



The Drifters featuring Rick Sheppard

This Magic Moment Outdoor Concert

in support of Halton Heroes

Sponsorship Package

Friday, September 13, 2013
Saturday, September 14, 2013



This Magic Moment's Vision:

To establish an annual concert as a means of providing funds to The Halton Heroes Gala.

This Magic Moment's Mission:

To create an ongoing, profit generating event that captures the imagination, and support, of the Halton Region population.

They serve and protect us everyday...but when a police officer is injured or killed, their families can be left in desperate financial circumstances. Our Halton Heroes are always there for **us** so we want to be there for **them**.

This Magic Moment is an exciting, first-of-it's kind outdoor event celebrating the music and nostalgia of the 60's in support of the Halton Heroes Gala and Halton's Community Cares Committee.

Our goal is to raise funds and awareness with the help of Legendary musical performers and recording artists the Drifters, from Motown the Contours, Robbie Lane and the Disciples and a special Tribute to The Jersey Boys. *This Magic Moment* is reaching out to the music -loving Southern Ontario audience of every demographic.





EVENT DETAILS

Friday, September 13, 2013

Exclusive Soiree hosted by the Waterfront Hotel—Downtown Burlington and Marquis Gardens.

Evening includes: “Prelude to the ‘Magic’”, private performance by The Drifters, Champagne reception, hot & cold hors d’oeuvres, pictures and more!

\$150.00 per ticket which includes a complimentary ticket to the Saturday concert.

Saturday, September 14, 2013

First-of-its kind outdoor concert hosted at Nelson Park.

Featured acts include: headliners The Drifters, The Contours, Robbie Lane & the Disciples, The Knight Brigade, Stuart MacDonald and more!

\$30.00 per ticket available online only at www.ThisMagicMoment.ca





SPONSORSHIP OPPORTUNITIES AVAILABLE

Opening Act—Value \$1,000

Sponsors at this level will receive the following benefits:

- Company name/logo on all printed event materials;
- Company name/logo on event website and social media outlets;
- Corporate signage at the event (provided by the sponsor);
- Verbal recognition at the event by concert MC;
- 2 complimentary tickets to the Saturday concert.





SPONSORSHIP OPPORTUNITIES AVAILABLE

Leading Act —Value \$5,000

Sponsors at this level will receive the following benefits:

- Company website link on *This Magic Moment* website;
- Company name on the back of volunteer t-shirts (over 100 onsite at event);
- Advertisement in local newspaper;
- Company name/logo on all printed event materials;
- Company name/logo on event website and social media outlets;
- Corporate signage at the event (provided by the sponsor);
- Verbal recognition at the event by concert MC;
- 4 complimentary tickets to the Saturday concert.

LEADING ACT



SPONSORSHIP OPPORTUNITIES AVAILABLE

Headliner —Value \$25,000

Sponsors at this level will receive the following benefits:

- Level exclusivity;
- Company name in event title;
- First right of refusal for upcoming years;
- Continuous, year-round event signage displayed at Police headquarters in Halton;
- Company promotion on local radio outlets in Burlington and surrounding areas through event promotion;
- Opportunity to appear in TV event promotions leading up to event on local cable television outlets (value of over \$20,000);
- Pre and post-event media coverage broadcasted multiple times on multiple airways reaching from North Bay to Niagara to Windsor;
- On-camera recognition at the June media release event and initial promotion event with broadcast journalist and media consultant Connie Smith;
- Company website link on *This Magic Moment* website;
- Company name on the front of volunteer t-shirts (over 100 onsite at event);
- Company logo in advertisement in local newspapers;
- Company name/logo on all printed event materials;
- Company name/logo on event website and social media outlets;
- Corporate signage on stage at the event (provided by the sponsor);
- Verbal recognition at the event by concert MC;
- 10 complimentary tickets to the Saturday concert (value of \$300.00);
- 4 complimentary tickets to Friday Night Soiree (value of \$500.00);

headline





THE CONTOURS
FEATURING SYLVESTER POTTS

TRIBUTE TO....



BY PAULY AND THE GOODFELLAS.