



# ACOUSTIC 12TH ANNUAL CHRISTMAS SPECIAL

## SPONSORSHIP OPPORTUNITIES

December 23 // 2020

Streaming from The Music Hall  
Hamilton, Ontario



**2020**  
SPONSORSHIP PACKAGE



# The JR DiGs Acoustic Christmas Special



The JR DiGs Acoustic Christmas Concert is Hamilton's favourite holiday fundraiser that brings together proud Hamiltonians with an appreciation for music, comedy, community spirit & pride. For over a decade now, the areas most celebrated musicians, all home for the holidays, come together on the eve before Christmas Eve to raise money for local charities and celebrate philanthropy.

In 2019 the impact of the JR Digs Acoustic Christmas & its guests to charity was in excess of \$250,000 – a record breaking year! Last year's performers included Max Kerman, Mike DeAngelis & Anthony Carone of the Arkells, members of the Trews, Tom Wilson, Luke Bentham of The Dirty Nil, Country Music Star, Tim Hicks, rock band The Beaches, Jon Harvey of Monster Truck & the special surprise guest was Brett Emmons of The Glorious Sons. Expect to see some of the same faces again this December 23rd and some new ones as well!

The JR DiGs Acoustic Christmas celebrates and rewards the community's philanthropy. The best way to showcase your brand and social responsibility to an audience of proud Hamiltonians and also secure admission is to partner with us in supporting local charities and become a sponsor.

The JR DiGs Acoustic Christmas Concert is wildly popular. We've switched to an exclusive online broadcast this year and the first two batches of early-bird tickets have already sold out!

## Who We Support

The net proceeds from the JR DiGs Acoustic Christmas go to locally registered charities. Some of the charities include:

- Carpenter Hospice
- The Unison Benevolent Fund (Supporting Canadian Musicians)
- New Vision United Church (The Music Hall)
- The Good Shepherd



All 2020 Event Sponsors will receive first-right of refusal on all 2021 Opportunities and will move to the front of the line for pre-sale tickets.

# \$2500 **FESTIVE CHEER** SPONSOR

As a Festive Cheer Sponsor, you will receive:

- 5 Family Pass Tickets: Skip the line-up for tickets and tune in to the show with your friends, family and clients
- 5 VIP Merch Bags: Hand-delivered VIP packs including exclusive merch, drinks and music
- Logo on the Acoustic Christmas Special Website
- Solo social media post to more than 10,000 followers
- Our host JR DiGs mentions your support during the broadcast
- Your logo featured in the post event e-blast to all ticket buyers

# \$1500 **MIRTH MAKER** SPONSOR

As a Mirth Maker Sponsor, you will receive:

- 2 Family Pass Tickets: Skip the line-up for tickets and tune in to the show with your friends, family and clients
- 2 VIP Merch Bags: Hand-delivered VIP packs including exclusive merch, drinks and music
- Logo on the Acoustic Christmas Special Website
- Group social media post to more than 10,000 followers
- Our host JR DiGs mentions your support during the broadcast
- Your logo featured in the post event e-blast to all ticket buyers

# \$750

## HOLIDAY HELPER

SPONSOR

As a Holiday Helper Sponsor, you will receive:

- 1 Family Pass Tickets: Skip the line-up for tickets and tune in to the show with your friends, family and clients
- 1 VIP Merch Bag: Hand-delivered VIP packs including exclusive merch, drinks and music
- Logo on the Acoustic Christmas Special Website
- Group social media post to more than 10,000 followers
- Your logo featured in the post event e-blast to all ticket buyers

To join this year's Acoustic Christmas Special as a Sponsor reach out to our volunteer team at:

**Jeremy Freiburger**

905-979-1736

[jeremy@cobaltconnects.ca](mailto:jeremy@cobaltconnects.ca)



Past Performers include:  
**TOM WILSON**



**LUKE BENTHAM**



**MAX KERMAN**  
And many more ✨

