



Music and Motion is a collaborative effort between Hamilton Music Collective and Bike for Mike to imagine and inspire a healthier, more enriched and vibrant future for Hamilton.

By bringing the magic of music together with the transformative power of motion, *Music and Motion* strives to inspire greater cultural engagement, creative expression, and a clear path to a healthier, more fulfilling future for Hamilton's youth.

EVENT OVERVIEW

On Sunday, May 5, 2019, Hamilton Music Collective will join forces with Bike for Mike in launching the inaugural Music and Motion Festival, a full day of family-friendly events at the Collective Arts Brewery. The day will begin with the Bike for Mike bike rides, followed by an afternoon of music and motion inspired activities, and capped off with a benefit concert featuring the THE ORIGINAL BLUES BROTHERS™ BAND. Funds raised from this event will support both Hamilton Music Collective and Bike For Mike, in the development of new programming and increased opportunities for Hamilton's next generation.

HAMILTON MUSIC COLLECTIVE & BIKE FOR MIKE

At Hamilton Music Collective, we are passionate about music and believe in its transformative power as a medium for expression, creativity and connectedness.

www.hamiltonmusiccollective.ca

At Bike for Mike we are driven to make Hamilton a more cycle-friendly city by creating and empowering a new generation of bike riders. By providing children and families across Hamilton with bicycles we hope to inspire a new group of ambassadors that will work together with the ever-growing cycling community to show them the way. www.bikeformike.org

With over 26,000 children in Hamilton living in poverty and with so many experiencing mental and emotional difficulties we need to come together to support one another and our community. Our partnership signals the beginning of a community-wide effort to provide young people with tools to practice self-care, navigate challenging experiences, and remain vigilant in the pursuit of wellness.



SPONSORSHIP OPPORTUNITIES:

Music and Motion is an annual event drawing both cycle and music enthusiasts in the city of Hamilton. With the combination of the cycle rides, family entertainment and an unprecedented concert which this year features the Original Blues Brothers™ Band, Music and Motion will appeal to all ages, families and sports/music lovers.

We invite you to join us as we launch what we are certain will be a positive way for you to engage your employees, showcase your company and demonstrate your commitment to making Hamilton the “best place to raise a child and grow old successfully”

Music and Motion Presenting Sponsor

\$20,000

Benefits for joining us:

- Exclusivity as Music and Motion Presenting Sponsor – reaching over 1000 people
- Strong website presence as Music and Motion Presenting Sponsor - logo and name coverage on both Bike for Mike and Hamilton Music Collective website
- Strong social media presence as Music and Motion Presenting Sponsor - name recognition and/or logo on all social media leading up to and following Music and Motion
- Strong media presence as Music and Motion Presenting Sponsor - participation in media opportunities leading up to the event; name recognition in all media leading up to and following the event including articles in Hamilton Spectator, community newspaper, local radio and television interviews
- Name and logo recognition on all event day signage
- Recognition in Bike for Mike and Hamilton Music Collective ongoing communications to donors and supporters including inclusion in newsletter and Annual Report
- Opportunity to engage staff as volunteers for any or all of the days events
- Formal recognition from the stage at the start of the ride and at the concert
- Opportunity start the ride and ride with lead riders in ride category of choice
- Opportunity for 6 staff to attend the VIP reception prior to the concert for a meet and greet with the Blues Brothers
- Six complimentary concert tickets.
- Opportunity to bring greetings from the stage at the concert start
- One of each of the Music and Motion posters.



The Original Blues Brothers™ Band Concert

Presenting Sponsor

\$10,000

Benefits for joining us:

- Exclusivity as The Original Blues Brothers™ Band Presenting Sponsor – reaching over 1000 people
- Strong website presence as The Original Blues Brothers™ Band Concert Presenting Sponsor - logo and name coverage on both Bike for Mike and Hamilton Music Collective website
- Strong **social media** presence as The Original Blues Brothers™ Band Concert Presenting Sponsor -name recognition and/or logo on all social media leading up to and following the Music and Motion
- Strong **media** presence as The Original Blues Brothers™ Band Concert Presenting Sponsor - name recognition and/or logo on all media leading up to and following the Music and Motion including articles in Hamilton Spectator, community newspaper, and mentions during local radio and television interviews
- Logo recognition on all signage at each of the three events
- Recognition in Bike for Mike and Hamilton Music Collective ongoing communications to donors and supporters including inclusion in newsletter and Annual Report
- Opportunity to engage staff as volunteers for any or all of the days events
- Formal recognition from the stage at the start of the ride and at the concert
- Opportunity for 6 staff to attend the Post Concert Reception for a meet and greet with the members of The Original Blues Brothers™ Band
- Six complimentary tickets



The Original Blues Brothers™ Band Concert

Stage Sponsor – Two at \$5,000

Benefits for joining us:

- Recognition as The Original Blues Brothers™ Band Concert Stage Sponsor – reaching over 1000 people
- Strong website presence as The Original Blues Brothers™ Band Stage Sponsor - logo and name coverage on both Bike for Mike and Hamilton Music Collective website
- Strong **social media** presence as The Original Blues Brothers™ Band Stage Sponsor - name recognition and/or logo on all social media leading up to and following the Music and Motion
- Strong **media** presence as The Original Blues Brothers™ Band Stage Sponsor - name recognition and/or logo on all media leading up to and following the Music and Motion
- Logo and name recognition on stage
- Logo recognition on all signage at each of the three events
- Recognition in Bike for Mike and Hamilton Music Collective ongoing communications to donors and supporters including inclusion in newsletter and Annual Report
- Opportunity to engage staff as volunteers for any or all of the day's events
- Formal recognition from the stage at the start of the ride and at the concert
- Opportunity for 4 staff to attend the Post Concert Reception for a meet and greet with the members of The Original Blues Brothers™ Band
- Four complimentary tickets



The Original Blues Brothers™ Band Concert

Post-Concert Reception Sponsor – two at \$5000

Benefits include:

- Recognition as The Original Blues Brothers™ Band Concert VIP Reception Sponsor – reaching over 1000 people
- Opportunity to bring greetings to guests at the Post Concert reception and for 6 staff to attend
- Strong website presence as The Original Blues Brothers™ Band Concert Post Concert Reception Sponsor - logo and name coverage on both Bike for Mike and Hamilton Music Collective website
- Strong **social media** presence as The Original Blues Brothers™ Band Concert Post Concert Reception Sponsor - name recognition and/or logo on all social media leading up to and following the Music and Motion
- Strong **media** presence as The Original Blues Brothers™ Band Concert Post Concert Reception Sponsor - name recognition and/or logo on all media leading up to and following the Music and Motion
- Logo recognition on all signage at each of the three events
- Recognition in Bike for Mike and Hamilton Music Collective ongoing communications to donors and supporters including inclusion in newsletter and Annual Report
- Opportunity to engage staff as volunteers for any or all of the days events
- Formal recognition from the stage at the start of the ride and at the concert
- Opportunity for 4 staff to attend the Post Concert Reception for a meet and greet with the members of The Original Blues Brothers™ Band
- Four complimentary tickets



The Original Blues Brothers™ Band Concert

Light and Sound Sponsors – two at \$3,000

Benefits include:

- Recognition as The Original Blues Brothers™ Band Concert Light and Sound Sponsor – reaching over 1000 people
- Strong website presence as The Original Blues Brothers™ Band Concert Light and Sound Sponsor - logo and name coverage on both Bike for Mike and Hamilton Music Collective website
- Strong **social media** presence as The Original Blues Brothers™ Band Concert Light and Sound Sponsor -name recognition and/or logo on all social media leading up to and following the Music and Motion
- Strong **media** presence as The Original Blues Brothers™ Band Concert Light and Sound Sponsor - name recognition and/or logo on all media leading up to and following the Music and Motion
- Logo recognition on all signage at each of the three events
- Recognition in Bike for Mike and Hamilton Music Collective ongoing communications to donors and supporters including inclusion in newsletter and Annual Report
- Opportunity to engage staff as volunteers for any or all of the days events
- Recognition from the stage at the start of the ride and at the concert
- Opportunity for 2 staff to attend the Post Concert Reception for a meet and greet with the members of The Original Blues Brothers™ Band
- Two complimentary concert tickets



The Original Blues Brothers™ Band Concert

Gold Level Concert Sponsors – unlimited at \$2,000

Benefits include:

- Strong website presence with logo coverage on both Bike for Mike and Hamilton Music Collective website
- Strong social media presence with social media mentions leading up to the event day
- Logo recognition on signage at each of the three events
- Recognition in Bike for Mike and Hamilton Music Collective ongoing communications to donors and supporters including inclusion in newsletter and Annual Report
- Opportunity to engage staff as volunteers for any or all of the days events
- Opportunity for 2 staff to attend the Post Concert Reception for a meet and greet with the members of The Original Blues Brothers™ Band
- Two complimentary tickets

Silver Level Concert Sponsors – unlimited at \$1,000

Benefits include:

- Website presence with logo coverage on both Bike for Mike and Hamilton Music Collective website
- Social media presence with social media mentions leading up to the event day
- Logo recognition on signage at each of the three events
- Recognition in Bike for Mike and Hamilton Music Collective ongoing communications to donors and supporters including inclusion in newsletter and Annual Report
- Opportunity for 2 staff to attend the Post Concert Reception for a meet and greet with the members of The Original Blues Brothers™ Band
- Two complimentary tickets

Bronze Level Concert Sponsors – unlimited at \$500

Benefits include:

- Website presence with logo coverage on both Bike for Mike and Hamilton Music Collective website
- Social media presence with social media mentions leading up to the event day
- Recognition in Bike for Mike and Hamilton Music Collective ongoing communications to donors and supporters including inclusion in newsletter and Annual Report
- Opportunity to engage staff as volunteers for any or all of the days events
- Opportunity for 2 staff to attend the Post Concert Reception for a meet and greet with the members of The Original Blues Brothers™ Band
- Two complimentary tickets