

guitarborn

project

2019 SPONSORSHIP OPPORTUNITIES



WHAT IS GUITARBORN PROJECT?



What GuitarBorn Project is today, is a classic journey, but with a musical twist. The true-telling of two friends with full plates, families, and careers who believe, “It’s never too late to pick up where you left off...” Instead, they are seeking greater fulfillment through creative growth...and by pushing the limits of their “conventional” life.

The start of the journey is brought to life through the documentary, “GuitarBorn Project”. It begins with the birth of a great instrument through Cliff Regino, an artisan guitar-maker who has challenged himself to hand craft his first classical instrument for a close friend Noel Amante. And for Noel, it continues as he reaches into his past to rediscover his own skills as a classical guitarist, and to prepare for the instrument’s first performance at the world-class Bella Concert Hall in Calgary, AB. **The GuitarBorn Project Showcase will be held May 5, 2019.**

The journey continues to this upcoming concert, where YOU can then join Noel and Cliff for this incredible evening! Relax and enjoy a spectacular show featuring a modern, guitar-based concert, and many guest artists on flute, violin, marimba, double bass, vocals, vocal ensemble, and more! This colourful and inspiring showcase will represent the end of a year-long journey for Noel and Cliff, and is a moment to soak in the music, and the joy of those who have re-discovered their craft.

And as a special treat, concert attendees will also be taking part in the world premiere of the AFA supported documentary film* of the start of the journey, “GuitarBorn Project”!

This showcase will inspire, and embolden others to pursue their own creative passions, regardless of how full their plate is, or where their life has taken them. Together, we can create a movement, a repeatable model, and a belief that a fulfilling life is derived from both creative exploration and ambition.

What GuitarBorn Project is tomorrow, is entirely up to you. It could be the springboard for hundreds of creatives, looking for a way to reignite their passion, share their story, and inspire more to follow suit.



*The GuitarBorn Project is the proud recipient of a “Visual Arts and New Media” Project Grant through the Alberta Foundation for the Arts (www.afta.ab.ca) for the video production of this short documentary.

WHO IS OUR AUDIENCE?

It will be clear throughout our story that our characters are relatable to the average person in their 30s - 40s, but it could appeal to anyone with an interest in music, with a creative fire that needs to be rekindled, or just anyone looking for a good story.

Our project initiatives draw in successful entrepreneurs, established business people, industry leaders and artists alike who wish to gain inspiration to continue pursuing their own individual passions; these include doctors, lawyers, engineers, teachers, writers, computer scientists, artists, entrepreneurs and other professionals.

As a sponsor, you will have numerous opportunities to connect with our community to provide information on your company or product, and maximize your visibility to this influential target market.



WHY SPONSOR GUITARBORN PROJECT?

GuitarBorn is built on the belief that fulfillment can be found in creative self-exploration, ambition, and community connection. These are not gifts reserved for those with 'time' and resources at their disposal. It's the small improvement we experience over the months, or years that enrich us, and our experience, and allow us to refocus our lives and priorities.

What does that mean? Simply put...yes, you've built a full life, and yes, you're short on time; but this isn't where you stop growing. It is when you pursue your passions, stories, skills and talents that you gain fulfillment and can then enrich your own circles and communities at large, and ultimately, inspire others to do the same.

We champion principles around the importance of seeking out like-minded people who share common ground, of making connections within communities, and of reaching out to gather support and gain momentum.

The GuitarBorn Project community understands the value that vendor partners provide. Through sponsorship, you can:



Contribute to charitable and community building initiatives



Gain exposure and increase visibility for your company, its products, or services with local, success driven professionals, businesses, industries throughout Canada



Align your product or service with the GuitarBorn Project community

Although we are not a registered non-profit, **we will be donating half of our net profits to a charitable organization** and the other half will be used to help tell the stories of other creatives in Alberta who have joined the GuitarBorn community.

LET US HELP YOU BUILD YOUR PROFILE

Sponsorship opportunities vary in size, cost, and benefits, and are created to ensure any supporter/vendor can expose their brand, company, products, or services. Here are a few options to get you started:

- ⌘ Set your budget and let us find a fit for you
- ⌘ Make a proposal – we're happy to listen to and create unique sponsorship opportunities
- ⌘ Inquire on what is available – we have many options below to help you get your exposure



HOW TO ENGAGE WITH OUR COMMUNITY

Sponsorship provides numerous avenues to advertise your company's value proposition to our community. Below are just a few of the ways our sponsors can leverage their sponsorship:

Direct email communications:

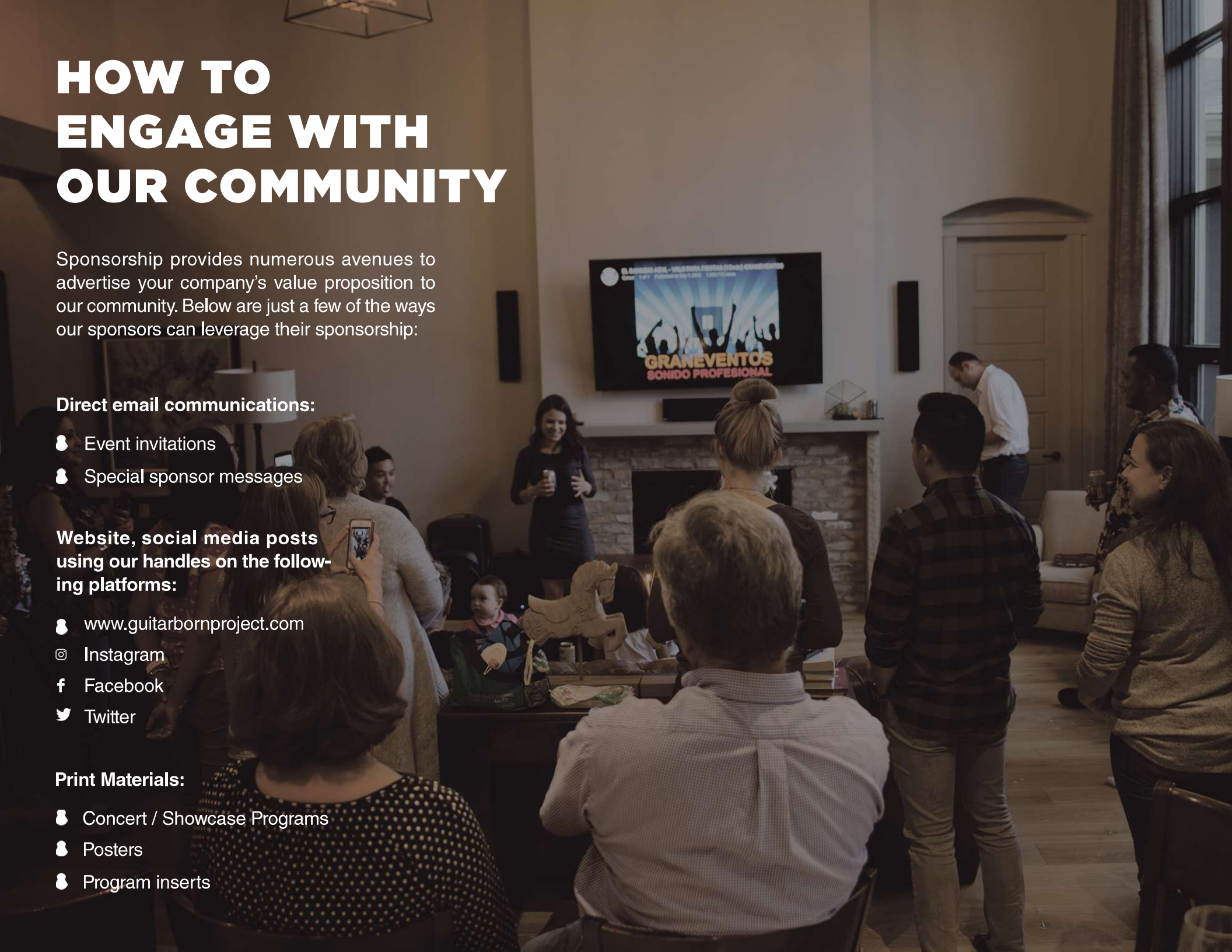
- 📧 Event invitations
- 📧 Special sponsor messages

Website, social media posts using our handles on the following platforms:











































- 🌐 www.guitarbornproject.com
- 📷 Instagram
- 📘 Facebook
- 🐦 Twitter

Print Materials:

- 📄 Concert / Showcase Programs
- 📄 Posters
- 📄 Program inserts



EVENT SPONSORSHIP

Sponsorship Features	★★★★★ TITLE SPONSOR (\$4,000) 2 Available	★★★★★ PARTNER SPONSOR (\$2,500) 4 Available	★★★★★ EVENT SPONSOR (\$500 - \$1000) 4 Available	★★★ IN-KIND - CATERING - PRE-SHOW/INTERMISSION/ POST-SHOW 3 Available	★★★ IN-KIND - BEVERAGE - SHOWCASE One Available per Social event	★ IN-KIND - PROJECT FAN Multiple Available
 Logo on GuitarBorn Project website identifying your company as a NAMED sponsor based on the sponsorship level chosen; company description and link to your website from our website as well as our social media						
 Standard size banner stand at event						
 Logo placement in Showcase program based on the sponsorship level chosen						
 Verbal recognition and acknowledgement at GuitarBorn Project Showcase						
 Option to place 1 x full page ad or article related to your business in our Showcase program						
 Option to place 1 x ½ page ad or article related to your business in our Showcase program						
 Option to place 1 x ¼ page ad or article related to your business in our Showcase program						
 Four tickets to GuitarBorn Project Showcase with the option to transfer this ticket on to a partner, client, or colleague if you are unable to attend						
 Two tickets to GuitarBorn Project showcase with the option to transfer this ticket on to a partner, client, or colleague if you are unable to attend						
 Opportunity to speak at the event						
 Option to provide a brief overview of your products and services during pre-show, intermission or post-show						
 First right of refusal of sponsorship level for following year						
 Co-sponsorship of the GuitarBorn Project wrap-up social						

EVENT SPONSORSHIPS DETAILS



TITLE SPONSOR (\$4,000) | 2 Available



Logo on GuitarBorn Project website identifying your company as the TITLE sponsor; company description and link to your website from our website as well as our social media



Standard size banner stand at event



Logo on signage at GuitarBorn Project Showcase



Verbal recognition and acknowledgement at GuitarBorn Project Showcase



Option to place 1 x full page ad or article related to your business in our Showcase program



Four tickets to GuitarBorn Project Showcase with the option to transfer this ticket on to a partner, client, or colleague if you are unable to attend



Opportunity to speak at the event



Co-sponsorship of the GuitarBorn Project wrap-up social



First right of refusal of the TITLE sponsorship for the following year



PARTNER SPONSOR (\$2,500) | 4 Available



Logo on GuitarBorn Project website identifying your company as the PARTNER sponsor; company description and link to your website from our website as well as our social media



Logo on signage at GuitarBorn Project Showcase



Verbal recognition and acknowledgement at GuitarBorn Project Showcase



Option to place 1 x ½ page ad or article related to your business in our Showcase program



Four tickets to GuitarBorn Project Showcase with the option to transfer tickets on to a partner, client, or colleague if you are unable to attend



First right of refusal of the PARTNER sponsorship for the following year



EVENT SPONSOR (\$500 - \$1000) | 4 Available



Logo on GuitarBorn Project website and our social media channels identifying your company as the EVENT sponsor for chosen event



Logo on signage at GuitarBorn Project Showcase



Option to place 1 x ¼ page ad or article related to your business in our Showcase program



Two tickets to GuitarBorn Project showcase with the option to transfer this ticket on to a partner, client, or colleague if you are unable to attend



IN-KIND - CATERING - PRE-SHOW/INTERMISSION/ POST-SHOW | 3 Available



Logo on GuitarBorn Project website identifying your company as the In-Kind – Catering sponsor; description of your company and link to company website, including all social media channels



Logo recognition in Showcase program as a Catering sponsor



Option to provide a brief overview of your products and services during pre-show, intermission or post-show



Two tickets to GuitarBorn Project showcase with the option to transfer this ticket on to a partner, client, or colleague if you are unable to attend



IN-KIND - BEVERAGE - SHOWCASE | One Available per Social event



Logo on GuitarBorn Project website identifying your company as the In-Kind – Beverage sponsor; description of your company and link to company website, including all social media channels



Logo recognition in Showcase program as a Beverage sponsor



Option to provide a brief overview of your products and services during pre-show, intermission or post-show



Two tickets to GuitarBorn Project showcase with the option to transfer this ticket on to a partner, client, or colleague if you are unable to attend



IN-KIND - PROJECT FAN | Multiple Available



Logo on GuitarBorn Project website identifying your company as an In-Kind sponsor; description of your company and link to company website, including all social media channels



Logo recognition in Showcase program

FUTURE DOCUMENTARY SPONSORSHIP

What's next for GuitarBorn Project after this showcase?

Our longer term vision is to create a sustainable movement and repeatable model for inspirational story telling for years to come. Our hope is to continue inspiring our community and find the next GuitarBorn Project talent who would like to embark on their own journey. Using what we've learned from our first project, we would put someone else through the same path following this same model; set a goal, document the journey, and showcase their accomplishments in a years' time.

FULL PRODUCTION (\$15,000 - \$30,000)

- 👤 Logo on GuitarBorn Project website and our social media channels identifying your company as the Future Production Sponsor for the entire journey (up to 1 year)
- 👤 Full film production credit – “Provided by” your company name
- 👤 Documentary sponsorship in beginning and end credits
- 👤 Four tickets to GuitarBorn Project showcase with the option to transfer this ticket on to a partner, client, or colleague if you are unable to attend
- 👤 First right of refusal of the Full Production sponsorship for following year

PRODUCTION SUPPORT (\$5,000+) | Minimum 3 required to begin next project

- 👤 Logo on GuitarBorn Project website and our social media channels identifying your company as the Future Production Sponsor for the entire journey (up to 1 year)
- 👤 Documentary sponsorship in beginning and end credits
- 👤 Four tickets to GuitarBorn Project showcase with the option to transfer this ticket on to a partner, client, or colleague if you are unable to attend



**Your passion inspires us.
We'd love to hear from you.**

GuitarBorn Project Showcase

May 05, 2019 at 5:00 pm

Bella Concert Hall

Tickets: www.guitarbornproject/upnext

guitarbornproject@gmail.com

Calgary, AB

