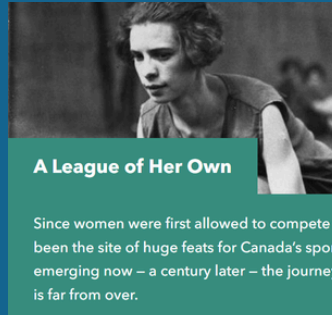
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# Our Thanks

Dear Fiona, Don, and the Exhibition Place Team,

Thank you for your support of Heritage Toronto's 2025 Tours Program. Your sponsorship made possible the walking tour *She Shoots, She Scores* and the accompanying digital story *A League of Her Own*, which together highlighted the under-recognized history of women's sport at Exhibition Place.

Through guided, place-based storytelling, the walking tour invited participants to engage with the stories of women athletes whose achievements shaped Canadian sport, while also examining the broader social conditions that influenced how those stories were recorded, remembered, or overlooked. The digital experience extended this work by creating an accessible, long-term resource that situates Exhibition Place as a central site in the ongoing pursuit of equity in sport.

Your partnership plays an important role in amplifying histories that have traditionally been sidelined and in supporting emerging voices in public-facing heritage work. Enclosed, please find a sponsorship report that outlines the outcomes of your support. Should you have any questions or wish to discuss the report in more detail, I would be pleased to connect.

Thank you again for your generosity and collaboration. We would welcome the opportunity to work together again as we plan for our 2026 tour season.

Kind regards,

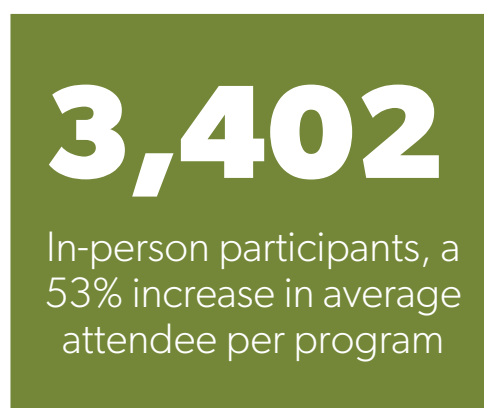


**Heather Corner**  
Development Manager



# 2025 Program Impact

With your support, we connected with more communities, delivered dynamic and engaging tour experiences, and brought Toronto's rich stories to life.



# 2025 Overview: Our Reach



**247,521**

Website visits



**10,000**

Instagram followers



**7,082**

Facebook followers



**3,000**

LinkedIn followers



**11,043**

E-News subscribers  
54% open rate  
Published monthly



**10,000**

Printed tour brochures distributed citywide

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## Tour and Community Event Audience Highlights

**1**

Participant feedback continued to show exceptional satisfaction and community connection, with many citing our key strengths as:

- Depth of storytelling
- Professionalism of guides
- Accessibility of programming

**2**

Attendance grew significantly across all neighbourhoods, and by an average of **53%** per tour or event.

This reflects strong community partnerships, expanded outreach to new audiences, and the increasing resonance of equity-focused heritage programming in Toronto.

**3**

Most tour and event leaders were under the age of 30. In contrast to our predominantly 55+ audience, this dynamic naturally fostered valuable inter-generational connection and shared cultural experiences.

**4**

Our survey results show a **19% increase** in participants identifying as part of an equity-deserving community.

# Tour Audience Profile



**Age**  
62% - 55 and over  
29% - 35-54  
9% - under 34

**Gender Identity**  
49% - Cis Woman  
22% - Cis Man  
13% - Non-Binary/Trans  
16% - Prefer not to answer

## 52% of survey respondents identify as part of an equity deserving group

23% - based on race or ethnicity  
18% - based on sexuality or gender expression  
11% - based on disability



## How they found out about the tour

21% - Heritage Toronto website  
21% - Heritage Toronto e-newsletter  
20% - Heritage Toronto social media  
12% - Family/Friend  
10% - Ticket Site (Eventbrite)  
4% - Heritage Toronto Brochure  
1% - Heritage Toronto Staff/Volunteer  
1% - Tour Sponsor  
10% - Other





## **SHE SHOOTS, SHE SCORES** Walking Tour

2 tour presentations · 21 participants

*She Shoots, She Scores* explored the under-celebrated history of women's sport at Exhibition Place, using the site's long-standing role as a centre for athletic competition to examine how women's achievements have shaped – and been shaped by – Canadian society. Moving through key locations across the grounds, the tour highlighted the experiences of women athletes whose accomplishments challenged prevailing norms and expanded opportunities in sport.

Led by Emerging Historian Mads Bayliss, the tour examined how societal attitudes, limited media coverage, and systemic bias contributed to the marginalization of women's sporting histories. Participants were also invited to consider how intersections of immigration, Black and Indigenous heritage, and queerness complicate and enrich these narratives, revealing a history that is both deeply local and nationally significant.

By situating these stories within the physical landscape of Exhibition Place, the tour encouraged participants to reflect on how public sites shape collective memory and how revisiting overlooked histories can reframe our understanding of sport, equity, and cultural change in Toronto.



## A League of Her Own

Since women were first allowed to compete in athletic events at the CNE in the 1920s, Exhibition Place has been the site of huge feats for Canada's sportswomen. Although major women's national leagues are only emerging now – a century later – the journey toward equality has been long and hard-fought and one that is far from over.



## A League of Her Own Digital Story

This digital storytelling experience was created as part of Heritage Toronto's collaboration with Exhibition Place to explore the history of women's athletics through one of the city's most significant sporting sites. [Available on our website](#), A League of Her Own traces the role of Exhibition Place in women's sport from the early 20th century to the present, highlighting moments of achievement, advocacy, and ongoing struggle for equity.

The story examines how women's participation in athletics at Exhibition Place – dating back to the 1920s – unfolded alongside broader social and institutional barriers. While major women's national leagues have only emerged in recent decades, the digital experience situates contemporary progress within a much longer history of perseverance and change.

Designed as an accessible online resource, A League of Her Own combines historical narrative and place-based interpretation to bring these stories beyond the walking tour format. By translating site-specific content into a digital platform, the experience allows audiences to engage with the history of women's sport at their own pace and from anywhere, extending the reach and lifespan of the program.

The digital story was researched and written by Emerging Historian Mads Bayliss and reflects Heritage Toronto's broader approach to digital storytelling – using accessible formats to surface overlooked histories, connect people to place, and support inclusive, public-facing heritage work.

# How You Were Recognized

Throughout the 2025 Tour season, we recognized your generous contribution in the following ways:



**1**

## Tours Brochure

10,000 copies distributed city-wide throughout May-October

- Logo on Sponsors page

**2**

## Website and Digital Assets

- Logo on the *She Shoots, She Scores* tour event pages and Eventbrite registration pages
- Logo on the *A League of Her Own* Digital Story page
- In-text recognition in reminder and thank you emails to tour participants
- E-News Mentions:
  - Tour-Specific Mentions: each sponsored tour was featured in the e-newsletter preceding its scheduled date
  - Logo Recognition in e-news: September and October 2025
- Social Media Posts: Sponsored tours were promoted across Heritage Toronto's social media platforms, including Facebook, Instagram, and LinkedIn
- Paid Digital Advertisements: Paid digital ads were executed on Facebook and Instagram for each sponsored tour
  - Targeting: these ads were strategically targeted to reach audiences interested in heritage and cultural events in Toronto
- In-text recognition on Our Supporters page and in the 2025 Annual Report (published in 2026)

**3**

## On-Site

Verbal recognition and thanks at the beginning and end of sponsored tours

# What our Tour Participants Had to Say

“The leader was amazing! So knowledgeable, articulate, and interesting – I wanted to hear more.”

“Learning new things about a place where we've lived for almost 20 years was fantastic.”

“Our tour leader, Beth, was absolutely fantastic. I learned so much about Toronto in a short span of time, and now look at the area around St. Lawrence Market in a completely new way. Beth was confident in managing our very large group, considerate of all of us, and she made the story of early Toronto completely riveting.”



“Having the sound system was critical in the bustling neighbourhood of Bloor and Bathurst. The choice of equipment was appropriate and simple to use, and the clear audio enhanced the experience. Staff were excellent in explaining how to use it.”

“Our guide was a wonderful storyteller and has an incredible memory. I feel fortunate that I came away enriched by her anthropological and historical knowledge. All the members of the volunteer team were very friendly and offered a warm welcome. Everyone was very punctual.”



“One of the best tours I have ever been on. Our first tour left us wanting more!”



“Heritage Toronto has a fabulous team. The tour leader was engaging and well informed – the tour stops and prepared material was very interesting, but they were also well-prepared to answer unexpected questions, so I left confident that we were learning from experts! The tour volunteers were also professional and organized, and the tour ran very smoothly. Overall, a great experience!”

# Looking Ahead



## We couldn't have done it without you!

Thank you for supporting the 2025 Tours Program and helping us deliver engaging, meaningful experiences that celebrate Toronto's rich heritage. Your partnership allows us to connect communities, share remarkable stories, and bring the city's history to life.

We've greatly valued working with Exhibition Place and are excited about continuing this collaboration in 2026.

For more information about the impact of your sponsorship, or to explore ways we can collaborate in 2026, please contact:

**Heather Corner, Development Manager**  
Heritage Toronto  
(416) 338-2175 | [heather.corner@toronto.ca](mailto:heather.corner@toronto.ca)

