



Light of Day  
CANADA

# SPONSORSHIP PACKAGE 2023





Light of Day Canada Foundation has raised over \$500,000 in the last 15 years. What began in 2007 with 2 modest events in Niagara Falls and Toronto has expanded to include shows in Hamilton, St. Catharines, Kingston and London at venues like the Meridian Centre, the Scotiabank Convention Centre and the Pheonix Concert Theatre.

Light of Day Canada is committed to raising money through various events to distribute to organizations that support Parkinson's research and care, as well as, Cancer research and care.

We work closely with and distribute funds to: The Light of Day Foundation (US) for Parkinson's Care and The Walker Cancer Clinic in support of The Niagara Health Foundation.

*We're just around the corner...*



Photography By John Cavanaugh





# UPCOMING SHOWS

## **LOD CANADA '23**

Saturday, October 28, 2023

Central Community Centre  
680 York Road  
Niagara-on-the-Lake



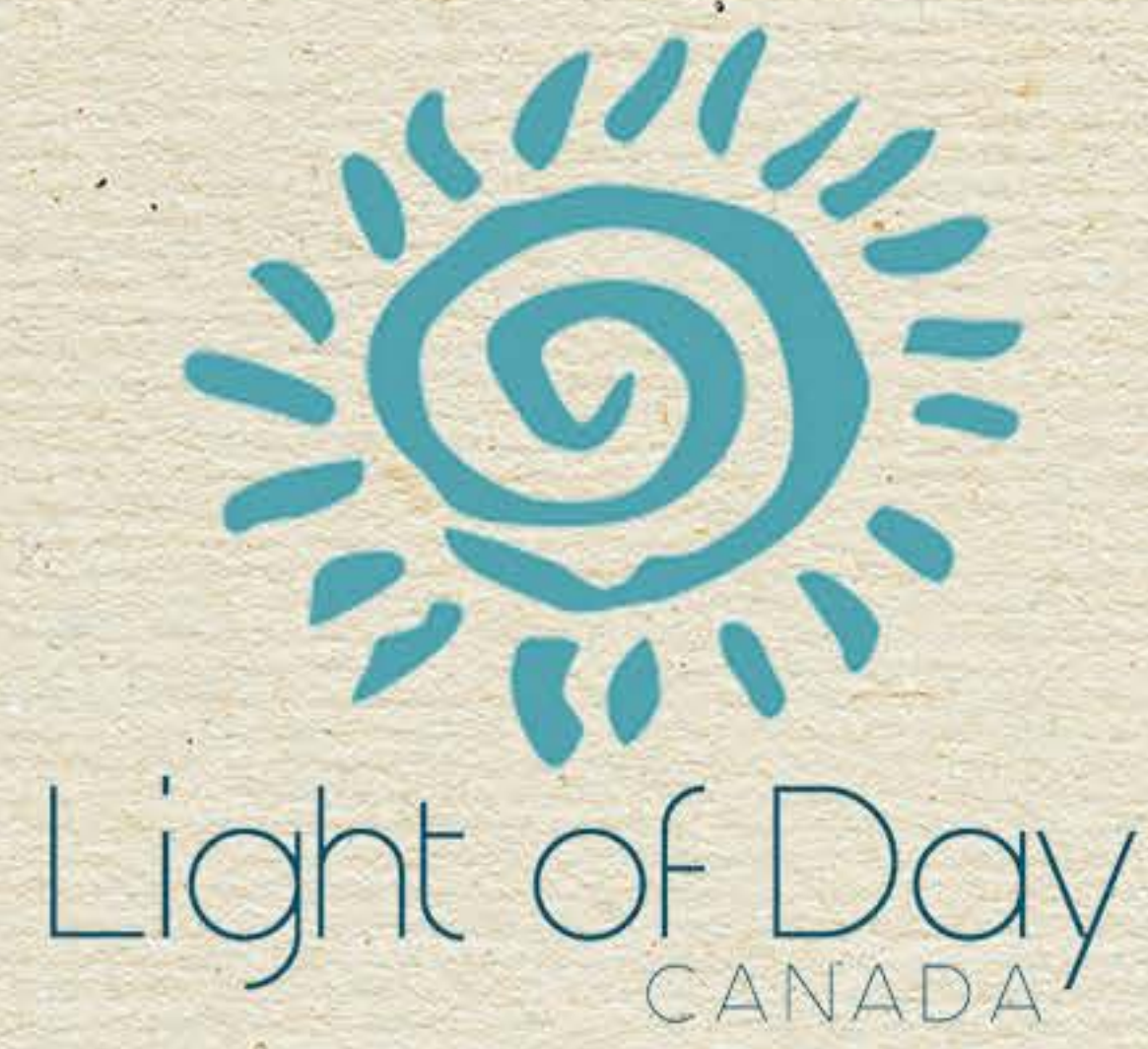
## **LIGHT OF DAY AFTER-PARTY**

Saturday, October 28, 2023

Central Community Centre  
680 York Road  
Niagara-on-the-Lake





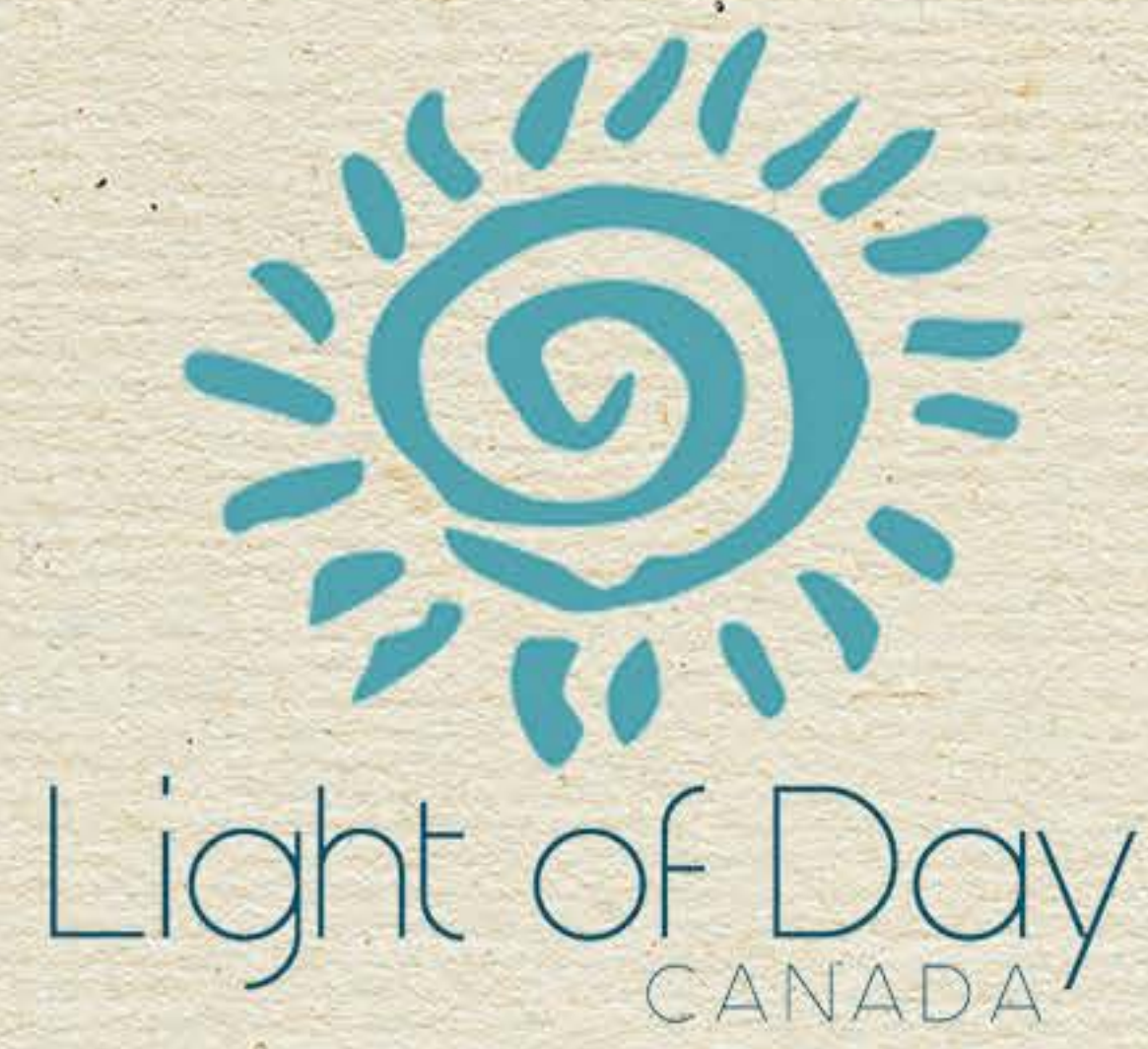


# SPONSORSHIP OPPORTUNITIES

## **TITLE SPONSOR** **\$10,000**

- Exclusivity as the presenting sponsor for all events
- Prominent identification and recognition at all Light of Day Canada events
- Logo prominently featured in event title on all local event promotional materials
- Corporate name and logo prominently featured in all digital marketing for local events
- Presenting sponsor name recognition in all media (social, print, radio)
- 10 tickets in VIP seating area
- Opportunity to purchase additional tickets before they go on sale to the public
- 10 tickets to VIP Reception and After-Party



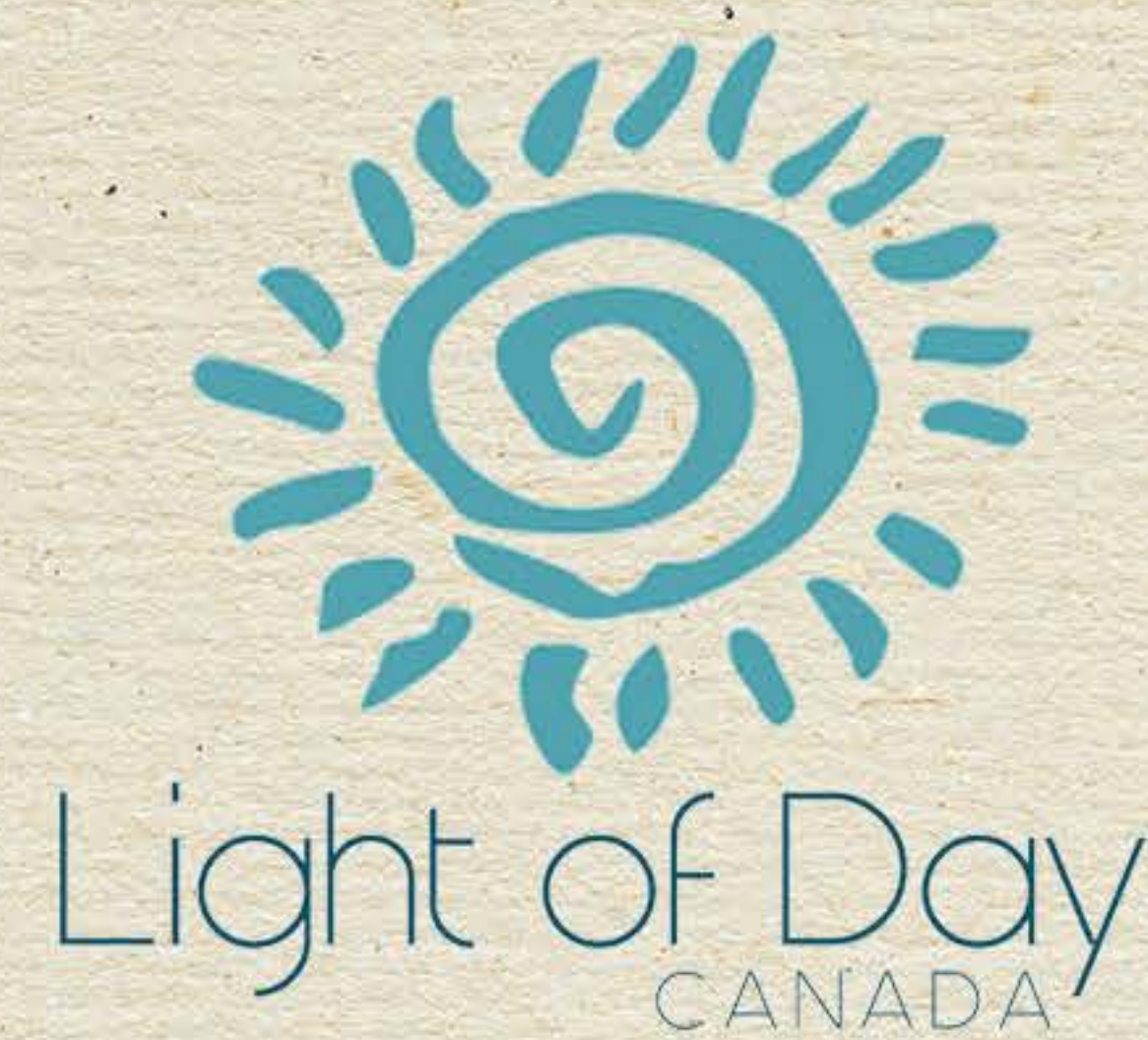


# SPONSORSHIP OPPORTUNITIES

## PLATINUM SPONSOR \$5,000

- Logo prominently featured in all event marketing and promotional materials (tickets, banners, signage, leaflets, invitations, programs)
- Logo prominently featured on Light of Day Canada website with link to your website
- Logo Prominently featured in all digital marketing for local events (including database mailings and social media streams)
- Platinum sponsor name recognition in all media releases (print, radio, broadcast)
- 8 tickets in VIP seating area
- Opportunity to purchase additional tickets before they go on sale to the public
- 8 tickets to VIP Reception and After-Party



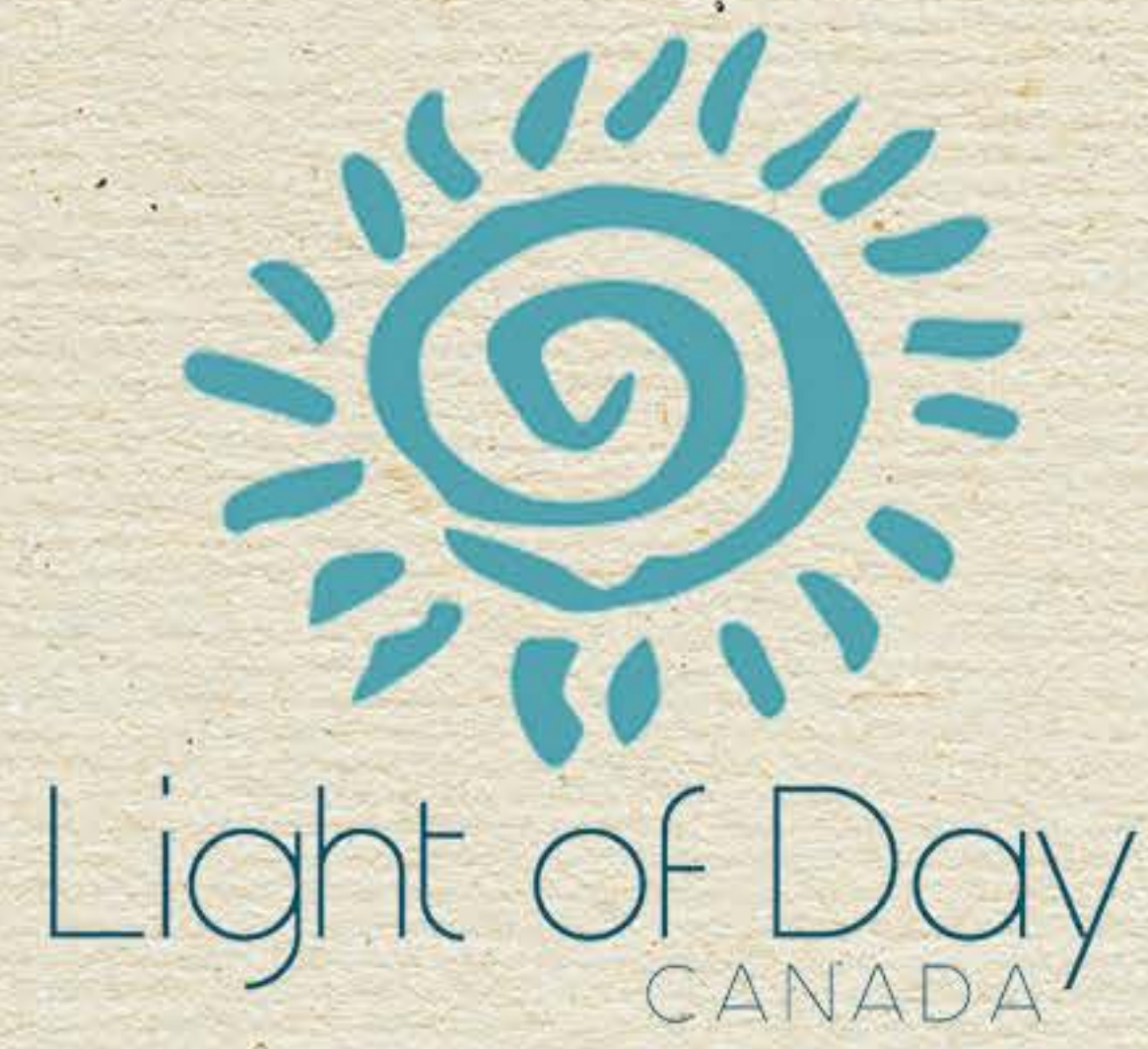


# SPONSORSHIP OPPORTUNITIES

## **GOLD SPONSOR** **\$2500**

- Logo prominently featured on the Light of Day Canada website with a link to your website
- Logo listed in event program
- Gold sponsor name recognition in all digital marketing for local events (including database)
- Gold sponsor name recognition in all media (social, print, radio)
- 4 complimentary tickets in the VIP seating area
- 4 tickets to the VIP reception and After-Party



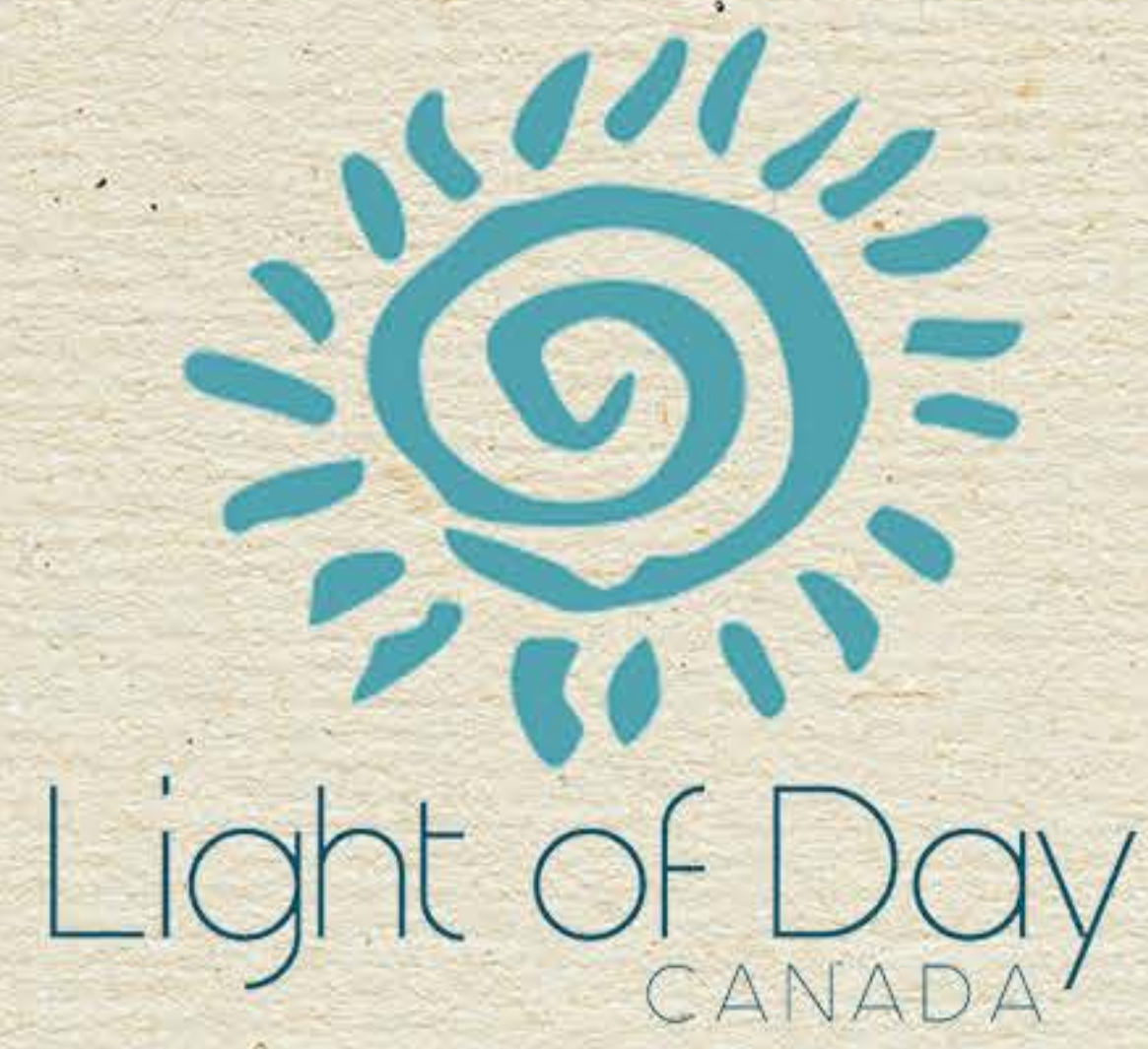


# SPONSORSHIP OPPORTUNITIES

## SILVER SPONSOR \$1000

- Name & logo listed on the Light of Day Canada website with a link to your website
- Name listed in the 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 in the VIP seating area
- 2 VIP Reception & After Party



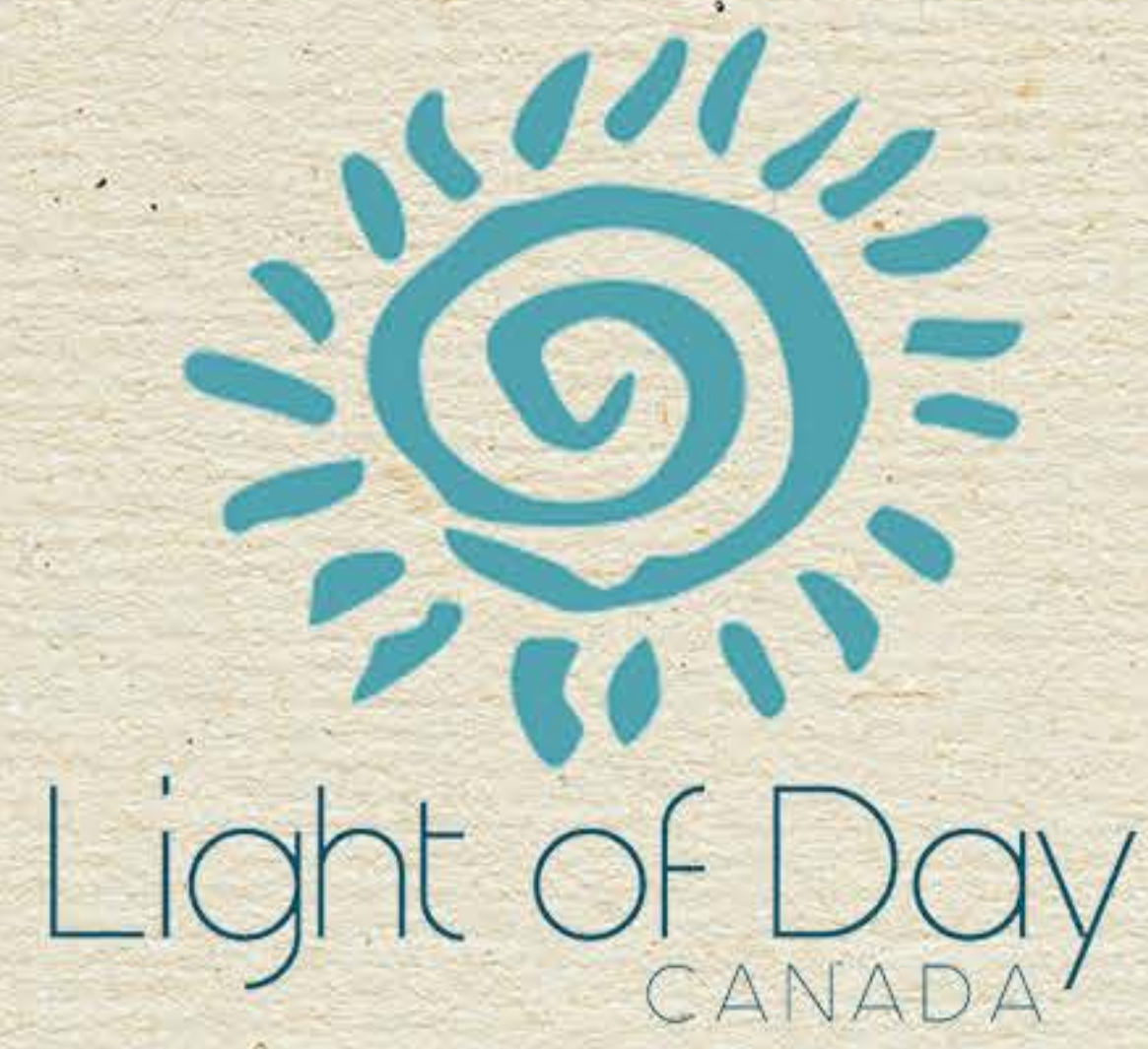


# SPONSORSHIP OPPORTUNITIES

## BRONZE SPONSOR \$500

- Name & logo listed on the Light of Day 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 the show





# SPONSORSHIP OPPORTUNITIES

## FRIENDS OF LIGHT OF DAY \$250

- Name featured in event marketing and promotional materials (tickets, banners, signage, leaflets, invitations, programs)
- Name featured in digital marketing for local events (including database mailings and social media streams)
- 1 ticket to the show
- Signed promotional materials



# PAST PERFORMERS

Since 2007 many great Canadian and U.S. artists have graced our Light of Day Canada stages in Niagara Falls, Toronto, Hamilon, London and Kingston

Here are a just few of our Light of Day artists & hosts:

**STEVE EARLE & THE DUKES**

**BLUE RODEO**

**GARY U.S. BONDS**

**SOUTHSIDE JOHNNY & THE ASBURY JUKES**

**JOHN CAFFERTY & THE BEAVER BROWN BAND**

**PAT TRAVERS**

**SAM ROBERTS BAND**

**THE TREWS**

**RON SEXSMITH**

**ALEX LIGERTWOOD (SANTANA)**

**WALLY PALMER (THE ROMANTICS)**

**STEVE FORBERT**

**JOHN EDDIE**

**CHUCK PROPHET**

**VINCENT PASTORE**

**“ROWDY” RODDY PIPER**

**JOE GRUSHECKY & THE HOUSEROCKERS**

**MISS EMILY**

**THE NORTHER PIKES**

**PAUL LANGLOIS**

**JAKE CLEMONS**

**DAVE HODGE**

**TOM WILSON**

**JOE D’URSO & STONE CARAVAN**

**WILLIE NILE**

**BOBBY MAHONEY & SEVENTH SON**

**JASON HEATH & THE GREEDY SOULS**

**JESSE MALIN**

**PETER ELKAS**

**THE RICK ROSE BAND**

**RON LASALLE**

**DEAN MCTAGGART**





**Light of Day Canada supports the following organizations:**







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

5602 Magnolia Drive, Niagara Falls, ON L2H 3J4

P: 905-357-4977 E: [sponsors@lightofdaycanada.com](mailto:sponsors@lightofdaycanada.com)