



Light of Day  
CANADA

## SPONSORSHIP PACKAGE

# ABOUT LIGHT OF DAY

**One man's battle with Parkinson's disease has moved thousands into action  
- raising money and raising consciousness.**

Light of Day - the concerts and the organization - grew from a birthday party and fundraiser held in 1998 at the Downtown Cafe in Red Bank to celebrate the 40th birthday of artist, manager, and music industry veteran Bob Benjamin. Benjamin was diagnosed with Parkinson's disease in 1996. The shows, named after a Springsteen song which is also the title to a movie starring Michael J. Fox and Joan Jett, have raised funds for the ongoing fights against Parkinson's disease, ALS (Lou Gehrig's disease) and related diseases. In 2003, Fox, who also suffers from Parkinson's disease, joined Grushecky, Springsteen and Benjamin on stage for a performance of the show's (movies) theme song.

Since 1998, the Foundation has raised more than \$2.5 million to help support the fight against Parkinson's and related diseases by supporting research into better treatments, cures and support for patients suffering from Parkinson's and related diseases.

The international concert series that has featured performances in various locations by Bruce Springsteen, Michael J. Fox, John Resnick, Jakob Dylan, John Cafferty, Pat Travers, Darlene Love, Lucinda Williams, Willie Nile, Joe D'urso, Joe Grushecky, Jesse Malin, Gary U.S. Bonds, Max Weinberg, Southside Johnny, Marah, The Trews, The Sam Roberts Band, Paul Langlois, Tom Wilson and has been hosted by the likes of Vincent Pastore, Rowdy Roddy Piper, and Dave Hodge. Since our inception, Light of Day Canada has expanded from Niagara Falls and Toronto to Light of Day Hamilton in 2011, Light of Day Halifax in 2012 and Light of Day Kingston in 2013.

A CD featuring covers of Springsteen songs by various artists was released in 2003 on Benjamin's own Schoolhouse Records label. The CD, as well as a European version, also released in 2003, have sold over 30,000 units worldwide and raised an additional \$150,000 for Parkinson's research and for the Kristen Ann Carr Fund. All told, the Light of Day ventures have raised over one million dollars since 1998.

*For more information on the Light of Day Foundation visit [www.lightofday.org](http://www.lightofday.org).*

*"We're just around the corner to the light of day!"  
-- Bruce Springsteen*

# LIGHT OF DAY CANADA

*"I can personally attest to your first-class production and hospitality as I was able to attend LOD Niagara for the first time in November 2009...Your independent efforts as a third party fundraiser for Light of Day have been nothing short of outstanding in previous years but your efforts in 2015 were amazing."*

*- Bob Benjamin, Founder and CEO Light of Day Foundation*

Light of Day Canada joined the fight ten years ago and next to the New Jersey shows, the LOD Niagara show is highest grossing show and in 2015 LOD Niagara was the highest attended show in Light of Day's history. Over the years our shows have included great artists including; Blue Rodeo, John Cafferty & The Beaver Brown Band, Pat Travers, Ron Sexsmith, Gary US Bonds, Sam Roberts Band, Willie Nile, Joe D'urso, Joe Gruschecky & The Houserockers, Jesse Malin, Gary U.S. Bonds, , Southside Johnny & The Asbury Jukes, Marah, The Trews, , Paul Langlois of the Tragically Hip, Tom Wilson and has been hosted by the likes of Vincent Pastore of the Sopranos, Rowdy Roddy Piper, and Dave Hodge. Since our inception, Light of Day Canada has expanded from Niagara Falls and Toronto to Light of Day Hamilton in 2011, Light of Day Halifax in 2012 and Light of Day Kingston in 2013 and London in 2016.

Last year our concerts raised over \$70,000 and in 9 years we have raised over \$250,000 for Parkinson's Research and Care distributing all of our profits to Parkinson's Canada, Light of Day Foundation (New Jersey), and most recently to the Michael J Fox Foundation and the Steve Ludzik Parkinson's Rehab Clinic at Hotel Dieu Shaver Hospital in St. Catharines ON.

## WHO WE ARE

Light of Day Canada Foundation for Parkinson's Research and Care is a Canada Not-for-profit Corporation which began in 2007 with 2 modest shows, one in Niagara Falls and one in Toronto ON. The success of the shows and the enthusiasm and support of the 2 communities helped expand the show to larger venues and eventually to Hamilton, Halifax, Kingston, and now, London.

*"We're just around the corner to the light of day!"*

*-- Bruce Springsteen*

# OUR VISION

Light of Day Canada is committed to raising money through various events to distribute to Parkinson's organization that support Parkinson's research and care for Parkinson's victims and families. The 2 organizations that Light of Day Canada work closely with and distribute our proceeds to are the Light of Day Foundation and Parkinson's Canada. In 2015 we began contributing a percentage of our proceeds to the Michael J Fox Foundation, as well as the Hotel Dieu Shaver: Steve Ludzik Parkinson's Rehab Clinic.

As we grow, our vision is to provide support to local Parkinson's initiatives, as well as continuing to provide our Parkinson's Canada and the Bob Benjamin's Light of Day Foundation with funds to enable them to continue their great work!

Of course, our ultimate vision/goal is to play a role in eradicating Parkinson's and then, as the great Willie Nile once said, "we'll move on to kick the \$#% of the next cause"!

# WHO WE SUPPORT

As mentioned above all of the money raised through our concerts and events go directly to the Light of Day Foundation (New Jersey), Parkinson's Canada, Michael J Fox Foundation, and the Hotel Dieu Shaver: Steve Ludzik Parkinson's Clinic.

Coming off a very successful LOD Canada 9 in 2015, where our community raised over \$70,000 for Parkinson's research through concerts in Hamilton, Toronto, Niagara and Kingston. In 2015 we moved our Niagara show from the Greg Frewin Theatre (700 seats) to the Meridian Centre (4500 seats) and it was a huge success, raising more money and more awareness about the disease to those in our community!

In just nine years, Light of Day Canada organizers have raised close to \$300,000 in the fight against Parkinson's disease. This is in large part thanks to those who attend the shows and all of the great businesses who support LOD Canada through both in-kind and monetary sponsorship. In 2016, we are once again seeking sponsors and supporters to assist us in reaching our lofty, but very attainable, goal of \$250,000.

To do this we need your help!

Please take a moment to review the 2016 Sponsorship Packages below.

*"We're just around the corner to the light of day!"*  
-- Bruce Springsteen

# MARKETING & MEDIA SUPPORT

Light of Day Canada is supported by a comprehensive marketing and media relations program. With the assistance of a number of local media sponsors, a solid program of social media networking, and a year round media relations strategy, Light of Day Canada has become a widely recognized and highly-respected charity event.

As a Light of Day Canada sponsor you will benefit from:

- advertising, on-air promotion and interviews on leading local radio stations
- editorial coverage in Niagara, Hamilton, London, Kingston and Toronto newspapers and specialty publications
- pre-and post-event coverage on television/news programs
- prominent exposure on Light of Day Canada website which receives year-round updates
- Digital marketing campaign including:
  - E-blasts to full Light of Day Canada opt-in databases
  - year round promotion on Facebook, Twitter, Instagram, Pinterest and other social networking sites (both dedicated and associated fan and group pages)
- event posters at locations throughout Niagara, Hamilton, Kingston, London and Toronto
- representation on all event collateral including tickets, banners, signage, etc.

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-- Bruce Springsteen

# SPONSORSHIP OPPORTUNITIES

## National Title Sponsor - TBD

The benefits of becoming the Light of Day National Title Sponsor include:

- Exclusivity as the presenting sponsor for all events (Light of Day Canada presented by YOUR COMPANY NAME)
- Prominent identification and recognition at all Light of Day events
- Introductory remarks from your company representative at all shows
- Presenting sponsor logo prominently featured in event title on all event marketing and promotional materials (tickets, banners, signage, leaflets, invitations, programs)
- Corporate name and logo prominently featured on the Light of Canada website with a link to your website
- Presenting sponsor logo prominently featured in all digital marketing (including database mailings, Facebook, Twitter, Instagram and other social networking sites)
- Presenting sponsor name recognition in all media releases (print, radio, broadcast)
- Presenting sponsor logo prominently featured in all multi-media presentations looping on event dates at event locations.
- 20 complimentary tickets to all Light of Day events and VIP receptions
- Opportunity to purchase additional tickets before they go on sale to the public

## Local Title Sponsor - \$25,000 (3 available)

The benefits of becoming the Light of Day Local Title Sponsor include:

- Exclusivity as the presenting sponsor for local events (Light of Day Canada presented by YOUR COMPANY NAME)
- Prominent identification and recognition at all Light of Day events
- Title sponsor logo prominently featured in event title on all local event marketing and promotional materials (tickets, banners, signage, leaflets, invitations, programs)
- Corporate name and logo prominently featured on the Light of Canada website with a link to your website
- Title sponsor logo prominently featured in all digital marketing for local events (including database mailings, Facebook, Twitter, Instagram and other social networking sites)
- Presenting sponsor name recognition in all media releases (print, radio, broadcast)
- 10 complimentary tickets to all Light of Day events and VIP receptions
- Opportunity to purchase additional tickets before they go on sale to the public

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-- Bruce Springsteen

## **Venue Sponsor -\$5,000 (3 available)**

The benefits of becoming the Light of Day Venue Sponsor include:

- Prominent identification and recognition at all Light of Day events
- Introductory remarks from your company representative at all shows
- Presenting sponsor logo prominently featured in event title on all event marketing and promotional materials (tickets, banners, signage, leaflets, invitations, programs)
- Corporate name and logo prominently featured on the Light of Canada website with a link to your website
- Presenting sponsor logo prominently featured in all digital marketing (including database mailings, Facebook, Twitter, Instagram and other social networking sites)
- Venue sponsor name recognition in all media releases (print, radio, broadcast)
- Sponsor logo prominently featured in all multi-media presentations looping on event dates at event locations.
- 6 complimentary tickets to all Light of Day events and VIP receptions
- Opportunity to purchase additional tickets before they go on sale to the public

## **Gold Sponsor - \$2,500**

The benefits of becoming the Light of Day Gold sponsor include:

- Logo prominently featured in all event marketing and promotional materials (tickets, banners, signage, leaflets, invitations, programs)
- Logo prominently featured on the Light of Canada website with a link to your website
- Logo prominently featured in all digital marketing for local events (including database mailings, Facebook, Twitter, Instagram and other social networking sites)
- Gold sponsor name recognition in all media releases (print, radio, broadcast)
- 5 complimentary tickets to all Light of Day events and VIP receptions

## **Silver Sponsor - \$1,000**

The benefits of becoming the Light of Day Silver Sponsor include:

- Logo prominently featured on the Light of Canada website with a link to your website
- Name listed in event program
- Silver sponsor name recognition in all digital marketing for local events (including database mailings, Facebook, Twitter, Instagram and other social networking sites)
- Silver sponsor name recognition in all media releases (print, radio, broadcast)
- 2 complimentary tickets to all Light of Day events and VIP receptions

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## Bronze Sponsor - \$500

The benefits of becoming the Light of Day Bronze Sponsor include:

- Name listed on the Light of Canada website with a link to your website
- Name listed in the event program
- Bronze sponsor name recognition in all digital marketing for local events (including database mailings, Facebook, Twitter, Instagram and other social networking sites)
- Bronze sponsor name recognition in all media releases (print, radio, broadcast)
- 2 complimentary tickets to all Light of Day events and VIP receptions

## BECOME A SPONSOR

If you wish to become a sponsor/supporter of the Light of Day Canada, please contact our organizers for detailed information.

**Dave Rotella** (Niagara)  
[dave@lightofdaycanada.com](mailto:dave@lightofdaycanada.com)  
905-357-4977

**Mike Minervini** (Niagara)  
[mike@lightofdayniagara.com](mailto:mike@lightofdayniagara.com)

**Sam Grosso** (Toronto)  
[sam@lightofdaycanada.com](mailto:sam@lightofdaycanada.com)

**Gord Hunter** (Kingston)  
[gord@lightofdaycanada.com](mailto:gord@lightofdaycanada.com)

**These events are not-for-profit events. All proceeds from the Light of Day Canada events are distributed to the following organizations:**



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-- Bruce Springsteen





[www.lightofdaycanada.com](http://www.lightofdaycanada.com)

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