



Juke Box Mania 2020

April 24, 2020

Peterborough Memorial Centre

Corporate Sponsorship Package



ccrc-ptbo.com



What is Juke Box Mania?

Since the first Juke Box Mania in 2006, it is one of Peterborough's most entertaining and enjoyable fundraising events. Juke Box Mania attracts close to 450 participants annually, and since 2015 has raised \$135 000 to support the work of CCRC.



8

Reasons to Sponsor Jukebox Mania

1



BE a community leader.

2



GAIN public recognition.

3



BUILD your community.

4



PROMOTE your brand.

5



CELEBRATE your team.

6



REWARD your staff.

7



THANK your clients.

8



HAVE fun!



Who Attends JBM?

76%

are between the age of 30 and 60



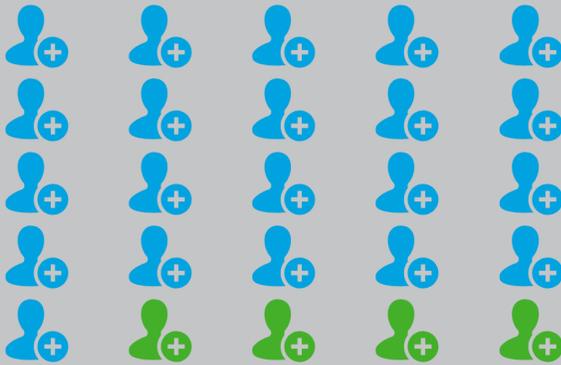
93%

have post-secondary education



83%

Say they are likely to purchase from a business that supports JBM



In their spare time....

76%

ARE REPEAT JBM ATTENDEES



55%

ENJOY COOKING & EXERCISING



52%

ENJOY EATING OUT



69%

ENJOY LIVE EVENTS



60%

ENJOY TRAVEL

33%

ENJOY HOME IMPROVEMENTS



Sponsorship Opportunities

We are the Champions

Exclusive Presenting Sponsorship

\$10 000

- Four tables at event with wine
- Pre-game reception for all your players
- First Place Prize Sponsor (trophy to be displayed at winners for one year)
- 2 Mental Health in the Workplace sessions
- Pre-Event practice session / promotional video for your players

Corporate Recognition:

- As Presenting Sponsor naming rights (exclusive benefit)
- Recognition in print, radio, and television ads
- On social media, CCRC website
- At event:
 - speaking opportunity
 - in all print materials
 - give away item for over 400
 - game round sponsorship
 - full page colour ad in event program

Nothing's Going to Stop Us Now

\$5 000

- Three tables at event with wine
- Jukebox Hero Sponsor (trophy displayed at winners for one year)
- Pre-Event practice session / promotional video for your players

Corporate Recognition:

- On social media, CCRC website
- In promotional ads
- At event:
 - in all print materials
 - game round sponsorship
 - by MC
 - half page colour ad in event program

We Will Rock You

\$2 500

- Two tables at event with wine

Corporate Recognition:

- On social media, CCRC website
- Recognition in promotional ads
- At event:
 - in all print materials
 - by MC
 - half page black and white ad in event program

Waving Flag

\$1 300

- One table at event with wine

Corporate Recognition:

- On social media, CCRC website
- At event:
 - in program
 - by MC

Sustainability Partner

CCRC would like to present a sustainable event, limiting single use materials and reducing our carbon footprint. We are seeking sustainability partners to help us reach our goals of purchasing reusable linens and dishes, offsetting power usage, as well as having a waste management station.

\$5 000

- One table at event with wine

Corporate recognition acknowledging commitment to sustainability:

- On social media, CCRC website
- In promotional ads
- At event:
 - all print materials
 - by MC
 - half page colour ad in event program

CCRC

For over 60 years, CCRC has provided professional, caring services that make a positive and lasting difference in people's lives and within the community.

CCRC is a charitable, non-profit, organization, accredited by Canadian Centre for Accreditation and Credit Counselling Canada. We are proud to be a Member Agency of the United Way of Peterborough and District.

OUR VISION

CCRC exists to make a positive and lasting difference in people's lives.

OUR MISSION

CCRC helps people strengthen their lives and promotes community well-being.

We do this through services that offer counselling, support and resources to assist with personal well-being, credit and financial management, access to housing and connection with the community.



FIND US ONLINE

ccrc-ptbo.com

facebook.com/CCRC.Peterborough

[@CCRC_Ptbo](https://twitter.com/CCRC_Ptbo)

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