

THE  
SIMON KEITH  
FOUNDATION

P R E S E N T S

# Heart of Gold

G A L A & C O N C E R T

VICTORIA CONFERENCE CENTER . VICTORIA BC, CANADA

S A T U R D A Y . A U G U S T 2 3 . 2 0 2 5

# About Simon



## **SIMON KEITH C.M. AND HIS ACHIEVEMENTS TRANSCEND SPORT.**

Born in England and raised in Victoria BC, Simon was a world class athlete when, in 1986 at age 21, while a carded athlete playing at the Canadian National Soccer Training Center, was struck down with a mysterious virus. Most had Simon playing for Canada at the 1986 World Cup in Mexico, however fate intervened. Eventually receiving a heart transplant most thought Simon's career was over. However, despite incalculable odds, Simon returned to the game he loved. First at the University of Nevada Las Vegas (UNLV) and after his senior year Simon became the #1 draft pick into the professional leagues. Simon played 5 professional seasons with his transplanted heart with stops in Cleveland, London, Montreal, Victoria, and Winnipeg.

Simon remains the first and only heart transplant recipient to play professional soccer and one of two to play any professional sport post heart transplant. Truly, truly remarkable.

Today...Simon remains one of the longest living organ recipients on the planet and is the most well-known and famous organ recipient in history.

Simon is a successful entrepreneur who, in addition to his business interests, travels the world working with executives in scaling their companies. Simon is an expert in the world of organ donation and transplantation and consults around the world with medical systems who have a desire to grow their system.

Simon is also a world class, much in demand keynote speaker who

has spoken at, among others, the British & Canadian Parliaments and presented a keynote address at The Whitehouse.

**See more at: [www.simonkeith.com](http://www.simonkeith.com)**

In 2012 he founded The Simon Keith Foundation, ([www.thesimonkeithfoundation.com](http://www.thesimonkeithfoundation.com)) a not-for-profit foundation dedicated to providing financial support to youths seeking a return to an active and healthy lifestyle after having an organ transplant. As of 2024 The SKF has raised and deployed millions in support of families and for organ donor awareness.

In 2015, he was named Canada's Humanitarian of the Year. In 2022, he was awarded one of Canada's highest civilian honors when he was named a Member of the Order of Canada. Simon also belongs to the Greater Victoria Sport Hall of Fame, the Southern Nevada Sports Hall of Fame, and the UNLV Athletics Hall of Fame.

He has shared his remarkable story on ESPN as featured in E60, in his book, Heart for the Game, and with audiences around the world. He has been featured in The Washington Post, Sports Illustrated, USA Today, FORBES, and in numerous other media outlets

Simon has been credited with DIRECTLY saving more than 1 million lives through his global work in the organ donation and transplantation space.

Keith is married to Kelly and has three children: Sarah, Samantha, and Sean.

## **IT HAS TO BE VICTORIA.**

**When we decided that we would stage the first ever Simon Keith Foundation Heart of Gold Gala and Concert, we knew it had to be in Victoria.**

**Victoria is the place where I was raised.**

**The place I learned about life, and sports.**

**And struggle. And community. And love.**

Victoria  
is home.

## **LETTER FROM SIMON**

What started as a lighthearted conversation at Lake Cowichan where some friends and I thought we might be able to raise \$10K or \$20K to help a family or two has grown into a Foundation that has exceeded our collective vision. With your help, over the past 10+ years, The Simon Keith Foundation has raised millions of dollars. We have supported hundreds and hundreds of kids and families and have worked in and promoted organ donation and transplantation around the world. The impact that you have allowed us to have has been unprecedented.

It is an incredible honour and privilege for me to be home – in Victoria BC – where the very values that we have built the foundation upon were built and developed. My promise to you is that we will bring a world class show that will make Victoria proud as we celebrate The Simon Keith Foundation Heart of Gold Gala & Concert which will be taking place at the Victoria Conference Center on August 23, 2025!

I want to personally thank you for being part of this showcase. With your help, we know that this event will be a huge success and Victoria will be talking about it for years to come. It is our goal to raise enough money so that we can continue to deliver critical life changing support to more and more families who have experienced organ donation and transplantation in Canada and around the world.

*I simply cannot express how grateful I am for you.*

Sincerely,

A handwritten signature in black ink that reads "Simon Keith". The signature is fluid and cursive, with a long, sweeping underline that extends across the page.

**SIMON KEITH, FOUNDER & CHAIRMAN**



Founded in 2012, The Simon Keith Foundation provides financial support primarily to youths who have undergone a life-saving organ transplant who desire a return to an active and healthy lifestyle. In addition to helping people with their non-medical expenses, the Foundation strives to increase organ donor registration through public awareness campaigns.

To date, the Foundation has raised and deployed more than \$7 million US dollars (@10 MCDN) into changing kids' lives and promoting organ donor awareness.

A passion born from adversity; The Simon Keith Foundation has become the gold standard for post-transplant support in North America and around the world.

# The *kids*. THE PRIMARY FOCUS OF THE FOUNDATION

CLICK HERE TO WATCH

*Brock's Story*



CLICK HERE TO WATCH

*Emry's Story*



CLICK HERE TO WATCH

*Rowan's Story*



# The *advocacy.*

**THE SIMON KEITH FOUNDATION AND SIMON PERSONALLY, TIRELESSLY ADVOCATES FOR IMPROVED ORGAN DONATION SYSTEMS**



## White House Organ Summit

The White House will host a Summit to answer the President's call to action to reduce the waiting list for organ transplants. This event will highlight the role of science, technology, and innovation in organ donation and transplantation, discuss the challenges we face, and discuss efforts aimed at reducing the organ transplant waiting list.

Simon Keith delivers the keynote address at The Whitehouse for President Obama's Organ Donation Summit.



Simon delivers keynote at the Sport for Peace Gala at the 2024 Paris Olympic Games. Simon also awarded the International Sport for Peace award.



Simon advocating for Transplant Patients in the United Kingdom.

Simon pictured with Dr Ali Abdul Kareem Al Obaidli, The Chairman of the United Arab Emirate Organ Donation and Transplant Committee.



Simon receives the Order of Canada for "his inspirational advocacy of organ donation and for his dedicated support for transplant recipients".

**ORGAN TRANSPLANTS ARE BEAUTIFUL, COMPLICATED, SCARY,  
LIFESAVING EVENTS. FOR KIDS, THE IMPACTS ARE EVER PRESENT.**

**When a child becomes ill – through no fault of their own - and the family has been delivered  
the devastating news that their child needs an organ transplant, the world stops.**

# Truly. Stops.

In a single moment, the families' priorities change. It is an all-hands-on-deck fire drill that lasts months, sometimes years. Doctors, hospitals, money, travel, bills, health, siblings, marriage. All put under enormous pressure while the collective team of the child works to save that precious life.

Simon Keith has an intimate understanding of this struggle. At just 19, and already a world class soccer player, Simon found himself at the center of this battle. His collective team included his family, his soccer teammates, his medical teams and most importantly the City of Victoria and its citizens.

Throughout this battle, Simon learned many important lessons. One of the most significant was what happens AFTER you have received the transplant. Once all the hoopla dies down. The community fundraisers are over. The health has stabilized, and people carry on with their own lives.

When the door to your house closes and you are all alone having to deal with this new life.





## WHAT NOW?

The ever present “What Now” question rang like a raging fire inside of Simon. His success has been well documented as he is recognized as not only the first athlete to play professional sports after a heart transplant but a man who has become a worldwide expert and advocate for organ donation and transplantation. He has been credited with directly saving more than 1 million lives through his DIRECT work.

### **STILL THE FIRE BURNED.**

Inside, Simon knew that what he experienced is what ALL kids who receive organ transplants face:  
**The unknown.**

*He decided to change that.*



# Sponsorships



[VIEW THE SAVE THE DATE VIDEO](#)







# Red Carpet Package. **\$25,000**

You will receive **FOUR VIP TICKETS** to a private event on Friday. You and three guests will be able to socialize with other VIPs and celebrity guests in an intimate setting.

You will receive **ONE VIP PREMIUM GALA TABLE** with premium placement which will seat you and nine of your special guests at the spectacular star-studded Saturday night event at the Victoria Conference Center in downtown Victoria BC.

You will receive **FOUR EXCLUSIVE VIP ACCESS PASSES** to the closed Gala rehearsal Saturday afternoon.

You and your guests will have the opportunity to walk the red carpet prior to the show on Saturday night. Media from all over Canada and the United States will be covering the event.

You and/or your organization will be publicly recognized in front of an exclusive group of industry leaders, celebrities, and news makers.

You will be recognized as one of the Red-Carpet sponsors in our promotional materials and references for The Simon Keith Foundation Heart of Gold Gala and Concert.

This will include, but is not limited to:

- **half page ad in program**
- **logo included on all collateral material**
- **event website and The Simon Keith Foundation website**
- **some select event and visual presentation at the August 23, 2025, event (Saturday night event)**

Your company logo will be placed on the backdrop of the red carpet where media from all over Canada and the United States will be photographing celebrity and high-profile attendees.

You will be given the right to use The Simon Keith Foundation logo in your company's branding as it relates to your company's participation of the event.

*(All artwork where the SKF Heart of Gold concert logo is used must be signed off by The Simon Keith Foundation prior to publishing).*



# In Partnership. **\$50,000**

You will receive **SIX VIP TICKETS** to a private event on Friday. You and your guests will be able to socialize with other VIPs and celebrity guests in an intimate setting.

You will receive **TWO VIP PREMIUM GALA TABLES** with premium placement which will seat you and nineteen guests at the spectacular star-studded Saturday night event at the Victoria Conference Center in downtown Victoria, BC.

You will receive **SIX EXCLUSIVE VIP ACCESS PASSES** to the closed Gala rehearsal Saturday afternoon.

You and your guests will have the opportunity to walk the red carpet prior to the show on Saturday night. Media from all over Canada and the United States will be covering the event.

You and/or your organization will be publicly recognized in front of an exclusive group of industry leaders, celebrities and news makers.

You will be **RECOGNIZED AS ONE OF THE IN PARTNERSHIP SPONSORS** in our promotional materials and references for The Simon Keith Foundation Heart of Gold Gala & concert.

This will include, but is not limited to:

- **full page ad in program**
- **logo included on all collateral material**
- **event website and The Simon Keith Foundation website**
- **some select event and visual presentation at the August 23, 2025, event (Saturday night event)**

Your company logo will be placed on the backdrop of the red carpet where media from all over Canada and the United States will be photographing celebrity and high-profile attendees.

You will be given the right to use The Simon Keith Foundation logo in your company's branding as it relates to your company's participation of the event.

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# Presenting Sponsor. **\$100,000**

You will receive **TEN VIP TICKETS** to a private event on Friday. You and your guests will be able to socialize with other VIPs and celebrity guests in an intimate setting.

You will receive **THREE VIP PREMIUM GALA TABLES** with premium placement which will seat you and twenty-nine guests at the spectacular star-studded Saturday night event at The Victoria Conference Center in downtown Victoria BC

You will receive **TEN EXCLUSIVE VIP ACCESS PASSES** to the closed Gala rehearsal Saturday afternoon.

You and your guests will have the opportunity to walk the red carpet prior to the show on Saturday night. Media from all over Canada and the United States will be covering the event.

You and/or your organization will be publicly recognized in front of an exclusive group of industry leaders, celebrities and news makers.

You will be **RECOGNIZED AS ONE OF THE PRESENTING SPONSORS** in our promotional materials and references for The Simon Keith Foundation Heart of Gold Gala & Concert.

This will include, but is not limited to:

- **full page ad in program**
- **logo included on all collateral material**
- **event website and The Simon Keith Foundation website**
- **some select event and visual presentation at the August 23, 2025, event (Saturday night event)**

Your company logo will be placed on the backdrop of the red carpet where media from all over Canada and the United States will be photographing celebrity and high-profile attendees.

You will be given the right to use The Simon Keith Foundation logo in your company's branding as it relates to your company's participation of the event.

*(All artwork where the SKF Heart of Gold concert logo is used must be signed off by The Simon Keith Foundation prior to publishing).*





Gala &  
Concert Tables

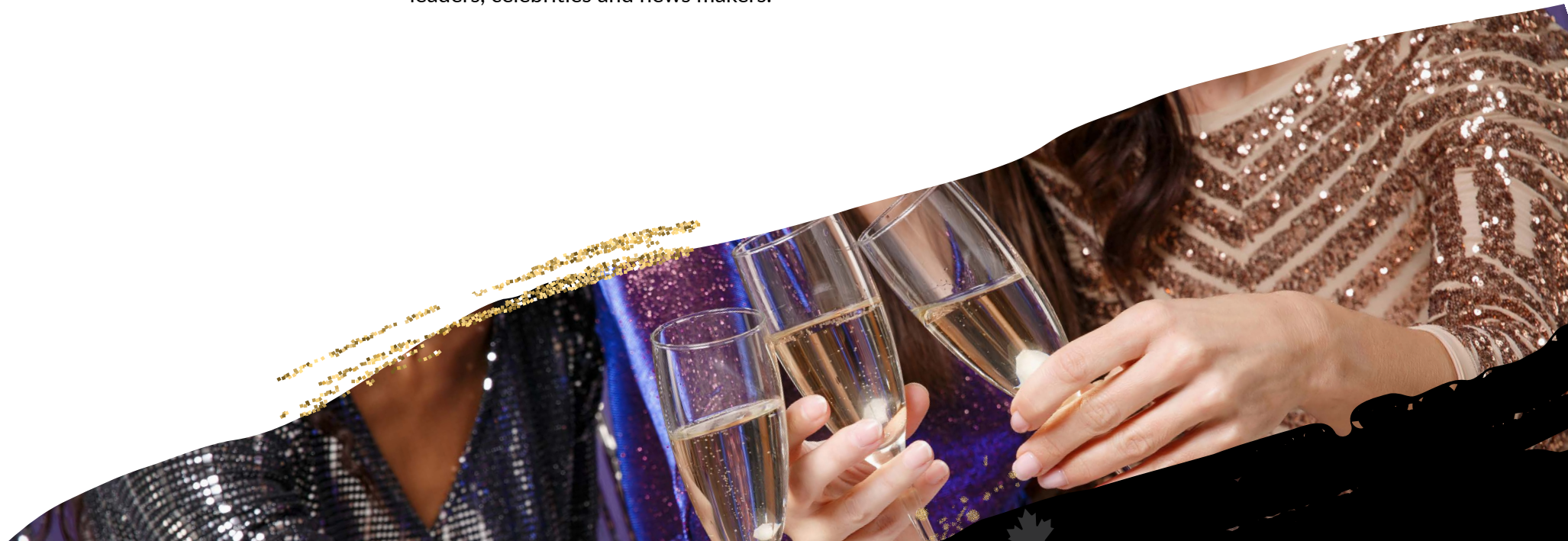




# *Premium Gala & Concert Table.* **\$15,000**

You will receive **ONE PREMIUM GALA TABLES** with premium placement which will seat you and nine guests at the spectacular star-studded Saturday night event at The Victoria Conference Center in downtown Victoria BC

You and/or your organization will be publicly recognized in front of an exclusive group of industry leaders, celebrities and news makers.





*Gala & Concert Table.* **\$10,000**

You will receive **ONE GALA TABLE** which will seat you and nine guests at the spectacular star-studded Saturday night event at The Victoria Conference Center in downtown Victoria BC.

You and/or your organization will be publicly recognized in front of an exclusive group of industry leaders, celebrities and news makers.

**SOLD OUT**



For More Information, please contact  
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**THE SIMON KEITH FOUNDATION**  
[info@thesimonkeithfoundation.com](mailto:info@thesimonkeithfoundation.com)

**RESERVE YOUR TABLE NOW.**  
*Log on to the event website and **BOOK NOW!***  
[www.SIMONKEITH.COM/FOUNDATION](http://www.SIMONKEITH.COM/FOUNDATION)



Photos by: Steve Spatafore, Michael Roberts