



AIR GUITAR CANADA

National Sponsorship Deck

with





**“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 25 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 7 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 2022 and want YOU to join us in the fun. This year's nationals will take place in July in Mississauga. There, an All-Star lineup of previous Regional Champions and National Champions will rock the stage for their chance to become the 2022 Canadian Air Guitar Champion and represent Canada at the 25th Air Guitar World Championships in August.

From 2023 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.



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 is for the Canadian Air Guitar Championships, Showdown!, or Drag Bingo at Glad Day Bookshop.



MARK SLATER

(he/him)

Mark has been involved with Air Guitar Canada from the very beginning, competing for the first time in 2015 as “Whiskey Pockets.” Since then he has been lending his valuable graphic design and fine art skills to Air Guitar Canada, designing assets for promotional materials. Mark also lends his valuable skills to our social media channels, where he is responsible for roll out and distribution of completed promotional materials. Mark has extensive skills in the world of advertising and design and is a key influence to Air Guitar Canada’s unique brand.

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 CONCERNED KIDS

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 2022, our chosen charity partner is The Concerned Kids.



THE CONCERNED KIDS

Since 1989 TCK, a registered charitable organization, has been giving children confidence and lifelong tools to end bullying through immersive, interdisciplinary, art-inspired education and entertainment. The organization has served more than 600,000 kids through their puppetry in education and virtual programs.

The Concerned Kids educates children about important social issues through the uniquely engaging art of puppetry, and empowers young people to make smarter and kinder choices in all areas of their lives. The Concerned Kids strives to support schools and communities in fostering safe and healthy environments where children are free to learn, live, and play.



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 2022 the best year yet for Air Guitar Canada! Due to the global pandemic, there could be no World Air Guitar Championships in 2020 or 2021, 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, as outlined in the following pages.

NATIONAL TITLE SPONSOR

\$15,000 - ONE OPPORTUNITY

As the National Title Sponsor, your company will receive exclusivity as the only sponsor to receive the following benefits to the Canadian Air Guitar National Championships.

You will also have the opportunity to host a company wide Air Guitar Championships with our team, with the winner earning a spot to compete for the title of Canadian National Air Guitar Champion.

BRAND RECOGNITION

Your corporate logo and/or name will be featured on:

- Title Sponsorship, with the event being presented as “Canadian National Air Guitar Championships: Presented by (YOUR BRAND)”
- Prominent placement of your name or logo on event materials, including the following: entrance signage, event poster, and promotional videos
- Category exclusivity at the National Title Sponsorship level
- Prominent placement of your name or logo on all event correspondence and thank you notes
- Prominent logo with link to your website on the event webpage
- A social media shout out from the National Champion thanking your brand for your support

HOSPITALITY

As the Title Sponsor you will receive:

- 20 VIP tickets to the Regional Championships of your choice*
- 20 VIP tickets to the National Championships in Mississauga
- A representative of your brand on the official national judging panel

EVENT PROFILE

As the Title Sponsor you will receive:

- Verbal recognition at the event, and all regional events across Canada*
- Event signage and banners
- Your brand’s Air Guitar champion competing alongside other regional champions

MEDIA

Your corporate logo and/or name will be featured in:

- Advertisements promoting the events across social media platforms, including promotional videos
- Promotions for all regional championships across the country throughout the season*
- Posters across the host city
- Public thank you advertisement in the media

REGIONAL TITLE SPONSOR* (2023 AND BEYOND) \$7,500 - SEVEN+ OPPORTUNITIES

As a Regional Title Sponsor, your company will receive exclusivity as the only sponsor to receive the following benefits to your chosen Regional Canadian Air Guitar National Championship.

BRAND RECOGNITION

Your corporate logo and/or name will be featured on:

- Title Sponsorship, with the event being presented as “(CITY) Air Guitar Championships: Presented by (YOUR BRAND)”
- Prominent placement of your name or logo on event materials, including the following: entrance signage, event poster, and promotional videos
- Category exclusivity at the Regional Title Sponsorship level
- Prominent placement of your name or logo on all event correspondence and thank you notes
- Prominent logo with link to your website on the event webpage
- A social media shout out from the Regional Champion thanking your brand for your support

HOSPITALITY

As the Title Sponsor you will receive:

- 20 VIP tickets to the Regional Championships you are sponsoring
- 10 VIP tickets to the National Championships in Mississauga
- A representative of your brand on the official regional judging panel

EVENT PROFILE

As the Title Sponsor you will receive:

- Verbal recognition at the regional event
- Event signage and banners

MEDIA

Your corporate logo and/or name will be featured in:

- Advertisements promoting the events across social media platforms, including promotional videos
- Posters across the host city
- Public thank you advertisement in the media

AIRNESS SPONSOR

\$5,000 - ONE OPPORTUNITY

As the Airness Sponsor, your company will receive exclusivity as the only sponsor to receive the following benefits to the Canadian Air Guitar Championships.

BRAND RECOGNITION

Your corporate logo and/or name will be featured on:

- Prominent placement of your name or logo on event materials, including the following: entrance signage, event poster, the promotional videos
- Category exclusivity at the Airness Sponsor level
- Prominent placement of your name or logo on all event correspondence and thank you notes
- Prominent logo with link to your website on the event webpage
- A social media shout out from the National Air Guitar Champion thanking your brand for your support

HOSPITALITY

As the Airness Sponsor you will receive:

- 10 VIP tickets to the Regional Championships of your choice*
- 10 VIP tickets to the National Championships in Mississauga

EVENT PROFILE

As the Airness Sponsor you will receive:

- Verbal recognition at the national event
- Event signage and banners

MEDIA

Your corporate logo and/or name will be featured in:

- Advertisements promoting the events across social media platforms, including promotional videos
- Posters across the host city
- Public thank you advertisement in the media

MUSIC SPONSOR

\$3,000 - FIVE OPPORTUNITIES

As a Music Sponsor, your company will be one of only a few sponsors to receive the following benefits to the Canadian Air Guitar Championships.

BRAND RECOGNITION

Your corporate logo and/or name will be featured on:

- Placement of your name or logo on event materials, including the following: entrance signage, event poster, the promotional videos
- Placement of your name or logo on all event correspondence and thank you notes
- Logo with link to your website on the event webpage

HOSPITALITY

As the Aires Sponsor you will receive:

- 5 VIP tickets to the Regional Championships of your choice*
- 5 VIP tickets to the National Championships in Mississauga

EVENT PROFILE

As a Music Sponsor you will receive:

- Verbal recognition at the national event
- Event signage and banners

MEDIA

Your corporate logo and/or name will be featured in:

- Advertisements promoting the events across social media platforms, including promotional videos
- Posters across the host city
- Public thank you advertisement in the media

IN-KIND SPONSORSHIPS

You can also help us make this one-of-a-kind show a reality through in-kind donations of much needed merchandise or services to support our event. In exchange, you will receive excellent community exposure and advertising. We are especially interested in brands that can help us cover travel and accommodations for our competitors as well as food and beverage sponsors that can keep our champions well-fuelled!

THANK YOU FOR YOUR INTEREST IN SUPPORTING THE CONCERNED KIDS AND AIR GUITAR CANADA

All proceeds from this event will support The Concerned Kid's mission to give children confidence and lifelong tools to end bullying through immersive, interdisciplinary, art-inspired education and entertainment.

APPENDIX

VIDEO INTERVIEWS

Danasaurus Rex interview on CTV News on August 23, 2018 (Duration: 3:58)
<https://www.ctvnews.ca/video?clipId=1470047>

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

GlenAiry Glen Rock and Mr. Bob interview on Breakfast Television Toronto on July 29, 2014 (Duration: 3:15)
<https://www.bttoronto.ca/videos/3702579389001/>

Mr. Bob on the Belfast Telegraph on July 16, 2014 (Duration: 0:31)
<https://www.belfasttelegraph.co.uk/video-news/video-71yearold-canadian-the-oldest-rocker-at-the-air-guitar-championship-30436271.html>

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/>