



AIR GUITAR
CANADA

National Sponsorship Deck



**“When you are holding an Air Guitar,
you can’t be holding a gun.”**

– Ancient Air Guitar Proverb

WHAT IS AIR GUITAR?

Air guitar is the act of letting your inner rock star shine! For 27 years in Oulu, Finland (the northern capital), Air Guitar hopefuls from around the world meet to compete in the AIR GUITAR WORLD CHAMPIONSHIPS. They create 1-minute performances that defy reality and melt faces. They are judged on criteria such as stage charisma, technical merit, ability to be taken over by the music, and of course, 'airness'.

Silly? Yes. Entertaining? More than you can imagine.

IS THIS FOR REAL?

This is for real. Air Guitar is a global phenomenon centered on the ideology of world peace. The mantra: 'When you are holding an Air Guitar, you can't be holding a gun'. The originators posited – 'What if everyone around the world was to collectively play air guitar?' It was surmised that wars would end, peak joy would be achieved, and the human race would instantly be saved from destruction. Our practical take: Let's rock out for a good cause and raise money for worthy charities.



AIR GUITAR CANADA

Canada reentered the air guitar world 9 years ago with a vengeance and re-launched Air Guitar Canada. Since then we've grown from 2 events in Ontario to 12 events across four provinces.

After taking a break due to the pandemic, we are set for more growth in 2024 and want YOU to join us in the fun. This year's nationals will take place in May in Toronto. There, an All-Star lineup of previous Regional Champions and National Champions will rock the stage for their chance to become the 2024 Canadian Air Guitar Champion and represent Canada at the 27th Air Guitar World Championships in August.

From 2025 onwards we plan to return to our regular full-program season with events from coast to coast.



AIR GUITAR IN THE MEDIA

Air Guitar is a flashy, headline-grabbing event that gets local, national, and international attention. Our competitors have been highlighted in everything from heartwarming features on “Mr. Bob,” the Oldest Competitive Air Guitarist in the World, in the Belfast Telegraph and on Breakfast Television to face-melting segments of “The Phoenix” in Vice News and on CBC Radio One. Regional and National competitions receive annual coverage from outlets like CTV News, Global News, and the CBC and our Air Guitarists are regularly invited to appear on national and international television.

Partnering with Air Guitar Canada is a unique and exciting way to generate curiosity about your brand! See appendix for examples.



WHO WE ARE



GENEVIEVE LEBLANG

(she/he/they)

Gen became involved in air guitar in 2016 when they first competed and took home the title of Ottawa Air Guitar Champion as “The Phoenix.” While 2016 wasn’t their year, they rose from the ashes in 2017 winning the title of Toronto Regional Champion and then National Champion, placing 5th overall at the Air Guitar World Championships. After their reign was over, they transferred their skills as a performance artist and event producer, as well as their non-profit experience, and took on the title of Co-Director of Air Guitar Canada. Genevieve has experience in business management, event production, bookkeeping, media and communications, and the performing arts and is also a member of the board of directors of The Centre for Treatment of Sexual Abuse and Childhood Trauma.



NYREE MACPHERSON

(she/her)

Nyree MacPherson is a multidisciplinary artist, dramaturg, and producer with a specialization in the Cabaret Arts. She has been producing and hosting drag & burlesque shows and creative permutations within the art form since 2013. Credits include Dem Broads, Showdown (a cabaret game show), and a variety of independent productions featuring music, burlesque, drag, comedy, circus, dance, and more. A seasoned singer, Nyree has spent the last fifteen years working in a variety of performing art disciplines and has trained and judged for the Canadian Improv Games. Nyree has also studied around the world in vernacular and social swing dances and has hosted International Lindy Hop competitions both in Canada and at the famed New York City 92nd Street YMCA. She has worked extensively as an operations consultant, producer, and an event planner in corporate, non-profit, and arts settings.



EMILY MANZEROLLE

(any)

While new to the world of Air Guitar, Emily is no stranger to event facilitation! Coming from the world of Quadball, they’ve helped organize and run Regional and National Championships for Quadball Canada and is thrilled to bring that experience to the exciting world of Air Guitar. With experience in sponsor relations, grant management, and general behind-the-scenes management, Em is thrilled to join the coordination team for Air Guitar Canada and take a stab at a new kind of awesome.



JESSICA NICHOLS

(she/her)

Jess is an art director, graphic designer, and “awesomeness facilitator” with extensive experience in advertising and live event production. She has worked with some of Canada’s biggest brands to help them bring their ideas to life with an unparalleled polish. With a deep passion for the performing arts, Jessica is able to jump into any role that is required to keep a show running smoothly, whether it’s the Canadian Air Guitar Championships, Showdown!, or Drag Bingo at Glad Day Bookshop.

COMMITMENT TO DIVERSITY

Part of the mission of Air Guitar Canada is to increase engagement and representation from marginalized groups at the competition and through the artists hired to perform as opening and closing acts, MCs, and judges.

In 2017 Genevieve “The Phoenix” LeBlanc was the first non-binary and openly disabled Canadian Air Guitar Champion, followed by the first female Champion in 2018, Dana “DanaSaurus Rex” Scheimann. Genevieve LeBlanc has since been brought on as a Co-Director of Air Guitar Canada as is part of the predominantly 2SLGBTQIA+ team that bring our events to life. Our current reigning champion from 2019, “Ichabod Fame,” is also a member of the 2SLGBTQIA+ community.



AIR GUITAR CANADA AND THE GORD DOWNIE & CHANIE WENJACK FUND

Our most important objective is to grow the property of Air Guitar as a rocking fundraising event. We've raised over \$20,000 for our charities to date and the expansion of our capacity with your support means we have the potential for so much more.

Donations are collected from ticket sales and the "Boost the Ballot" system at live events, which allows those in attendance to vote with their dollars for their favourite face-melting song in the final round.

Starting in 2024, our chosen charity partner is the Gord Downie & Chanie Wenjack Fund.



WHAT WE NEED FROM YOU

Everything we do is in the name of rocking out for a good cause, and we need your support to make 2024 the best year yet for Air Guitar Canada! Due to the global pandemic, there could be no World Air Guitar Championships from 2020 to 2022, and so we will be returning from a hiatus this year in full force. And with your help, we are ready to come back with a BANG!

We would like to request your support in making the Canadian Air Guitar Championships a success and join us in raising funds for a rocking good cause by becoming a sponsor.

**THANK YOU FOR YOUR INTEREST IN SUPPORTING
THE GORD DOWNIE & CHANIE WENJACK FUND
AND AIR GUITAR CANADA**

All proceeds from this event will support the Gord Downie & Chanie Wenjack Fund's aim to build cultural understanding and create a path toward reconciliation between Indigenous and non-Indigenous peoples.

APPENDIX

ARTICLES

“Air Guitar Enthusiasts Rock Out at Roxy Theatre” on Global News Saskatoon posted May 20, 2018

<https://globalnews.ca/news/4221604/saskatchewan-air-guitar-championship-saskatoon/>

“Meet Bob: Your New Favourite 74-Year-Old Air Guitarist” on CBC Arts posted January 11, 2018

<https://www.cbc.ca/arts/exhibitionists/meet-bob-your-new-favourite-74-year-old-air-guitarist-1.4483574>

“Meet the Air-ess: Canada’s First Female Air Guitar Champion Competes for World Title” on CBC Radio posted August 18, 2017

<https://www.cbc.ca/radio/day6/episode-351-the-rebel-s-rough-week-eclipse-science-air-guitar-champions-american-dreams-and-more-1.4249470/meet-the-air-ess-canada-s-first-female-air-guitar-champion-competes-for-a-world-title-1.4249488>

“Meet Alberta’s New Air Guitar Champion” on CBC News posted July 8, 2016

<https://www.cbc.ca/news/canada/edmonton/meet-alberta-s-new-air-guitar-champion-1.3669559>

“Meet Bob Wagner, 71: Master of Air Guitar” on The Globe and Mail posted July 30, 2014 and updated May 12, 2018

<https://www.theglobeandmail.com/arts/music/the-fine-art-of-air-guitar/article19853569/>

VIDEO INTERVIEWS

Nationals Coverage on CityNews Toronto on July 17, 2018 (Duration: 1:14)

<https://toronto.citynews.ca/video/2017/07/15/video-national-air-guitar-championships/>

The Phoenix interview with VICE News on July 16, 2017 (Duration: 3:00)

https://video.vice.com/en_ca/video/we-wrote-a-song-for-an-air-guitar-champion-to-wail-on/594b159790b5d49854dfc40a