



RIVERFEST *Elora*

P R E S E N T

A Concert with

ADDY-TUDE!

MACDONALD PAVILION • ELORA CENTRE FOR THE ARTS • **SAT. OCT. 5/24**

ALL PROCEEDS IN SUPPORT OF SARCOMA CANCER RESEARCH

TITLE

SPONSOR: \$20K

- ✓ Presenting status, “A Concert with ADDY-TUDE Presented by X” in all media mentions, social media, promotional advertising materials (t-shirts, posters, graphics, etc.), as well as at the event and on local media
- ✓ Opportunity for a branded booth or display area at the concert venue.
- ✓ Primary logo placement throughout the event including main banner
- ✓ Mention/thanks by MC at the event (opportunity for presenting sponsor to say a few words or introduce the band)
- ✓ Will receive key recognition on both the Team Addy and Elora Centre for the Arts websites
- ✓ Will receive **8 free** tickets to the event
- ✓ Social media exposure (Instagram, Facebook) – including paid boosts with targeted reach
- ✓ Will receive an acknowledgement letter from SickKids recognizing the sponsorship of this benefit event



GOLD SPONSOR: \$10K

- ✓ Key recognition in all media mentions, social media, promotional advertising materials (t-shirts, posters, graphics, etc.), as well as at the event and on local media
- ✓ Prominent logo placement throughout the event including main banner
- ✓ Mention/thanks by MC at the event
- ✓ Will receive key recognition on both the Team Addy and Elora Centre for the Arts websites
- ✓ Will receive **6 free** tickets to the event
- ✓ Social media exposure (Instagram, Facebook) – including paid boosts with targeted reach
- ✓ Will receive an acknowledgement letter from SickKids recognizing the sponsorship of this benefit event



SILVER SPONSOR: \$5K

- ✓ Recognized as a silver sponsor in media mentions, social media, promotional advertising materials as well as at the event and on local media
- ✓ Third prominent placement on all graphics and materials
- ✓ Will receive recognition on both the Team Addy and Elora Centre for the Arts websites
- ✓ Will receive **4 free** tickets to the event
- ✓ Social media recognition (Instagram, Facebook) – including paid boosts with targeted reach
- ✓ Will receive an acknowledgement letter from SickKids recognizing the sponsorship of this benefit event



BRONZE SPONSOR: \$2K

- ✓ Recognized as a bronze sponsor in social media, promotional advertising materials
- ✓ Bronze level placement on all graphics and materials
- ✓ Will receive recognition on both the Team Addy and Elora Centre for the Arts websites
- ✓ Will receive **2 free** tickets to the event
- ✓ Social media mention (Instagram, Facebook) – including paid boosts with targeted reach
- ✓ Will receive an acknowledgement letter from SickKids recognizing the sponsorship of this benefit event



IN KIND SPONSORSHIP: Option 1: \$500 - \$1999

- ✓ Name placement on our 'In Kind' donation sign at the event
- ✓ Will receive recognition on Team Addy website
- ✓ Will receive **2 free** tickets to the event
- ✓ Will receive an acknowledgment letter from SickKids, recognizing your donation contribution to this benefit event



IN KIND SPONSORSHIP Option 2: \$499 or less

- ✓ Will receive recognition on Team Addy website
- ✓ Will receive an acknowledgment letter from SickKids, recognizing your donation contribution to this benefit event



Exclusive Area Sponsorship Opportunities

Elevate your brand's presence and engagement at this event by securing exclusive naming rights to key areas within the venue. We are pleased to offer unique sponsorship opportunities for the bar and food areas.

Gain exclusive naming rights to these areas, ensuring heightened visibility and brand recognition among event attendees. Your company's name and logo will be prominently featured in this high-traffic zone, enhancing brand exposure and affinity.



Will you join us?

Your partnership commitment to this event helps connect us both to our community in a deeper way.

With a sense of belonging, purpose and passion, together we can achieve great things for Sarcoma Cancer research and change.



Thank you!

We appreciate collaborating with organizations like yours that align with our mission. Together, we aim to make a profound impact on children like Addy battling sarcoma cancer. By combining our strengths, resources, and commitment, we can advance treatments, enhance outcomes, and create hope for future generations.



Sponsorship Video Presentation

<https://youtu.be/hGOMGEZL-1w?si=LpckwMwGO6xbIB-U>

For more information on how to support this event
please contact us at:

teamaddyhill@gmail.com

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