

**SPONSORSHIP PACKAGE**



**AIR GUITAR**





From May through July 2022, Air Guitar Canada will be hosting the Canadian Air Guitar Championships with regional competitions from coast to coast, culminating in regional champions from across the country battling it out in Toronto, ON for the title of Canadian Air Guitar Champion!

### **WHAT IS AIR GUITAR?**

Air guitar is the act of letting your inner rock star shine! For over 20 years in Oulu, Finland (the northern capital), Air Guitar hopefuls from around the world meet to compete in the AIR GUITAR WORLD CHAMPIONSHIPS. They create 1-minute performances that defy reality and melt faces. They are judged on criteria such as stage charisma, technical merit, ability to be taken over by the music, and of course, 'airness'. Silly? Yes. Entertaining? More than you can imagine.

### **AIR GUITAR CANADA:**

Canada reentered the air guitar world 7 years ago with a vengeance and re-launched Air Guitar Canada. Since then we've grown from 2 events in Ontario to 12 events across four provinces. After taking a break due to the pandemic, we are set for more growth in 2022 and want YOU to join us in the fun. Next year's nationals will take place in July in Toronto. There, Regional Finalists and last-chance Dark Horse winners will rock the stage for their chance to become the 2022 Canadian Air Guitar Champion and represent Canada at the 25th Air Guitar World Championships in August, 2022.

### **IS THIS FOR REAL?**

This is for real. Air Guitar is a global phenomenon centred on the ideology of world peace. The mantra: 'When you are holding an Air Guitar, you can't be holding a gun'. The originators posited - 'What if everyone around the world was to collectively play air guitar?' It was surmised that wars would end, peak joy would be achieved, and the human race would instantly be saved from destruction. Our practical take: Let's rock out for a good cause and raise money for The Concerned Kids.

### **PARTNERING FOR A BETTER WORLD:**

Our most important objective is to grow the property of Air Guitar as a rocking fundraising event. We've raised over \$20,000 for our charities to date and the expansion of our capacity with your support means we have the potential for so much more. Donations are collected from ticket sales and the "Boost the Ballot" system at live events, which allows those in attendance to vote with their dollars for their favourite face-melting song in the final round. This year, our chosen charity partner is The Concerned Kids.

### **WHO IS CONCERNED KIDS?**

Since 1989, TCK, a registered charitable organization has been giving children confidence and lifelong tools to end bullying through immersive, interdisciplinary, art-inspired education and entertainment. The organization has served more than 600,00 kids through our puppetry in education and virtual programs. The Concerned Kids educates children about important social issues through the uniquely engaging art of puppetry, and empowers young people to make smarter and kinder choices in all areas of their lives. The Concerned Kids strives to support schools and communities in fostering safe and healthy environments where children are free to learn, live and play.

### **WHAT WE NEED FROM YOU:**

Everything we do is in the name of rocking out for a good cause, and we need your support to make 2022 the best year yet for Air Guitar Canada! Due to the global pandemic, there could be no World Air Guitar Championships in 2020 or 2021, and so we will be returning from a hiatus this year in full force. And with your help, we are ready to come back with a BANG!

We would like to request your support in making the Canadian Air Guitar Championships a success and join us in raising funds for a rocking good cause by becoming a sponsor, as outlined in the enclosed sponsorship package.

If you have any questions, please do not hesitate to contact our co-directors Nyree and Genevieve at [canadaairguitar@gmail.com](mailto:canadaairguitar@gmail.com). We look forward to your participation! For sponsorships opportunities, please do not hesitate to contact Daven Seebarran at [daven@theconcernedkids.com](mailto:daven@theconcernedkids.com)



Genevieve LeBlanc  
Co-Director



Nyree MacPherson.  
Co-Director



Daven Seebarran  
Executive Director, TCK



# AIR GUITAR

## EVENT AT A GLANCE

Seven or more regional championships will occur in cities such as Kamloops, BC, Red Deer, AB, Calgary, AB, Saskatoon, SK, Toronto, ON, Ottawa, ON, and Montreal, QC between May 1st, 2022 and July 20th, 2022. Each regional competition will elect a winner as their regional champion, who will travel to Toronto to represent their city in the national championships.

## CANADIAN AIR GUITAR NATIONAL CHAMPIONSHIPS

**WHEN:** Saturday, July 23rd, 2022

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**VENUE:** The Axis Club, Toronto, ON

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**TIME:** 8:00 PM - 12:00 PM

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**TICKETS:** \$20.00





# NATIONAL TITLE SPONSOR

**\$15,000**   **ONE OPPORTUNITY**

As the National Title Sponsor, your company will receive exclusivity as the only sponsor to receive the following benefits to the Canadian Air Guitar National Championships. You will also have the opportunity to host a company wide Air Guitar Championships with our team, with the winner earning a spot to compete for the title of Canadian National Air Guitar Champion.

## BRAND RECOGNITION

Your corporate logo and/or name will be featured on:

- Title Sponsorship, with the event being presented as "Canadian National Air Guitar Championships: Presented by (YOUR BRAND)"
- Prominent placement of your name or logo on event materials, including the following: entrance signage, event poster, and promotional videos
- Category exclusivity at the National Title Sponsorship level
- Prominent placement of your name or logo on all event correspondence and thank you notes
- Prominent logo with link to your website on the event webpage
- A social media shout out from the National Champion thanking your brand for your support

## HOSPITALITY

As the Title Sponsor you will receive:

- 20 VIP tickets to the Regional Championships of your choice
- 20 VIP tickets to the National Championships in Toronto
- A representative of your brand on the official national judging panel

## EVENT PROFILE

- Verbal recognition at the event, and all regional events across Canada
- Event signage and banners
- Your brand's air guitar champion competing alongside other regional champions

## MEDIA

Your corporate logo and/or name will be featured in:

- Advertisements promoting the events across social media platforms, including promotional videos
- Promotions for all regional championships across the country throughout the season
- Posters across Toronto
- Public thank you advertisement in the media



# REGIONAL TITLE SPONSOR

**\$7,500** **SEVEN+ OPPORTUNITIES**

As the National Title Sponsor, your company will receive exclusivity as the only sponsor to receive the following benefits to the Canadian Air Guitar National Championships. Y

## BRAND RECOGNITION

Your corporate logo and/or name will be featured on:

- Title Sponsorship, with the event being presented as “(CITY) Air Guitar Championships: Presented by (YOUR BRAND)”
- Prominent placement of your name or logo on event materials, including the following: entrance signage, event poster, and promotional videos
- Category exclusivity at the Regional Title Sponsorship level
- Prominent placement of your name or logo on all event correspondence and thank you notes
- Prominent logo with link to your website on the event webpage
- A social media shout out from the Regional Champion thanking your brand for your support

## HOSPITALITY

As the Title Sponsor you will receive:

- 20 VIP tickets to the Regional Championships you are sponsoring
- 10 VIP tickets to the National Championships in Toronto
- A representative of your brand on the official judging panel

## EVENT PROFILE

- Verbal recognition at the regional event.
- Event signage and banners

## MEDIA

Your corporate logo and/or name will be featured in:

- Advertisements promoting the events across social media platforms, including promotional videos
- Posters across the host city
- Public thank you advertisement in the media





# AIRESS SPONSOR

**\$5,000** **ONE OPPORTUNITY**

As the Airness Sponsor, your company will receive exclusivity as the only sponsor to receive the following benefits to the Canadian Air Guitar Championships.

## BRAND RECOGNITION

Your corporate logo and/or name will be featured on:

- Prominent placement of your name or logo on event materials, including the following: entrance signage, event poster, the promotional videos
- Category exclusivity at the Airness Sponsor level
- Prominent placement of your name or logo on all event correspondence and thank you notes
- Prominent logo with link to your website on the event webpage
- A social media shout out from the National Air Guitar Champion thanking your brand for your support

## EVENT PROFILE

- Verbal recognition at the regional event.
- Event signage and banners

## MEDIA

Your corporate logo and/or name will be featured in:

- Advertisements promoting the events across social media platforms, including promotional videos
- Posters across the host city
- Public thank you advertisement in the media

## HOSPITALITY

As the Title Sponsor you will receive:

- 10 VIP tickets to the regional championship of your choice
- 10 VIP tickets to the National Championships in Toronto



# MUSIC SPONSOR

**\$3,000 FIVE OPPORTUNITIES**

As a Music Sponsor, your company will be one of only a few sponsors to receive the following benefits to the Canadian Air Guitar Championships.

## BRAND RECOGNITION

Your corporate logo and/or name will be featured on:

- Placement of your name or logo on event materials, including the following: entrance signage, event poster, the promotional videos
- Placement of your name or logo on all event correspondence and thank you notes
- Logo with link to your website on the event webpage

## HOSPITALITY

As the Title Sponsor you will receive:

- 5 VIP tickets to the regional championship of your choice
- 5 VIP tickets to the National Championships in Toronto

## EVENT PROFILE

- Verbal recognition at the regional event.
- Event signage and banners

## MEDIA

Your corporate logo and/or name will be featured in:

- Advertisements promoting the events across social media platforms, including promotional videos
- Posters across the host city
- Public thank you advertisement in the media

# IN-KIND SPONSORSHIPS

You can also help us make this one-of-a-kind show a reality through in-kind donations of much needed merchandise or services to support our event. In exchange, you will receive excellent community exposure and advertising. We are especially interested in brands that can help us cover travel and accommodations for our competitors as well as food and beverage sponsors that can keep our champions well-fuelled!





## AIR GUITAR

# SPONSORSHIP FORM

Thank you for your interest in supporting The Concerned Kids and Air Guitar Canada. All proceeds from this event will support TCK's mission to give children confidence and lifelong tools to end bullying through immersive, interdisciplinary, art-inspired education and entertainment.

CONTACT NAME:

CONTACT PHONE:

COMPANY:

CONTACT ADDRESS:

CITY:

PROVINCE:

POSTAL:

CONTACT EMAIL:

WEBSITE ADDRESS:



**Yes! You can count on me to help support Air Guitar Championship and Concerned Kids.**

☐

National Title Sponsor

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Airess Sponsor

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In-Kind Contribution

☐

Regional Title Sponsor

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Music Sponsor

Estimated value:

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☐

Please send me an invoice in the amount of: \$ \_\_\_\_\_

☐

I am enclosing a cheque for \$\_\_\_\_\_

Please send your completed Sponsorship Form to Daven Seebarran at [daven@theconcernedkids.com](mailto:daven@theconcernedkids.com). Please send cheques payable to "The Concerned Kids Charity of Toronto" at 317-473 Church Street, Toronto, Ontario, M4Y 2C5. For more information, visit us online at [www.theconcernedkids.com/airguitar](http://www.theconcernedkids.com/airguitar)