



Four nights of 'light'!

A concert series benefitting Parkinson's Disease

2009 Sponsorship Kit

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The Event

LIGHT OF DAY BENEFIT CONCERT SERIES FOR PARKINSON'S DISEASE RETURNS TO NIAGARA

This June, the Light of Day returns to Niagara with the first in a series of three intimate shows leading up to the 3rd Annual showcase event on Friday, November 13, 2009 at the Greg Frewin Theatre. The Niagara Light of Day concerts are part of an international lineup of events to benefit victims of Parkinson's Disease.

The Light of Day shows originated back in 2000 in New Jersey at the infamous Stone Pony. With artists such as Southside Johnny, Joe Grushecky and Bruce Springsteen headlining the shows, these shows have raised over \$1,000,000 in the fight against Parkinson's Disease. Artists such as Joe D'Urso from New Jersey and Willie Nile, a native Buffalonian, have expanded the scope of this great project. In 2006 the Light of Day made its way to Europe with concerts in Rome, Bedford and Barcelona. In 2007, Stockholm and Rotterdam were added to the European schedule along with two successful Canadian shows in Toronto and Niagara Falls. The benefit is named after the song "Light of Day," written by Bruce Springsteen for the 1987 Michael J. Fox movie of the same name.

Once again, Niagara organizers Mike Minervini and Dave Rotella from DANIMA Technologies Inc. have added a series of three summer concerts to the lineup in an effort to raise greater awareness and funds for the charities. Only 120 tickets are available for each of these three intimate concerts hosted by local establishments. The series kicks off in June and will continue through the summer. Artists will be announced shortly.

The series culminates on November 13, 2009 at the Greg Frewin Theatre with the showcase event featuring a lineup of local and international performers. Information and tickets for all shows are available through Light of Day Niagara's website at www.lightofdayniagara.com.



The Cause

ALL PROCEEDS FROM THE LIGHT OF DAY CONCERT SERIES GOES TO SUPPORT PARKINSON'S AND ALS

Organizers are excited to bring the Light of Day back to Niagara in 2009 to provide both the National and Local Parkinson's with proceeds to assist victims of this disease. To date, Light of Day Niagara events have raised over \$15,000. Fifty percent of the net proceeds from the Niagara events go to the Light of Day Foundation and the remaining half goes to the Parkinson Society of Canada.

Parkinson's Disease

Parkinson's disease is a chronic and progressive neurological condition that affects movement and muscle control, according to the Parkinson's Disease Foundation web site, www.pdff.org. Doctors are not sure how one gets it, but the disease occurs when cells in the brain that control movement malfunction and eventually die. Symptoms include tremors, rigidity or stiffness of the limbs and trunk, slowness of movement, and postural instability or impaired balance and coordination. The conditions can be treated to a degree with drugs, but for now there is no cure.



Sponsorship Opportunities

Presenting/Title Sponsor

\$5,000 cash sponsorship annually

Benefits of becoming the Light of Day Niagara Presenting/Title Sponsor include:

- Exclusivity as the presenting sponsor of the event (Light of Day Niagara presented by YOUR COMPANY NAME)
- Prominent identification and recognition at all four events: Summer Concert Series (May, June, August) and the Showcase Concert (November)
- Introductory remarks from your company representative at all four events
- Presenting sponsor logo prominently featured in event title on all event marketing and promotional materials (tickets, banners, signage, leaflets, invitations)
- Presenting sponsor logo prominently featured in print advertising including St. Catharines Standard, Niagara Falls Review, Welland Tribune
- Corporate name and logo prominently featured on the Light of Niagara Niagara website with a link to your website
- Presenting sponsor logo prominently featured in all e-marketing (including database mailings, Facebook, MySpace 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.
- 4 complimentary tickets to each of the three Summer Concert Series and a table of 10 complimentary tickets to the Showcase Event in November
- Name mention and thanks at each of the four events
- Opportunity to purchase additional tickets before they go on sale to the public



Sponsorship Opportunities

Gold Sponsor

^s1,500 cash/in-kind sponsorship annually

Benefits of becoming the Light of Day Niagara Gold Sponsor include:

- Logo featured in all event marketing and promotional materials (tickets, banners, signage, leaflets, postcards)
- Logo featured in print advertising including St. Catharines Standard, Niagara Falls Review, Welland Tribune
- Logo featured on the Light of Day Niagara website with a link to your website
- Logo featured in all e-marketing (including database mailings, Facebook and other social networking sites)
- Gold sponsor name recognition in all media releases (print, radio, broadcast)
- Logo featured in all multi-media presentations looping on event dates at event locations.
- 2 complimentary tickets to each of the three Summer Concert Series and a booth of 5 complimentary tickets to the Showcase Event in November
- Name mention and thanks at each of the four events
- Opportunity to purchase additional tickets before they go on sale to the public



Sponsorship Opportunities

Silver Sponsor

^s1,000 cash/in-kind sponsorship annually

Benefits of becoming the Light of Day Niagara Silver Sponsor include:

- Name included in all event marketing and promotional materials (tickets, banners, signage, leaflets, postcards)
- Name included in print advertising including St. Catharines Standard, Niagara Falls Review, Welland Tribune
- Logo featured on the Light of Day Niagara website with a link to your website
- Name included in all e-marketing (including database mailings, Facebook and other social networking sites)
- Silver sponsor name recognition in all media releases (print, radio, broadcast)
- Logo featured in all multi-media presentations looping on event dates at event locations.
- 2 complimentary tickets to each of the three Summer Concert Series and booth of 5 complimentary tickets to the Showcase Event in November
- Name mention and thanks at each of the four events
- Opportunity to purchase additional tickets before they go on sale to the public



Sponsorship Opportunities

Bronze Sponsor

^s500 cash/in-kind sponsorship annually

Benefits of becoming the Light of Day Niagara Bronze Sponsor include:

- Name included in all event marketing and promotional materials (tickets, banners, signage, leaflets, postcards)
- Name included in print advertising including St. Catharines Standard, Niagara Falls Review, Welland Tribune
- Logo featured on the Light of Day Niagara website with a link to your website
- Name included in all e-marketing (including database mailings, Facebook, Twitter, MySpace and other social networking sites)
- Bronze sponsor name recognition in all media releases (print, radio, broadcast)
- Logo featured in all multi-media presentations looping on event dates at event locations.
- 1 complimentary tickets to each of the three Summer Concert Series and booth complimentary booth of 5 to the Showcase Event in November
- Name mention and thanks at each of the four events
- Opportunity to purchase additional tickets before they go on sale to the public