

StudioBell



National
Music
Centre

Centre
National
de Musique

N M C
BENEFIT AUCTION
CANADIAN
GOLD

FEATURING
PERFORMANCES BY


B A N C

BENEVOLENT ARTISTS
NATIONAL CHARITY

WITH SPECIAL GUEST

OCTOBER 26, 2019

**EVENT SPONSORSHIP
OPPORTUNITIES**



IMAGINE CALGARY AS A NATIONAL DESTINATION, WHERE THE POWER OF MUSIC AND BUSINESS ALIGN TO CREATE A STRONGER AND MORE SUSTAINABLE HOME FOR MUSIC IN CANADA.

ABOUT THE NATIONAL MUSIC CENTRE

The National Music Centre (NMC) is dedicated to preserving, celebrating and developing the diversity of music in Canada. Entrepreneurial, accessible and connected, NMC strategically partners with local, regional and national music organizations to create meaningful educational programming through exhibitions, collections, and live music, and development programs that nurture and inspire the next generation of artists. In the three short years since opening in 2016, the impacts of NMC's programming have already begun to be recognized by educators, government agencies in arts, tourism and economic development, and the general public. The demand for NMC's programs and services continues to grow year over year.

ABOUT THE BENEFIT AUCTION

Held annually, NMC's largest single fundraising event invites philanthropic and business leaders from Calgary and across Canada to come together in celebration of music and to support the development of programs at NMC. Since 2016, this event has **RAISED OVER \$2.8 MILLION** in support of NMC's mission.

At this exclusive event, guests have come to enjoy the evening's exquisite food and beverage offerings, exciting live auction with sky-high bids reaching upwards of \$70,000, and floor shaking performances by powerhouse charitable band Benevolent Artists National Charity (BANC), as well as Canadian guest stars, including Tom Cochrane, Randy Bachman and Brett Kissel. 2019 will see the experience amped up to 11.



ABOUT THE SPONSORSHIP

Your involvement with our signature fundraising event places your brand in front of an audience of passionate, musically aligned cultural philanthropists and business leaders, and positions you as a champion for arts and culture both locally and nationally.

A host of benefits are unlocked at different tiers, and there are many ways your team and NMC can work together to activate your brand and sponsor benefits. We are open to bold, new, and exciting ideas that will enhance our guest experience and allow you to leave a lasting impression.

DIAMOND SPONSOR

\$50,000

SOLDFeature After Party
or Live Music Sponsor**PLATINUM SPONSOR**

\$20,000

Custom Activation
Opportunity**GOLD SPONSOR**

\$10,000

SILVER SPONSOR

\$5,000

Corporate Brand Recognition

In-Event Sponsor Screen(s)	●	●	●	●
Website Recognition With Link to Corporate Website	●	●	●	●
NMC Annual Report Recognition	●	●	●	●
All Benefit Auction Communications/Print Materials	●	●	●	
What's On NMC Seasonal Program Guide Ad Space	FULL PAGE	HALF		
NMC Benefit Auction Brochure Ad Space	FULL PAGE	HALF	QUARTER	

Pre-Event Promotion

1 Feature Post on NMC Social Media Channels	●	●		
Custom Segment in NMC Donor Newsletter	●			

Benefit Auction Event

Tickets to the Event	8	4	2	
Table Signage	●	●	●	●
Verbal Recognition from MC	●	●	●	●
Special Photo Opportunity with Hall of Fame Inductee(s)*	●	●		
Speaking Opportunity	●			
Post-Event Social Media Thank You Campaign Recognition	●	●	●	

National Music Centre Seasonal Benefits

Tickets to Backstage Pass Tour Experience at Studio Bell	8	4	2	
Personal behind-the-scenes tour from Director of Collections/ President & CEO for group of 8 employees/clients	●			

**Subject to individual artist approval*PRESENTING DIAMOND
SPONSOR SOLD TO**MAWER**
Be Boring. Make Money.™

For more information,
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