



DECEMBER 23 // 2022

ACOUSTIC CHRISTMAS CONCERT



2022

SPONSORSHIP PACKAGE



GET GIVING

The JR DiGS Acoustic Christmas Concert is an annual Hamilton Holiday fundraiser that brings together proud Hamiltonians with an appreciation for music, comedy, and community spirit & pride. Raising money for local charities for a decade now at this special time of the year, Hamilton's most celebrated musicians all home for the holidays, are coming together on stage again on the eve before Christmas Eve.

BECOME A \$PONSOR

Be a part of this very popular Hamilton holiday fundraising tradition! Past performers have included Jim Cuddy of Blue Rodeo, Randy Bachman, Gord Sinclair of the Tragically Hip, July Talk, The Beaches, Alan Doyle, Brett Emmons of Glorious Sons, Walk off the Earth, Max Kerman of the Arkells, The Trews, Tom Wilson, The Dirty Nil, Country Music Star Tim Hicks and many others! You now have the opportunity to become a sponsor of this year's 14th Annual JR DiGS Acoustic Christmas Concert by donating directly to an approved charity that you would like to support.

Contact us for more details.

\$30K TITLE SPONSOR

ONE AVAILABLE - Please contact us to discuss how to add the best value for you

8 VIP Tickets and special seating in our Side Stage Lounge branded to your company.

- Your seating comes with a dedicated server.
- Recognition as Title sponsor on applicable advertising.
- Social Media Recognition on JR DiGS social media 10,000+ followers.
- Verbal recognition on stage from your host JR DiGS.
- Green Room meet and greet with the artists.
- You will receive a complimentary concert drink package.
- Your Company Logo with embedded link will appear on JR DiGS' Acoustic Christmas website.
- 8 VIP Passes to Legendary Acoustic Christmas After Party

\$20K SIDE STAGE LOUNGE SPONSOR

ONE AVAILABLE - Please contact us to discuss how to add the best value for you.

The performing artists love to wander in and out of the concert hall to watch their colleagues perform. The Artist Lounge will provide the artists with a place to hang out and watch the show.

8 VIP Tickets and special seating in our Side Stage Lounge branded to your company.

- Your seating comes with a dedicated server.
- Social Media Recognition on JR DiGS social media 10,000+ followers.
- Verbal recognition on stage from your host JR DiGS.
- You will receive a complimentary concert drink package.
- Your Company Logo with embedded link will appear on JR DiGS' Acoustic Christmas website.
- 8 VIP Passes to Legendary Acoustic Christmas After Party

\$5000

GOLD

Front of room tables of 4 or Side Table of 8
Two ways to donate

SPONSOR

A minimum donation of **\$5000** to a charity of your choice that we can approve of & in this case that charity can issue you a tax receipt. This option is our preference in the effort to raise as much money as possible and donate it directly to charitable organizations that need and will greatly benefit from our donations.

Or a **\$3500** donation to the JR DiGS Acoustic Xmas Fund with no tax receipt to a charity of our choice.

- Front Of Room VIP Table of 4 with in-seat service OR a VIP side table for 8 with in-seat service.
- Your table will be branded with your Company logo
- You will receive a complimentary concert drink package.
- Your Company Logo with embedded link will appear on JR DiGS' Acoustic Christmas website.
- Social Media Recognition on JR DiGS social media 10,000+ followers.
- 4 or 8 Passes to Legendary Acoustic Christmas After Party (depending on table configuration as above)

Note: Additional perks may be offered & provided if they become available.

\$2500

SILVER

Side of Room VIP Tables of 8 or Front of Room pew that seats 4
Two ways to donate

SPONSOR

\$2500 minimum donation to a charity of your choice that we can approve of & be inspired to support with you & then that charity can issue you a tax receipt. This option is our preference in the effort to raise as much money as possible and donate it directly to charitable organizations that need and will greatly benefit from our donations.

Or a **\$2000** donation to the JR DiGS Acoustic Xmas Fund with no tax receipt to a charity of our choice

- VIP side table with seating for 8 OR a VIP front of room pew with seating of 4
- Your table OR pew will be branded with your Company logo.
- Social Media Recognition on JR DiGS social media 10,000+ followers.
- 4 or 8 Passes to Legendary Acoustic Christmas After Party

Note: Additional perks may be offered & provided if they become available.

\$1500

MYRRH

High Top table that includes 6 GA Floor Tix
or 6 Front Row Balcony Reserved Seating / Two ways to donate

SPONSOR

A minimum donation of **\$1500** to a charity of your choice that we can approve of & be inspired to support with you & then that charity can issue you a tax receipt. This option is our preference in the effort to raise as much money as possible and donate it directly to charitable organizations that need and will greatly benefit from our donations.

Or a **\$1000** donation to the JR DiGS Acoustic Xmas Concert Fund with no tax receipt to a charity of our choice

- High top table & 6 General Admission tickets OR front row balcony reserved seats for 6
- Social Media Recognition on JR DiGS social media 10,000+ followers.
- 6 Passes to Legendary Acoustic Christmas After Party

\$750

TINSEL

4 GA Floor Tix or 4 Second Row Balcony Reserved Seating
Two ways to donate

SPONSOR

A minimum donation of **\$750** to a charity of your choice that we can approve of & be inspired to support with you & then that charity can issue you a tax receipt. This option is our preference in the effort to raise as much money as possible and donate it directly to charitable organizations that need and will greatly benefit from our donations.

Or a **\$500** donation to the JR DiGS Acoustic Xmas Concert Fund with no tax receipt to a charity of our choice

- 4 General Admission tickets OR second row balcony reserved seats for 4
- 4 Passes to Legendary Acoustic Christmas After Party



Additional sponsorship opportunities are available.

\$5000

- Performers Lounge sponsor
- Stage/Venue decorating sponsor
- After Party sponsor

\$2500

- Video Production sponsor
- Transportation sponsor
- Photo Booth sponsor \$2500
- Accommodation Sponsor \$2500



Past Performers include:

TOM WILSON



THE BEACHES



MAX KERMAN

And many more ✨



Thank you for your interest in this the 14th annual JR DiGS Acoustic Christmas Concert, December 23rd, 2022

The last time we held this concert live in 2019, we celebrated one of our best years ever and would like to sincerely thank everyone who has played such a big part in the incredible success of this Hamilton Holiday Fundraiser. You have allowed us to grow this event into a pillar of the holiday season for many Hamiltonians and we appreciate your generous support to help raise both money and awareness for so many amazing local charities over the years! It is so moving to witness our community come together with such kindness and generosity this time each year.

"It is so inspiring to see how this concert has grown over the years and to know that it has become a tradition shared by so many families and friends as a beginning to their holiday season" says JR DiGS.

The first Acoustic Christmas Concert was held at The Casbah Lounge, born from the idea that JR simply wanted to play guitar and sing some songs with friends in an effort to raise money for folks in need in Hamilton. JR, who is better known for being a comedian and a Gemini Award and Screen Award nominated television host, has many pals much more musically inclined than he is, which helped this concert become what it is today. Over the years, musicians such as Max Kerman from the Arkells, Tom Wilson, Terra Lightfoot, The Trews, Monster Truck, Walk Off The Earth, The Dirty Nil, Randy Bachman, July Talk, Gord Sinclair of the Tragically Hip, Tim Hicks and many more have come together to make this annual Hamilton holiday fundraiser such a special and successful night.

Last year, because of generous people like you who allowed their donations to stand, even though we had to cancel the event at the last minute due to Covid - you enabled us to contribute to over 23 different local charities. Artists and suppliers donate their services to the event which helps keep expenses low. The JR DiGS Acoustic Christmas Concert is a volunteer run event with 100% of net proceeds going to local charities.

As always, the concert will be held on December 23rd. Please save the date and with tickets selling out in less than 14 minutes last year the best way to support your community and get access to the show is through one of the partnership packages.

If you have any questions, please feel free to contact our show organizers.

Merry Christmas