



Sponsor Show Tune Showdown™ - April 18th, 2020

This unique Broadway-themed night of musical theatre has grown to be Ottawa's largest local LGBTQ arts production. Three teams of four singers representing different arts organizations sing a selection of show tunes in front of three celebrity judges. Add in audience sing-a-longs and raucous cheering and you have a fabulous evening of song and laughter. You can find more information on Tone Cluster's website:

<http://www.tonecluster.ca/events/show-tune-showdown/>

PLATINUM AND/OR *FIRST PRIZE SPONSOR - \$1000

- **A Showdown Round named after your business** (4 available rounds)
- **Full page advertisement** in event program
- **Ads in all Tone Cluster concert programs** throughout the year (business card size)
- Your business name & logo on Tone Cluster's website with active link to your website
- Business name & logo on all event marketing materials including: promotion posters and flyer handouts; event program; electronic overhead screen;
- Banner or promotional signage (supplied by you) at the event in highly photographed areas such as: main stage edge; STS round podium; and lobby easel
- Sponsorship acknowledgement on stage by MC
- **Four complimentary tickets** to Show Tune Showdown and four invitations to after party
- **Two complimentary tickets** to each concert.

GOLD AND/OR *SECOND & THIRD PRIZE SPONSORS \$500

- **A Showdown Round named after your business** (4 available rounds)
- **Half page advertisement** in event program
- Business name & logo on event marketing materials including: promotion posters and flyer handouts; event program; electronic overhead screen and scoreboard; and volunteer/staff lanyards
- Your business name & logo on Tone Cluster's website with active link to your website
- Banner or promotional signage (supplied by you) at the event entrance
- Sponsorship acknowledgement on stage by MC
- **Two complimentary tickets** to Show Tune Showdown and two invitations to after party
- **Two complimentary tickets** to each concert.
- Ads in all Tone Cluster concert programs at 50% off regular price

Other Potential Benefits (where applicable) for PLATINUM & GOLD Sponsors

- Permission to use Show Tune Showdown logo on your promotional items prior to the event, tapping into cause marketing
- Permission to use Show Tune Showdown event name and logo on your website with direct link to the Tone Cluster website
- Option to donate raffle prize for further recognition and promotion
- Business and/or product information (e.g. brochures, coupons, sampling) at the event
- Database development ("register to win")

SILVER \$250

- **Business card size advertisement** appearing in event program
- Business name listed on Tone Cluster's website including active link to your website
- Your logo appearing on electronic overhead at the event
- Sponsorship acknowledgement on stage by MC
- Ads in all Tone Cluster concert programs at 1/3 off regular price

PLEASE NOTE:

*Prize Sponsors will be chosen on a first come first serve basis

*Sponsors must supply all logos, artwork and banners