



Performers selected to attract the maximum number of attendees and make the area vibrant.

**DO YOU REMEMBER?** How lousy business was two years ago? Tourist traffic and spending was down. Many were asking what's going on in Grand Bend, we never hear of anything going on up there?"

**GRANT MONEY & MERCHANT INVOLVEMENT.** A new initiative in 2014 given life by a *Creative County Fund* grant and involvement of several merchants launched a weekly concert series that attracted 2,500 attendees over seven Sunday shows.

**GREATER GOAL REQUIRES GREATER EFFORT.** In 2015, an increased number of shows, improved marketing and promotion and increased number of great performers resulted in 5,000 attendees spending money in the area, especially on the "strip". An aggressive social media effort generated a "halo" effect and people not in attendance commented on how they wished they could be!

The buzz was amplified when *Rotary Club of Grand Bend* teamed up with *Grand Bend Community Foundation* to build a permanent stage. Their effort generated more than \$280,000 to build an exciting new addition to our list of tourism assets. Construction has begun and the stage will be completed in May with the Grand Opening scheduled for June 11.

Booking performances designed to attract more people to the community costs money. In 2015, the budget was \$22,000, which enabled us to book national, regional and local talent. Our 2016 goal is to attract 1,000 concert attendees per week - or 10,000 concert attendees over ten Sunday performances. ***That's 10,000 money-spending visitors! But we need your help to cover 2016 expenses.***

**SPONSORS MAKE THINGS HAPPEN!** We want to increase the size of Summer Sunset Sounds target audience and will be using marketing techniques successfully tested over the past 2 years (including print, radio, social and digital media). Musicians and bands are looking forward to playing here, but many of the best performers (and those that draw the largest crowds) cost more than we can afford. ***We need YOUR help.***

- **Title Sponsor** (\$3,500 / one opportunity): Thank you - BMO / Bank of Montreal.
- **Seasonal Sponsor** (\$1,000 / unlimited opportunities): Your logo included on the colour promotional poster and flyer, on the special event webpage ([GrandBendTourism.com/summersunsetsounds](http://GrandBendTourism.com/summersunsetsounds)), listed in Facebook and social media postings and announced at each concert. Get backstage access and opportunity to introduce the headliner band and distribute your merchandise at each concert.
- **Talent Sponsor** (\$200 x 10 opportunities): Your business name listed under the concert on the colour promotional poster and flyer, beside your sponsored show in the performance schedule on the special event webpage and in that show's social media postings. Sponsors have the opportunity to introduce the opening act performers and distribute information packages.
- **Staging Sponsor** (\$200 x 10 opportunities): Your business name listed under the concert on the colour promotional poster and flyer, beside your sponsored show in the performance schedule on the special event webpage and in that show's social media postings.

All sponsors have the opportunity to distribute information packages from the merchandise area on show day.



**Call or email Glen Baillie 238-1472 / [gbailie@hay.net](mailto:gbailie@hay.net)**

What's Your Planned Level of Support?

A Prompt Reply is Appreciated - We're Booking Acts Now!

Sponsorship Invoices Provided in June