



Gala to Change the Cancer Conversation

October 3, 2026



CHANGING
THE CANCER
CONVERSATION



Message from the Founder, Dr. Gurdev Parmar

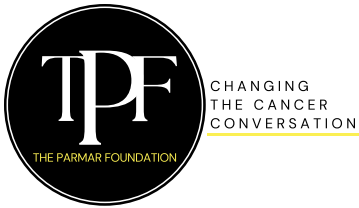
Why should you donate? And why us?

When someone hears the word “cancer,” everything changes in an instant. Cancer can affect anyone, at any stage of life – in Canada 48% of men and 42% of women will be diagnosed with a cancer in their lifetime. Cancer can be overwhelming, debilitating, and frightening. People often don’t know where to turn for support

What many Canadians don’t realize is that the field of integrative oncology already provides the care they are looking for. Care that helps people with cancer feel better and stronger, helps manage treatment side effects, improves quality of life during and after treatment – and perhaps most importantly improves clinical outcomes. It brings together the best of modern medicine and evidence guided integrative therapies—such as nutritional science, lifestyle and exercise medicine, mind-body practices, acupuncture, hyperthermia, intravenous therapies, and many other evidence-informed therapies.

For over 25 years, I, **Dr. Gurdev Parmar**, have helped manage tens of thousands of cancer patients while also advancing research in the field of integrative oncology. Over this time, I have seen firsthand the gaps in the standard of care, and the profound difference that our whole-person approach makes in the lives of cancer patients. This has led to the establishment of **The Parmar Foundation**, with the ultimate goal of changing the cancer conversation and making this integrative medical model more accessible, understood, and widely available – to make it the new standard of care. To better understand this work, I invite you to watch a short video (attached) featuring some of my patients who share their experiences with integrative oncology.





At The Parmar Foundation, our research—including recent studies in colorectal cancer (CRC) and glioblastoma (GBM)—shows that combining conventional treatment with appropriate integrative therapies extends survival, especially when introduced early in their care—giving patients not just more time, but a greater chance to live it more fully. Despite this growing evidence, these services remain out of reach for many. Limited research funding, a lack of insurance coverage, and resistance within the public health system continue to slow broader adoption—with most funding directed toward pharmaceutical-based approaches, radiation and surgery. As a result, many patients are left to pay out of pocket or go without integrative care that can meaningfully improve their quality of life and clinical outcomes.

Your sponsorship helps change that.

Sponsoring **The Parmar Foundation** is more than a donation—it's an opportunity to change what cancer care looks like for the people who need it. When you support this work, you're helping bring integrative oncology into the cancer conversation—you are helping patients live longer and better. You will help cancer patients and their families access care to feel stronger, more supported, more like themselves. Most of us know someone going through cancer. You may have watched them struggle through treatment, and wondered if there was more that could be done to help. There is!

With your support, **The Parmar Foundation** is launching the first dedicated subsidy program for integrative oncology in Canada—helping ensure that patients who are low-income or who must travel for care are not excluded from receiving it. At the same time, you are funding research, increasing awareness, and helping ensure that fewer people face cancer without the support they deserve.

We invite you to join us for **The Parmar Foundation Gala** on Saturday, October 3, 2026, at Morgan Creek Golf Course in South Surrey/White Rock. This special evening will bring together community leaders, clinicians, researchers, patients, and supporters to change the cancer conversation. A range of sponsorship levels are available to accommodate different levels of support. Every contribution helps advance our mission. Join us in bringing hope and healing through integrative oncology. Please contact us with any questions—thank you for your support. 🧡

With immense gratitude,

Dr. Gurdev Parmar, ND, FABNO
President and Founder
The Parmar Foundation



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Message from One of My Patients

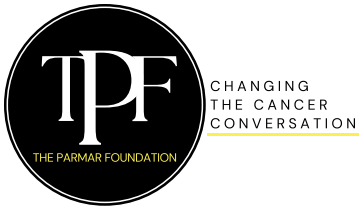
"You need someone who understands the terrain, the obstacles, fears and challenges you are up against. Dr. Gurdev Parmar stepped into my care quickly and promised to hold my hand on this journey, which he has every step of the way.

I trust him because he is grounded in science, he shoots straight, yet never loses his own humanity therefore never lets me lose mine.

He shows me a way through."

— Keira H.





The First Integrative Oncology Gala in Canada

No other gala in Canada makes this kind of impact. Join The Parmar Foundation for an unforgettable evening of purpose, connection, and hope, dedicated to advancing integrative oncology research and access in Canada, for patients, families, and those whose legacies continue to guide us. Your attendance drives innovative research, accelerates treatment options, and brings hope to patients and families affected by cancer.

DATE Saturday, October 3, 2026

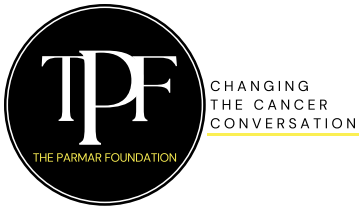
VENUE Morgan Creek Golf Course, South Surrey/White Rock, BC

KEYNOTE SPEAKER Dr. Gurdev Parmar, ND, FABNO, Integrated Health Clinic

TICKET PRICE **\$550.00**

Scan the QR Code for full event details





2024-2026 Highlights

DONATION REVENUE Total raised since 2024: \$144,600

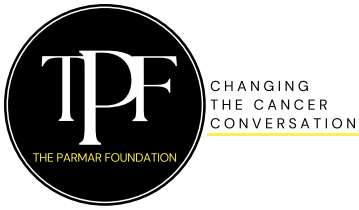
RESEARCH Over the past two years of part-time operations, The Parmar Foundation has established a growing presence in integrative oncology research and academic dissemination, with contributions spanning peer-reviewed publications, clinical case reports, and international conference presentations.

2 peer-reviewed scientific publications, including 1 focused on glioblastoma multiforme (GBM) and 1 on colorectal cancer (CRC)

5 presentations at leading international integrative oncology conferences, showcasing emerging clinical and research findings

5 manuscripts currently in development, reflecting a growing and active research pipeline in integrative oncology and cancer care

These achievements reflect a strong and rapidly developing research program focused on advancing evidence-informed, patient-centered cancer care.



Fund-A-Need

Fund-A-Need: Turning Support into Impact

For many people living with cancer, progress is often measured in time—years, months, or even weeks—rather than in quality of life. At The Parmar Foundation, we are working to change that.

Your support through the Gala is a direct investment in improving both patient well-being and access to integrative oncology care. Each contribution helps expand critical research, increase access to supportive therapies, and strengthen a growing movement focused on better outcomes and experiences in cancer care.

This is philanthropy driven by urgency, purpose, and real impact—where every dollar contributes to meaningful, measurable change.

Where Your Support Goes

PATIENT ACCESS PROGRAM Improving access to integrative therapies for those facing financial or logistical barriers

\$100,000 – Provides integrative care access for 100+ patients

\$50,000 – Supports a cohort of patients through treatment and supportive care

RESEARCH & INNOVATION Advancing evidence-based integrative oncology

\$50,000 – Accelerates clinical research in integrative oncology

\$15,000 – Supports clinician education and research training

DATA REGISTRY & FUTURE OF CARE Building infrastructure to improve long-term outcomes

\$25,000 – Supports development of a pioneering integrative oncology patient data registry

PATIENT VOICE & ADVOCACY Elevating lived experiences and increasing awareness

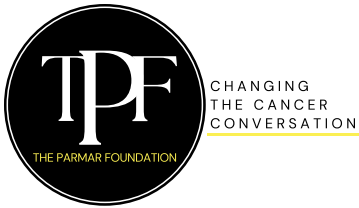
\$10,000 – Amplifies patient stories and experiences

\$5,000 – Supports advocacy, awareness, and public education

Every contribution—at any level—helps move this work forward

Together, we are not only supporting patients today, but shaping the future of cancer care.





Sponsorship Opportunities

With vision and commitment, philanthropy transforms from simple giving into a catalyst for lasting change.

SPONSORSHIP LEVEL	AMOUNT
ELITE SPONSOR (1 AVAILABLE)	\$25,000
PREMIER SPONSOR (4 AVAILABLE)	\$15,000
PATIENT AND CAREGIVERS TABLE SPONSOR (1 AVAILABLE)	\$12,000
NAMED SPONSOR (4 AVAILABLE)	\$10,000
CORPORATE TABLE SPONSOR (3 AVAILABLE)	\$7,500
SUPPORTING SPONSOR (2 AVAILABLE)	\$7,500
VALET SPONSOR (1 AVAILABLE)	\$2,000

All sponsor seating is subject to final venue availability and will be confirmed in advance. For supporters who prefer to give in a more flexible way, we offer recognition-only sponsorships, patient access sponsorships, and program ad opportunities that directly advance our mission.

In-Kind Donations

Support integrative oncology research and patients access to supportive care by donating in-kind. Not only do you help us raise more funds, you also get to promote your business in a socially conscious way. Consider donating a product or service to our silent or live auction. Art, event tickets, experiences, holidays, jewelry are popular auction items — each helping to create a memorable evening while directly supporting our mission.

To contribute an in-kind donation, please contact: research@theparmarfoundation.ca

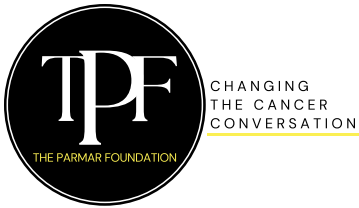
Volunteer Support

Volunteers play an essential role in bringing our events to life. Support may include assisting with event planning, coordination, setup, guest experience, or day-of event activities. Your time and skills directly contribute to the success of the gala and our broader mission.

Community Promotion

Help us amplify our impact by sharing the event within your personal and professional networks. Community promotion—through word of mouth, social media, and organizational channels—plays a vital role in increasing awareness, engagement, and support for integrative oncology research.





Elite Sponsor (1 available)

\$25,000

EXCLUSIVE OPPORTUNITIES

- Speaking opportunity during event remarks
 - Opportunity to include branded materials or merchandise in guest gift bags
-

VIP GUEST EXPERIENCE

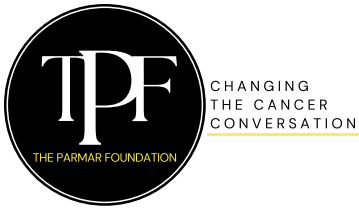
- 10 gala tickets
 - VIP table placement with company signage
-

BRAND VISIBILITY & MEDIA RECOGNITION

- Prominent logo placement on main stage signage
 - Full-page advertisement in program guide
 - Prominent logo on website, printed materials, banners, and media assets
 - Photo op banner
 - Acknowledgment during event remarks
-

RECOGNITION & ONGOING IMPACT

- Special recognition as Elite Sponsor across all media releases and gala promotions
- Recognition in all pre- and post-event communications and social media
- Recognition in patient access program communications
- Recognition in research publications, including as a supporter of a major integrative oncology research grant



Premier Sponsor (4 available)

\$15,000

EXCLUSIVE OPPORTUNITIES

- Opportunity to include branded materials or merchandise in gift bags
-

VIP GUEST EXPERIENCE

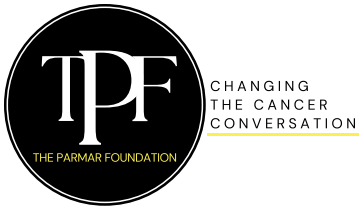
- 10 gala tickets
 - VIP table placement with company signage
-

BRAND VISIBILITY & MEDIA RECOGNITION

- Logo featured on main stage signage
 - Full-page advertisement in program guide
 - Logo placement on website, printed materials, banners, and media assets
 - Photo op banner
 - Acknowledgment during event remarks
-

RECOGNITION & ONGOING IMPACT

- Recognition as Premier Sponsor across all media releases and gala promotions
- Recognition in all pre- and post-event communications and social media
- Recognition in research publications and grant communications



Patients Table Sponsor (1 available)

\$12,000

VIP GUEST EXPERIENCE

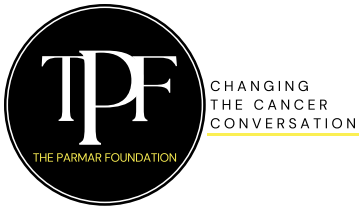
- 6 gala tickets for patients & caregivers
 - 4 gala tickets for sponsor
 - Company signage at table
-

BRAND VISIBILITY & MEDIA RECOGNITION

- Full-page advertisement in program guide
 - Photo op banner
 - Logo on website and event materials
 - Acknowledgment from podium
-

RECOGNITION & ONGOING IMPACT

- Recognition in pre- and post-event communications and social media
- Recognition in patient access program communications



Named Sponsorship Opportunities (4 available)

(Entertainment/Band, Live Auction, Décor & Centrepieces, Bar)

\$10,000

VIP GUEST EXPERIENCE

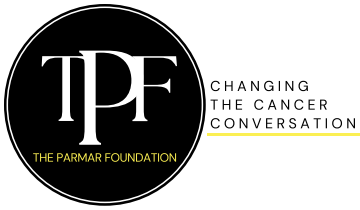
- 5 gala tickets
 - Company signage at sponsored area
-

BRAND VISIBILITY & MEDIA RECOGNITION

- Photo op banner
 - ½-page advertisement in program guide
 - Logo on website and event materials
 - Area-specific branding (e.g., bar signage, centerpieces, auction recognition)
-

RECOGNITION & ONGOING IMPACT

- Acknowledgment from podium or during sponsored segment
- Recognition in pre- and post-event communications and social media



Corporate Table Sponsor (3 available)

\$7,500

VIP GUEST EXPERIENCE

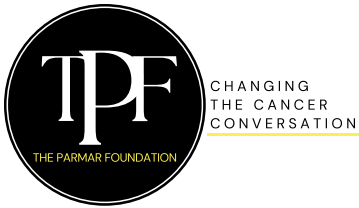
- 10 gala tickets
 - Company table signage
-

BRAND VISIBILITY & MEDIA RECOGNITION

- ¼-page advertisement in program guide
 - Logo on website and event materials
-

RECOGNITION & ONGOING IMPACT

- Recognition in pre- and post-event communications and social media



Supporting Sponsorships (2 available)

(Photographer & Swag Sponsor)

\$7,500

VIP GUEST EXPERIENCE

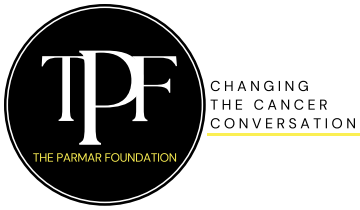
- 5 gala tickets

BRAND VISIBILITY & MEDIA RECOGNITION

- Company signage placement
- ½-page advertisement in program guide
- Logo on website and event materials

RECOGNITION & ONGOING IMPACT

- Recognition in pre- and post-event communications and social media



Valet Sponsor (1 available)

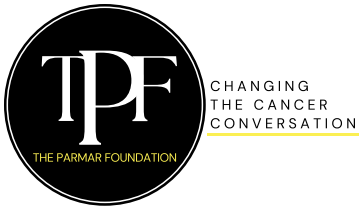
\$2,000

BRAND VISIBILITY & MEDIA RECOGNITION

- Signage at valet/parking area
- Logo in program guide
- Logo on website

RECOGNITION & ONGOING IMPACT

- Recognition in pre- and post-event communications and social media



Supporting Our Mission

COMMUNITY CHAMPION For supporters who wish to advance our mission and receive public recognition, without gala seating. This tier includes logo and name recognition in select event materials, prominent acknowledgment on our website, and a special thank you in post-event communications.

INVESTMENT \$3,000+

PATIENT ACCESS SPONSOR For supporters who want to directly expand access to integrative oncology care. This sponsorship funds treatment support for patients facing financial hardship or travel barriers, and includes dedicated mission-based recognition, without gala seating.

INVESTMENT \$5,000+

Program Ad Opportunities

An elegant way for sponsors, partners, and supporters to share a personal message, celebrate a loved one, or demonstrate their commitment to advancing integrative oncology. Featuring a program ad is a meaningful way to be part of our special evening while supporting our mission to expand awareness and patient care.

AD INVESTMENT	AMOUNT
FULL PAGE AD	\$1,500
HALF PAGE AD	\$1,000
QUARTER PAGE AD	\$500

Why Place a Program Ad?

A PROGRAM AD OFFERS MORE THAN RECOGNITION; IT ALLOWS YOU TO:

- Honor a loved one, caregiver, clinician, or patient.
- Highlight your business or organization among community leaders and gala guests.
- Demonstrate visible support for The Parmar Foundation's mission.
- Be featured in our professionally designed Gala Program shared with all attendees.

For supporters seeking a meaningful way to participate, program ads provide a refined opportunity to be recognized while helping advance our work in integrative oncology. Whether you are celebrating, remembering, or showing your support, your message will be part of an evening dedicated to hope, care, and lasting impact.



Connect with Us

To learn more visit theparmarfoundation.ca

Together, we can change the cancer conversation and advocate for more accessible supportive care for all cancer patients.



The Parmar Foundation The First Integrative Oncology Gala in Canada

Scan the QR Code for full event details

research@theparmarfoundation.ca
donations@theparmarfoundation.ca