



THE ROCKIN' BIG GIVE 2017



SPONSORSHIP PACKAGE

March 31, 2017 • 8 pm

The Concert Hall, 888 Yonge Street, Toronto

ROCK OUT WITH US AND SUPPORT NEWFOUNDLAND & LABRADOR CHARITIES

It's Canada's 150th birthday so let's celebrate the anniversary of the youngest province joining Confederation and raise funds for charities back home.



THE SMILING LAND FOUNDATION

The Smiling Land Foundation was created in 2008 for one purpose—to showcase the rich culture of Newfoundland and Labrador while supporting charities that benefit the province. The Foundation embodies a strong appreciation of the culture of Newfoundland and Labrador; and a hope for a future where those of us facing obstacles are given every opportunity to succeed.

To date the Smiling Land Foundation, through its fundraising event the Rockin' Big Give, has contributed over \$1.5 million to Newfoundland and Labrador charities. This success is driven by the patronage of our sponsors and attendees at our signature events.

The Smiling Land Foundation is a testament to the giving nature of the people of Newfoundland and Labrador, and a celebration of our desire to give back to the organizations that make our home great.

BOARD OF DIRECTORS

PAUL SPARKES
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JEFF MOULAND
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“WHEN SUNRAYS
CROWN THY
PINE-CLAD HILLS

AND SUMMER
SPREADS HER HAND

WHEN SILVERN
VOICES TUNE
THY RILLS

WE LOVE THEE
SMILING LAND.”



THE ROCKIN' BIG GIVE

MARCH 31, 2017

THE CONCERT HALL, TORONTO

(FORMERLY MASONIC TEMPLE)

The Smiling Land Foundation donates directly to Newfoundland and Labrador Charities. These funds are generated exclusively from the organization's signature fundraising event—The Rockin' Big Give.

The goal of this event is to spread Canada's warm and welcoming Newfoundland and Labrador culture and spirit to the mainland, and to connect our attendees in Toronto to some of the important social initiatives underway back home.

In 2017 the Rockin' Big Give is having a special birthday and anniversary party! Newfoundland and Labrador joined Confederation at 11:59 pm on March 31, 1949—and there's no better year to throw ourselves a special birthday party than in Canada's 150th year!

Please join us on March 31, 2017 to celebrate Newfoundland and Labrador's anniversary of becoming a province and Canada's 150th birthday. And to help us raise important funds for two worthy Newfoundland and Labrador charities.

**IT'S A ONE OF A
KIND BIRTHDAY
AND ANNIVERSARY
PARTY THE ROCKIN'
BIG GIVE**

**IN A ONE OF A KIND
HISTORIC VENUE
THE CONCERT HALL
(FORMERLY MASONIC TEMPLE)**

**A ONE OF A KIND
MUSICAL SOIREE
ALAN DOYLE AND
THE BEAUTIFUL
GYPSIES**

**WITH A ONE OF
A KIND CULINARY
EXPERIENCE
CELEBRITY CHEF
TODD PERRIN OF
MALLARD COTTAGE**

**TO BENEFIT
TWO IMPORTANT
CHARITIES
THE RESOURCE
CENTRE FOR THE
ARTS/LSPU HALL
AND KANGIDLUASUK
STUDENT
PROGRAM AT
TORGAT MOUNTAINS
BASE CAMP**

SPONSORSHIP DETAILS

WE INVITE YOU TO BE A PART OF THE ROCKIN' BIG GIVE.

As a sponsor you will help sustain the unique cultural heritage of Newfoundland and Labrador and improve the future for Inuit youth. Sponsorship provides a unique opportunity to be recognized as a leading corporate citizen. Your support helps expand the reach of great community organizations with unique and important contributions to the future of Newfoundland and Labrador.

CONFEDERATION PRESENTING SPONSOR \$50,000

PETTY HARBOUR ENTERTAINMENT SPONSOR \$25,000

QUIDI VIDI THE CULINARY EXPERIENCE SPONSOR \$25,000

LABRADOR AUCTION SPONSOR \$10,000

NEWFOUNDLAND RAFFLE SPONSOR \$10,000

OUTPORT RECEPTION SPONSOR \$10,000

TOWNIE GENERAL SPONSOR \$5,000

CONFEDERATION PRESENTING SPONSOR \$50,000

- 30 tickets the Rockin' Big Give
- Corporate name recognition as **Presenting Sponsor** in all pre-promotional advertising, smilingland.ca, staff and volunteer tee shirts and on a large banner in the concert area.
- Corporate link on smilingland.ca
- Corporate name recognition as **Presenting Sponsor** by event emcee
- Corporate name in post-event "thank-you" advertising with our media partners and on smilingland.ca

PETTY HARBOUR ENTERTAINMENT SPONSOR \$25,000

- 16 tickets to Rockin' Big Give
- Corporate name recognition in all pre-promotional advertising, smilingland.ca, staff and volunteer tee-shirts and on a large banner in the concert area.
- Corporate link on smilingland.ca
- Corporate name recognition by event emcee
- Corporate name in post-event "thank-you" advertising with our media partners and on smilingland.ca

QUIDI VIDI THE CULINARY EXPERIENCE SPONSOR \$25,000

- 16 tickets to Rockin' Big Give
- Corporate name recognition in all pre-promotional advertising, smilingland.ca, staff and volunteer tee-shirts and on a large banner in the concert area.
- Corporate link on smilingland.ca
- Corporate name recognition by event emcee
- Corporate name in post-event "thank-you" advertising with our media partners and on smilingland.ca

SPONSORSHIP DETAILS CONT'D

LABRADOR

AUCTION SPONSOR \$10,000

LIVE & SILENT AUCTIONS

- 8 tickets to Rockin' Big Give
- Corporate name recognition on smilingland.ca and on all digital and print auction materials
- Corporate link on smilingland.ca
- Corporate name in post-event "thank-you" advertising with our media partners and on smilingland.ca

NEWFOUNDLAND

RAFFLE SPONSOR \$10,000

- 8 tickets to Rockin' Big Give
- Corporate name recognition on smilingland.ca and on all digital and print auction materials
- Corporate link on smilingland.ca
- Corporate name in post-event "thank-you" advertising with our media partners and on smilingland.ca

OUTPORT

RECEPTION SPONSOR \$10,000

- 8 tickets to Rockin' Big Give
- Corporate name recognition on smilingland.ca and on banner at VIP reception location
- Corporate link on smilingland.ca
- Corporate name in post-event "thank-you" advertising with our media partners and on smilingland.ca

TOWNIE

GENERAL SPONSOR \$5,000

- 4 tickets to Rockin' Big Give
- Corporate name recognition on smilingland.ca and on banner at the event
- Corporate link on smilingland.ca
- Corporate name in post-event "thank-you" advertising with our media partners and on smilingland.ca

2017 SELECTED CHARITIES

FOR 2017 THE FOUNDATION HAS SELECTED TWO WONDERFUL AND DESERVING CHARITIES

THE RESOURCE CENTRE FOR THE ARTS/LSPU HALL AND KANGIDLUASUK STUDENT PROGRAM AT THE TORNGAT MOUNTAINS BASE CAMP IN LABRADOR

THE RESOURCE CENTRE FOR THE ARTS/LSPU HALL

Stop anyone in St. John's and ask for directions to The Hall and everyone knows immediately what you mean. The Hall is the moniker for both the LSPU Hall and RCA Theatre Company. Nestled in the heart of downtown St. John's, The Hall is an unbeatable combination of iconic performance facility and a cutting edge theatre company. The Hall showcases the vibrant arts community in Newfoundland and Labrador by providing much needed resources for performing artists to develop their work and get it in front of an audience. The Hall develops both the artist and the audience. The Hall showcases and protects Newfoundland and Labrador culture with 245 nights of programming each and every year!

Funds received from the Smiling Land Foundation Rockin' Big Give 2017 will enable establishment of an endowment fund to support growth of The Hall and protection of its programming into the future.

Dividends from the Endowment Fund will be used to

- Launch a ground-breaking pilot project to allow The Hall to be able to offer the main stage rent and risk free to professional theatre companies.
- Continue to provide **state of the art equipment** both in the theatre and for touring.
- Launch a **Chair Naming Initiative**, installing plaques of commemoration on our chairs in the LSPU Hall mainstage, meant to honor those who built and created the international legacy which is ours. This will keep the legacy alive of those who have contributed so much to the protection of the Newfoundland and Labrador culture: Mike Wade, Mercedes Barry, Janice Spence, Flip Janes, Ron Hynes, Gerry Squires, and all the others who have before us.
- Create new opportunities for **programming initiatives**.



2017 SELECTED CHARITIES

THE KANGIDLUASUK STUDENT PROGRAM AT THE TORNGAT MOUNTAINS BASE CAMP IN LABRADOR

The KANGIDLUASUK Student program provides experiential work and learning opportunities for Inuit youth from Nunatsiavut, Nunavik, and across Canada at an Inuit base camp in the Torngat Mountains. The KANGIDLUASUK Student Program is designed to bring Inuit youth together to share learnings and help them become leadership ambassadors in their communities.

Through a multi-faceted and cross-cultural internship integrating Inuit culture, arctic science, and outdoor adventure, KANGIDLUASUK students:

- Live, learn and work together with some of Canada's top Arctic researchers, Parks Canada staff, local Inuit leaders and elders.
- Experience traditional Inuit practices, values and customs.
- Explore the Torngat Mountains as an Inuit homeland.
- Acquire practical work experience and build respect, self-confidence and other leadership skills.

- Support each other while discovering areas of personal interest, skill, and capacity.
- Engage in environmental stewardship initiatives in Torngat Mountains National Park.
- Experience healthy living—drug and alcohol free.
- Find inspiration and share reflections through music, art, writing, and storytelling.





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March 31, 2017 • 8 pm
The Concert Hall, 888 Yonge Street, Toronto

Featuring **Alan Doyle** and **The Beautiful Gypsies**

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NEWFOUNDLAND & LABRADOR CHARITIES**

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MARCH 31, 2017
THE CONCERT
HALL, TORONTO

WE TRULY APPRECIATE YOUR TIME
AND CONSIDERATION.

THANK YOU FOR SUPPORTING THE
SMILING LAND FOUNDATION!



SPONSOR OPTIONS

- CONFEDERATION**
PRESENTING SPONSOR
\$50,000
- PETTY HARBOUR**
ENTERTAINMENT SPONSOR
\$25,000
- QUIDI VIDI**
THE CULINARY
EXPERIENCE SPONSOR
\$25,000
- LABRADOR**
AUCTION SPONSOR
\$10,000
- NEWFOUNDLAND**
RAFFLE SPONSOR
\$10,000
- OUTPORT**
RECEPTION SPONSOR
\$10,000
- TOWNIE**
GENERAL SPONSOR
\$5,000

PAYMENT

Name _____

Card # _____ exp ____ / ____

Address _____

Home # _____

Cell # _____

Work # _____

Visa

Mastercard

Cheque enclosed
(payable to Smiling Land Foundation)

CONTACT

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