

NORTHUMBERLAND ROCKS BACK

PRESENTS



SPECIAL GUESTS

JEREMY MACKLIN

NICKOLA MAGNOLIA WESTERN AVENUE

**SPONSORSHIP &
VIP EXPERIENCE**

**THURSDAY, JUNE 15, 2023 AT 7 PM
COBOURG COMMUNITY CENTRE**



Updated March 11, 2023

ABOUT CHRIS JANSON



Chris Janson is a platinum-selling recording artist, high-octane entertainer, multi-instrumentalist, award-winning singer/songwriter, ACM award winner and Grand Ole Opry Member. Performing hits such as “Buy Me A Boat”, “Drunk Girl” and “Done”.

NORTHUMBERLAND ROCKS BACK

Since 2021, Northumberland Rocks Back has delivered a high-quality concert experience and raised over \$71,000 for local organizations, services and programs through Northumberland United Way and the Lions Club of Cobourg.

TITLE SPONSOR

\$15,000 (1)

20 VIP Passes – Bowl Level Booth

****CHRIS JANSON EXCLUSIVE MEET AND GREET (TBC)****

****VIP RECEPTION SPONSOR****

Private VIP booth server

Soft beverages, charcuterie board, snacks at booth

VIP Reception access and appetizers

One VIP Reception alcoholic drink per person

Logo displayed on concert video screens

Logo displayed on social media and website

VIP parking

Front of line access

Two alcoholic drinks per person at booth

One red and white wine bottles at booth

NRB Souvenir

SHOW OPENER SPONSOR

\$12,000 (1)

20 VIP Passes – Floor Level Booth (home bench & penalty box)

****SHOUTOUTS FROM JEREMY MACKLIN, NICKOLA MAGNOLIA & WESTERN AVENUE****

Private VIP booth server

Soft beverages, charcuterie board, snacks at booth

VIP Reception access and appetizers

One VIP Reception alcoholic drink per person

Logo displayed on concert video screens

Logo displayed on social media and website

VIP parking

Front of line access

Two alcoholic drinks per person at booth

One red and white wine bottles at booth

NRB Souvenir

COMMUNITY SPONSOR

\$10,000 (1)

16 VIP Passes – Bowl Level Booth

****EXCLUSIVE LOGO ON ALL EVENT STAFF/VOLUNTEER T-SHIRTS****

Private VIP booth server

Soft beverages, charcuterie board, snacks at booth

VIP Reception access and appetizers

One VIP Reception alcoholic drink per person

Logo displayed on concert video screens

Logo displayed on social media and website

VIP parking

Front of line access

Two alcoholic drinks per person at booth

One red and white wine bottles at booth

NRB Souvenir

GOLD SPONSOR

\$5,000 (3)

10 VIP Passes – Bowl Level Booth or Floor Level Booth (visitor bench)

Private VIP booth server

Soft beverages, charcuterie board, snacks at booth

VIP Reception access and appetizers

One VIP Reception alcoholic drink per person

Logo displayed on concert video screens

Logo displayed on social media and website

VIP parking

Front of line access

Two alcoholic drinks per person at booth

One red and white wine bottles at booth

NRB Souvenir

SILVER SPONSOR

\$2,000 (Limited Qty.)

4 VIP Passes – floor front and centre section seating

Logo displayed on concert video screens

Logo displayed on social media

VIP parking

Front of line access

NRB Souvenir

BRONZE SPONSOR

\$1,000 (Limited Qty.)

2 VIP Passes – floor front and centre section seating

Logo displayed on concert video screens

Logo displayed on social media

VIP parking

Front of line access

NRB Souvenir

IN KIND SPONSOR

\$300+ VALUE

Logo displayed on concert video screens

Logo displayed on social media

ADVERTISING SPONSOR

\$300

**Business Card AD displayed on concert video screens (2 slides total of 30 sec)
Logo displayed on 1 social media post**

OUR COMMITMENT

Quality VIP experiences
Comfortable and social environments
Purpose driven advertising
Invest in community organizations
Build local business relationships

ROCK WITH US

Join us for Northumberland's concert of the year
& help create a local impact.

Thank you for your consideration!

All sponsors to receive a business invoice. Subject to HST.

Chris Post

Partnerships & Fundraising Lead

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905-375-5188

Graham Beer

Chair & Executive Producer

grahambeer@cobourgmedia.ca

289-829-1162

NRB