

MUSIC HEALS

MUSIC FESTIVALS & CONCERTS

Sources

1. The Nielson Global Survey of Corporate Social Responsibility (2014)
2. The 2012 Millennial Impact Report
3. 2007 Cone Cause Evolution Study
4. Corporate Giving in Canada - Imagine Canada
5. Do Well Do Good
6. 2006 Millennial Cause Study
7. 2013 Cone Communications/Echo Global CSR Study

Fans are rewarding companies that give

92% of Canadians say they have a more positive view of a company that supports a cause they care about. (3)

More than **85%** of Millennials correlate their purchasing decisions, and their willingness to recommend a brand to others, to the responsible efforts company is making. (2)

55% will happily pay extra for products and services from companies committed to positive social and environmental impact. (1)

73% of Millennials are willing to try a new unfamiliar product if it supports a cause. (2)

Employee Engagement

72% of Employees wished their employers would do more to support a cause or social issue they care about. (1)

67% prefer to work for socially responsible companies. (6)

Corporate Social Responsibility

Consumers and clients are developing brand loyalty based on the values of a company rather than just the product or service alone.

83% of consumers say companies have a responsibility to support causes. (5)

Canadian Companies donate \$2,295 Billion in cash each year. That's up by more than 581% since the 1990's. (4)

Let Music Heals be the megaphone for your contributions:

80% of Canadian consumers say it is critical for companies to make them aware of their community investment efforts. (7)

Music Heals has donated over \$1.3 million to music therapy programs since 2012.

MUSIC HEALS

MUSIC FESTIVALS
& CONCERTS

About

Launched in 2013, Music Heals is a registered Canadian charitable foundation whose mission is to raise funds and awareness for music therapy initiatives in Canada. We are a group of music enthusiasts and music lovers who have come together with a shared belief in the healing power of music. We work with music therapists, donors, and community agencies across the country to provide relief, strength, and hope to Canadians in need.

100% of your donation will fund music therapy programs across Canada. Music Heals does not take any administration fees.

Ways to support!

Additional Gift at Checkout. Create an opportunity for fans to give by adding an optional donation to Music Heals at the time of purchase.

Cause Marketing. Donate a percentage or predetermined dollar amount per ticket.

Service Charge. Fans hate service charges, but you can ease the cringe by sharing with them that \$1 per ticket and \$1 per service charge is being donated to a great cause.

Awareness. Amplify your support from centre stage by featuring the Music Heals logo or an impact video on screens during downtime at your event.

All Access Pass. Provide the opportunity for Music Heals to set up an activation backstage to create interview opportunities with your performers to create a conversation about the power of music.

Let's work together to connect fans to the music they love and raise funds for music therapy for Canadians in need. Email Taryn@MusicHeals.ca for more information.

**All elements to be mutually agreed upon.*

Opportunity

Music Heals invites you engage your fans while they enjoy music and entertainment to bring them into a cause that aligns with your values. Festivals of all tunes can benefit by aligning with charitable partner and Music Heals specializes in creating an intersection of brands and social good.

"Creating a festival takes a lot of time and money, and to have a successful event, it is important to be embedded in the community. Typical festival goers, as well as music fans, are passionate people. We always want to leave a positive lasting impact"

- Jeff Cuellar, Bonnaroo Music & Arts Festival

Designate Music Heals as your official charity partner!

Music Heals on Tour. An engaging street team will create an Instagram worthy photo activation, sell merch and share your support of Music Heals with face to face communication.

Social Media Inclusion. Let Music Heals be the megaphone for your event. Receive promotion of the partnership on all social media channels, a dedicated blog post and e-newsletter inclusion.

Storytelling. Use your philanthropy as marketing with key messaging in press releases sent to national and regional media outlets.

Charitable Tax Receipt. Upon receiving your contribution to Music Heals you will receive a tax receipt within one week.