

IN SUPPORT OF YOUTH MENTAL HEALTH



*ignite*  
CONCERT

[www.igniteconcert.ca](http://www.igniteconcert.ca)

SPONSORSHIP PACKAGE



**THE GROVE**  
YOUTH WELLNESS HUBS



# ignite

CONCERT

JOIN US for an outdoor celebration of our incredible youth in Guelph and Wellington County!

- + Live music performances scheduled throughout the day
- + Food trucks and activities

SATURDAY, JULY 2, 2022

3PM – 10PM

THE GRANDWAY EVENTS CENTRE

7445 WELLINGTON COUNTY RD 21, ELORA, ON N0B 1S0

## PURPOSE

To raise funds and awareness for The Grove Youth Wellness Hubs in Guelph & Wellington County

[www.igniteconcert.ca](http://www.igniteconcert.ca)

Please review the various sponsorship levels as outlined on the following pages and let us know how you would like to support Ignite and youth mental health. We appreciate your time and interest and look forward to discussing sponsorship possibilities with you.

EXCLUSIVE OPPORTUNITY



## PRESENTING SPONSOR

**\$20,000**

As the Ignite Presenting Sponsor, your company will receive exclusivity as the only sponsor to receive this group of benefits in its entirety of Ignite for Youth Mental Health.

### HOSPITALITY

- Two tables (16 tickets) to priority seating area VIP Patio, including upscale BBQ buffet meal
- Exclusivity in this category
- Recognition on the Donor Wall at all seven youth hub locations
- Speaking opportunity to address the audience during the event
- Invitation for you and your guests to attend the Sponsor reception prior to the event (maximum 16 entries)

### BRAND RECOGNITION

- Recognition on press release and in media kit developed to promote the event, with opportunity to include a corporate statement in the press kit
- Logo placement on all the screens at the GrandWay
- Logo recognition on entry signage and stage signage

- Recognition prominently displayed throughout the evening
- Opportunity to name a room at The Grove for five years.

### MEDIA

- Opportunity to participate in promotion video
- Publicly recognized in formal remarks
- Premium/largest logo placement on sponsor banner prominently displayed in event space
- Recognition on The Grove website
- Social Media exposure as our Presenting Sponsor
- Plaque with sponsorship level

EXCLUSIVE OPPORTUNITY 

## PERFORMANCE SPONSOR

### \$15,000

As the Ignite Performance Sponsor, your company will receive exclusivity as the only sponsor to receive this group of benefits in its entirety of the Ignite Concert Event.

#### HOSPITALITY

- Two tables (16 tickets) priority seating area VIP Patio, including upscale BBQ buffet meal
- Exclusivity in this category
- Invitation for you and your guests to attend the Sponsor reception prior to the event (maximum 10 entries)

#### BRAND RECOGNITION

- Recognition on the Donor Wall at all seven Youth hub locations
- Publicly recognized in formal remarks
- Emcee to introduce main act, followed by "Presented by our performance sponsor, YOUR NAME HERE"
- Opportunity to be publicly recognized through a naming opportunity at The Grove for five years
- Plaque with sponsorship level

#### MEDIA

- Opportunity to provide :30sec promotional video to be shared with event participants
- Logo placement on all the screens at the GrandWay for event
- Logo placement on sponsor banner prominently displayed in event space
- Logo placement on stage signage
- Recognition on The Grove website
- Social Media exposure as our Performance Sponsor

EXCLUSIVE OPPORTUNITY 

## BEER GARDEN SPONSOR

### \$10,000

As the Ignite Beer Garden Sponsor, your company will receive the following benefits:

#### HOSPITALITY

- One table (8 tickets) priority seating area VIP Patio, including upscale BBQ buffet meal
- Reserved table within the Beer Garden
- Invitation for you and your guests to attend the Sponsor reception prior to the event (maximum 8 entries)
- Opportunity to provide exclusive pouring rights

#### BRAND RECOGNITION

- Recognition on the Donor Wall at all seven Youth hub locations
- Recognition on press release and in media kit developed to promote the event
- Opportunity to provide branded napkins/coasters
- Plaque with sponsorship level

#### MEDIA

- Logo recognition in the event promotional video and in all digital marketing
- Opportunity to provide :30sec promotional video to be shared with event participants
- Logo placement on all the screens at the GrandWay for event
- Logo placement on all Beer Garden signage

## VIP PATIO SPONSOR

### \$10,000

As the Ignite VIP Patio Sponsor, your company will receive the following benefits:

#### HOSPITALITY

- 1 Premium Patio Table (seats 8 guests), including upscale BBQ buffet for 8 guests
- Invitation for you and your guests to attend the Sponsor reception prior to the event (maximum 8 entries)

#### BRAND RECOGNITION

- Recognition on the Donor Wall at all seven Youth hub locations
- Publicly recognized in formal remarks
- Logo placement on sponsor banner prominently displayed on VIP Patio
- Logo placement on all patio table number signs
- Logo placement on all VIP Patio signage

#### MEDIA

- Opportunity to provide :30sec promotional video to be shared with event participants
- Logo placement on all the screens at the GrandWay
- Recognition on The Grove website
- Social Media exposure as our VIP Patio Sponsor

## LIGHT SHOW SPONSOR

### \$10,000

As the Ignite Light Show Sponsor, your company will receive the following benefits:

#### HOSPITALITY

- 1 Premium Patio Table (seats 8 guests), including upscale BBQ buffet for 8 guests
- Invitation for you and your guests to attend the Sponsor reception prior to the event (maximum 8 entries)

#### BRAND RECOGNITION

- Recognition on the Donor Wall at all seven Youth hub locations
- Publicly recognized in formal remarks when light show is announced
- Logo included on sponsor banner prominently displayed in event space
- Plaque with Sponsorship level

#### MEDIA

- Opportunity to provide :30sec promotional video to be shared with event participants
- Recognition on The Grove website
- Social Media exposure as a Gold Sponsor

## **FOOD TRUCK ALLEY SPONSOR**

**\$7,500**

As the Ignite Food Truck Alley Sponsor, your company will receive the following benefits:

### HOSPITALITY

- Invitation for you and your guests to attend the Sponsor reception prior to the event (maximum 8 entries)

### BRAND RECOGNITION

- Exclusive logo placement in Food Truck area signage
- Publicly recognized in formal remarks
- Logo included on sponsor banner prominently displayed in event space

### MEDIA

- Logo placement on all the screens at the GrandWay
- Recognition on The Grove website as Food Truck Alley Sponsor
- Social Media exposure as our Food Truck Alley sponsor

## **YOUTH TICKET SPONSOR**

**\$5,000**

As the Ignite Youth Ticket Sponsor, your company will receive the following benefits:

### HOSPITALITY

- Eight (8) VIP tickets to the event
- Invitation for you and your guests to attend the Sponsor reception prior to the event (maximum 8 entries)

### BRAND RECOGNITION

- Recognition on the Donor Wall at all seven Youth hub locations
- Logo inclusion on sponsor banner prominently displayed in event space
- Mention in event remarks for subsidizing Youth Ticket price

### MEDIA

- Logo inclusion on the ticket sales webpage
- Logo placement on all the screens at the GrandWay
- Recognition on The Grove website as Ticket Sponsor
- Social Media exposure as our Youth Ticket Sponsor

## **COMMUNITY SPONSOR**

**\$2,500**

As the Ignite Community Sponsor, your company will receive the following benefits:

### HOSPITALITY

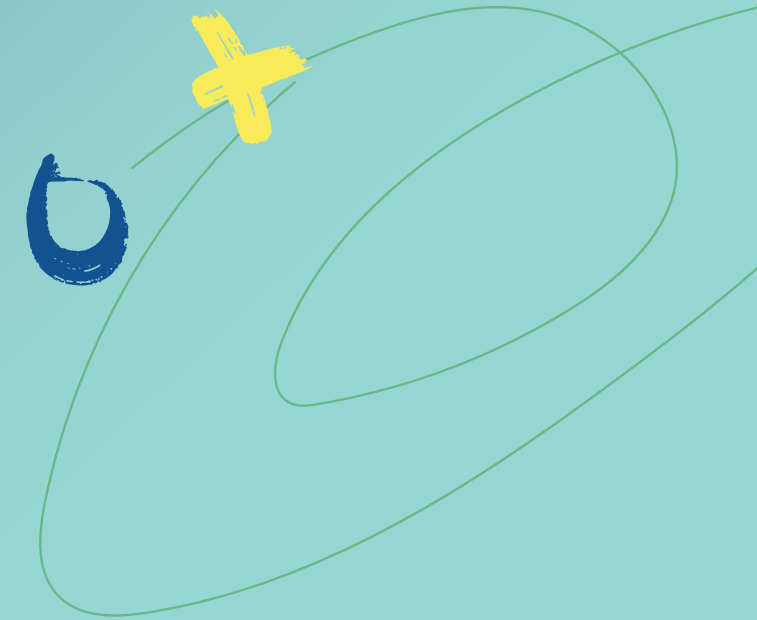
- Eight general admission tickets to the event

### BRAND RECOGNITION

- Publicly recognized in formal remarks
- Logo included on sponsor banner prominently displayed in event space

### MEDIA

- Recognition on The Grove website
- Social Media exposure as a Community Sponsor





# THANK YOU

We look forward to including your organization as a sponsor of the Grove Youth Hubs Ignite Event in support of Youth Mental Health.

### Additional ways to support the Ignite Event:

- Event Tickets – Adult: \$50.00
- Youth: \$25.00 (12 to 26)
- Children under 12 are free

- VIP Table Purchases
- Cash and Gift-In-Kind Donations

### For more information, please contact:

Jeff Hoffman, *Chief Development Officer*  
 jeff@thegrovehubs.ca  
 519-831-0777

[www.igniteconcert.ca](http://www.igniteconcert.ca)



## WE WISH TO BE RECOGNIZED AS A:

- |  |            |   |            |
|--|------------|---|------------|
| <input type="checkbox"/> Presenting Sponsor  | (\$20,000) | <input type="checkbox"/> Light Show Sponsor       | (\$10,000) |
| <input type="checkbox"/> Performance Sponsor | (\$15,000) | <input type="checkbox"/> Food Truck Alley Sponsor | (\$7,500)  |
| <input type="checkbox"/> Beer Garden Sponsor | (\$10,000) | <input type="checkbox"/> Youth Ticket Sponsor     | (\$5,000)  |
| <input type="checkbox"/> VIP Patio Sponsor   | (\$10,000) | <input type="checkbox"/> Community Sponsor        | (\$2,500)  |

## ADDITIONAL WAYS TO SUPPORT:

**Event Tickets:** \_\_\_\_\_ @ \$50.00 Adult = \$ \_\_\_\_\_  
 \_\_\_\_\_ @ \$25.00 Youth (12 to 26) Children under 12 are free = \$ \_\_\_\_\_

**Donation:** Amount \$ \_\_\_\_\_

**VIP Table:** \_\_\_\_\_ @ \$1000.00 = \$ \_\_\_\_\_

**Gift-In-kind:** Description: \_\_\_\_\_ Value: \$ \_\_\_\_\_  
 (Business/Tax Receipt will be issued in accordance with CRA Guidelines.)

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Completion of this agreement form is confirmation of your support as a sponsor, as set out above. Upon receipt of this form, THE GROVE will send an invoice for payment of the sponsorship amount. The sponsor is to make payment to The GROVE within 30 days prior to the event. Please note that sponsorships are non-refundable.


## PAYMENT OPTIONS:

- Please invoice
- Payment enclosed (Cheques made payable to **East Wellington Community Services**)
- Credit card (MasterCard, Visa) #: \_\_\_\_\_ Exp: \_\_\_\_\_

### Please return form and payment to:

The Groves Hub (Ignite Concert) 900 Tower St. S, Fergus, ON N1M 3N7





Visit [www.igniteconcert.ca](http://www.igniteconcert.ca) and support youth mental health.

 @thegrovehubs  
 [www.thegrovehubs.ca](http://www.thegrovehubs.ca)  
 833-43-GROVE (47683)



**THE GROVE**  
YOUTH WELLNESS HUBS ONTARIO