



HUMBER
— 50 YEARS —

Humber
at 50 | A CELEBRATION
THROUGH MUSIC

January 17, 2018
Koerner Hall
TELUS Centre for Performance and Learning

SPONSORSHIP PACKAGE

Presented by



TD Insurance



THE NIGHT AT A GLANCE

On January 17th, an unforgettable evening of music and celebration will take place at The Royal Conservatory in downtown Toronto in celebration of Humber's 50th Anniversary.

The evening begins with a cocktail dinner followed by a special concert in Koerner Hall. The concert features some of Canada's finest musicians with performances from Humber's faculty big band directed by Denny Christianson featuring Pat LaBarbera and Al Kay with special guest, Kurt Elling; Rik Emmett; Laila Biali; and Rich Brown's band, rinsethealgorithm. The night closes with a post-concert after-party, where musicians and guests can mix and mingle.

The event is also for a good cause, our students. Your support will provide scholarship support to deserving students across the College, making their academic journey possible. Join us, give the gift of education and enjoy everything the evening has to offer, making it truly a night to remember.

Humber at 50

- 6 PM** ✨ EXCLUSIVE PRE-CONCERT COCKTAIL DINNER
- 8 PM** ✨ SPECIAL CONCERT IN KOERNER HALL
- 10 PM** ✨ VIP POST-CONCERT RECEPTION

MEET THE ARTISTS

A glimpse at the evening's outstanding musical performers

- ✨ **Pat LaBarbera**
Internationally-acclaimed Juno-winning saxophonist
- ✨ **Laila Biali**
Award-winning Canadian jazz singer, pianist and alumnus of Humber College
- ✨ **Denny Christianson**
Renowned bandleader, trumpeter, performing and recording artist
- ✨ **Kurt Elling**
Grammy winner and one of the world's foremost jazz vocalists
- ✨ **Rik Emmett**
Band member of the iconic group Triumph, and renowned singer, songwriter and guitarist
- ✨ **Al Kay**
Highly respected, classically trained musician and one of the world's finest trombone players
- ✨ **rinsethealgorithm**
Bassist Rich Brown's band that is rooted in the jazz tradition and heavily influenced by the jazz-rock and jazz-funk groups of the 70s, 80s and 90s



SPONSORSHIP OPPORTUNITIES

Enjoy the benefits of sponsorship and receive a wide range of promotional opportunities, event recognition and tickets to a night of unforgettable music.

PRESENTING

SOLD \$20,000

Enjoy the spotlight with this one-of-a-kind opportunity. From advertising and signage to mentions from the stage, your company will see great value as Humber's presenting sponsor, including exclusive recognition with your company's name or logo prominently featured with all aspects of the event.

GOLD

\$5,000

Take centre stage by becoming a Gold sponsor. Select one of the following key elements of the night and your company will be recognized for its support with the following exclusive benefits:

- **COCKTAIL DINNER (SOLD):** Gourmet food and fine wine is the hospitality your support will provide. Prominently displayed signage and public acknowledgement of your company's generosity will be part of the reception.
- **GUEST ARTIST:** Support the first act and performance given by our Guest Artist, Kurt Elling with the Humber Faculty Big Band directed by Denny Christianson, featuring Pat LaBarbera and Al Kay. Your company will be recognized from the stage and in the evening program.
- **MASTER ARTISTS (SOLD):** Support the second act and performances given by our Master Artists: Rik Emmett, Laila Biali and Rich Brown's band, rinsethealgorithm. Your company will be recognized from the stage and in the evening program.
- **SHARE THE MUSIC WITH STUDENTS (SOLD):** Make the concert affordable so young artists from Humber, universities, colleges and high schools across the Greater Toronto Area can attend. Your company will be recognized from the stage and in the evening program.

50TH ANNIVERSARY

\$2,500

The show will go on by becoming a 50th Anniversary sponsor. Select one of the following key elements of the night and your company will be recognized for its support with the following exclusive benefits:

- **POST-CONCERT RECEPTION (SOLD):** The party continues with a post-concert reception and opportunity for guests to meet and greet the artists (subject to availability). Event signage will be prominently displayed in the reception area recognizing your company.
- **GREEN ROOM (SOLD):** Support the hospitality of the evening's artists. Event signage recognizing your company's support will be prominently displayed backstage in the Green Room.
- **EVENING PROGRAM (SOLD):** Given to each guest as they enter Koerner Hall, the evening program is an attractive opportunity to connect with all guests with a full page ad recognizing your company.
- **THANK YOU GIFT (SOLD):** Make it a night to remember by delighting guests with a memento from the night courtesy of your company acknowledged on the tag or wrapping of the gift.
- **VALET:** Offer luxury and convenience for all guests attending the cocktail dinner. Your company will be recognized on event signage prominently displayed at the car drop off area.

FRIENDS OF HUMBER

\$1,000

Take a bow as a Friend of Humber patron. Enjoy an evening of great music all while supporting a worthy cause, Humber students. Friends receive invitations to the cocktail dinner and post-concert reception along with two premium seats to the concert. Friends will also be recognized as a supporter of the night in the evening program.

OTHER BENEFITS

	PRESENTING \$20,000	GOLD \$5,000	50 th ANNIVERSARY \$2,500	FRIENDS OF HUMBER \$1,000
HOSTING				
Complimentary Event Tickets	20	10	6	2
Cocktail Dinner	*	*	*	*
Post-Concert Reception	*	*	*	*
Premium Concert Seating	*	*	*	*
Opportunity to Meet Performers at Post-Concert Celebration (subject to availability)	*	*	*	*
Valet Parking	*	*	*	*
Coat Check	*	*	*	*
Thank You Gift	*	*	*	*

PROMOTION AND RECOGNITION

Sponsorship Category Exclusivity	*	*	*	
Special Marketing and Advertising	*			
Recognition on Event Materials	All	Select	Select	Select
Recognition on Concert Ticket	*			
Logo Recognition on Event Website	*	*	*	*
Social Media	*	*	*	
Recognition in Thank You Ad placed in community newspaper	*	*	*	
Recognition in Thank You Ad placed in <i>Gratitude</i> (Humber's magazine for Alumni and Friends; circulation 90,000)	*	*	*	
Recognition on Humber's Digital Signage located on-campus in Gratitude Hall	*	*	*	*

PROMOTION AND RECOGNITION AT EVENT

Verbal Recognition in Remarks at Cocktail Dinner	*	Select		
Verbal Recognition in Remarks at Concert	*	Select		
On-site Signage with Logo Recognition	*	*	*	
On-site Digital Signage	*			
Logo Recognition in Evening Program	*	*	*	
Advertisement in Evening Program	*	*	*	

INDIVIDUAL TICKETS

PREMIUM TICKET*	\$175
CONCERT ONLY	\$55
STUDENT	\$25

*Includes premium seating in the concert hall and invitations to the pre and post-concert receptions.

Media Partner:

JAZZ.FM91

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CONTACT

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SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR - \$20,000 (SOLD)

Includes twenty (20) Premium Event Tickets

GOLD - \$5,000

Includes ten (10) Premium Event Tickets

- COCKTAIL DINNER (SOLD)
- GUEST ARTIST
- MASTER ARTISTS (SOLD)
- SHARE THE MUSIC WITH STUDENTS (SOLD)

50TH ANNIVERSARY - \$2,500

Includes six (6) Premium Event Tickets

- POST-CONCERT RECEPTION (SOLD)
- EVENING PROGRAM (SOLD)
- GREEN ROOM (SOLD)
- THANK YOU GIFT (SOLD)
- VALET

FRIENDS OF HUMBER - \$1,000

Includes two (2) Premium Event Tickets

PREMIUM EVENT TICKETS

PREMIUM EVENT TICKET - \$175 each

Includes premium seating in Koerner Hall and invitations to the pre and post-concert receptions. Number of tickets required: _____

CONCERT ONLY & STUDENT TICKETS

Please purchase directly through The Royal Conservatory (RCM) Box Office.

Website: rcmusic.com/concerts Phone: **416.408.0208** | Concert Only **\$55** Student **\$25**



DONATE

I am unable to attend but wish to make a donation to the 50th Anniversary Scholarship Fund. Amount \$ _____

CONTACT INFORMATION

PAYMENT

- Cheque Enclosed Visa MasterCard Send invoice

Name (First, Last)

Organization (if applicable)

Address

City

Phone

Email

Cardholder's Name

Cardholder's Signature

Credit Card #

CVV Security Code

Expiry Date

humber.ca/humberat50concert

Charitable Registration #107497273 RR0001