

ONE 🍷🍷 LAST

ROCKIN' BIG GIVE



SPONSORSHIP PACKAGE

MAY 12, 2018 @ 8 PM The Concert Hall, 888 Yonge Street, Toronto



The Smiling Land Foundation

Since the Smiling Land Foundation was created in 2008, it has stayed true to its original purpose. By celebrating Newfoundland and Labrador culture, the Foundation can support charities working toward a better future for the province. It's a testament to Newfoundlanders and Labradorians' giving nature, and our way of giving back to the place we call home.

To date, \$1.5 million has been contributed to Newfoundland and Labrador charities through our signature fundraiser: the Rockin' Big Give. This success wouldn't be possible without the support of all our sponsors and event attendees.



**Our final Rockin' Big Give
will be our biggest and
best party yet!**

The Concert Hall
(formerly Masonic Temple)
888 Yonge Street, Toronto

SATURDAY
MAY 12, 2018 @ 8 PM

Prepare for a night of unique musical and culinary treats, in a historic venue...

The Smiling Land Foundation exists to give back to the province we call home, by donating directly to Newfoundland and Labrador charities. For 10 incredible years, we have generated these funds exclusively through our signature fundraising event – the Rockin' Big Give.

Our goal with this event has always been spreading Newfoundland and Labrador culture and spirit beyond our shores, and connecting attendees in Toronto to the important social initiatives underway back home. This year, we want to end one iconic tradition by beginning another. Funds raised from our 2018 Rockin' Big Give will be used to establish a scholarship fund for

Newfoundland and Labrador youth – to create a lasting legacy of the Smiling Land Foundation's continuing commitment to our home province.

Since this will be the last Rockin' Big Give, it's also the last chance to be part of this unique and inspiring event while giving back to Newfoundland and Labrador charities and creating big opportunities for Newfoundland and Labrador youth. It's a night dedicated to havin' a time, one last time... so it'll be an event you don't want to miss. Here's to one last Rockin' Big Give!



Sponsorship Details

You can help make the final Rockin' Big Give our best event yet.

By sponsoring this event, you have the chance to contribute to the establishment of a post-secondary scholarship fund that will help Newfoundland and Labrador youth for years to come. At the same time, through sponsorship you'll gain recognition as a leading corporate citizen. So we invite you to join us in showing our support while sharing our culture, by bringing Newfoundland and Labrador to the main land – one last time!

Confederation

Presenting sponsor \$50,000

- 30 tickets to The Rockin' Big Give
- Corporate name recognition as Presenting Sponsor in all pre-promotional advertising, *smilingland.ca*, staff and volunteer t-shirts and 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*

Irish Loop

Entertainment sponsor \$25,000

- 16 tickets to The Rockin' Big Give
- Corporate name recognition in all pre-promotional advertising, *smilingland.ca*, staff and volunteer t-shirts and 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*

Scoff

Culinary Experience sponsor \$25,000

- 16 tickets to The Rockin' Big Give
- Corporate name recognition in all pre-promotional advertising, *smilingland.ca*, staff and volunteer t-shirts and 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*

Labrador

Auction sponsor \$10,000

(Live & Silent Auctions)

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

Outport

General sponsor \$10,000

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



The Rockin' Big Give

SATURDAY, MAY 12, 2018 @ 8 PM

We truly appreciate your time and consideration. **THANK YOU** for supporting the Smiling Land Foundation!

Sponsor options:

- Confederation**
Presenting sponsor \$50,000
- Irish Loop**
Entertainment sponsor \$25,000
- Scoff**
Culinary Experience sponsor \$25,000
- Labrador**
Auction sponsor \$10,000
- Newfoundland**
Raffle sponsor \$10,000
- Outport**
General sponsor \$10,000
- Townie**
General sponsor \$5,000



Payment:

Name: _____

Address: _____

Home #: _____

Cell #: _____

Work #: _____

- Visa Mastercard
- Cheque enclosed
(payable to Smiling Land Foundation)

Card #: _____

Exp _ _ _ / _ _ _

Contact:

Jamie Barr
smilinglandfoundation@gmail.com

Smiling Land Foundation
c/o P.O. Box 83502 Avenue Road
Toronto, ON M5R 3T6

smilingland.ca

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