

MUSIC HEALS PRESENTS

Music Therapy

MOTORCYCLE
RIDE



Sponsorship
2019

Music Therapy

MOTORCYCLE
RIDE

Music Heals presents the Music Therapy Ride in partnership with Bikers for Autism! Join us as we ride the majestic Sea to Sky for a campout party under the stars in Pemberton BC with live festival style performances!

This event brings together prominent members of Vancouver's business community, music fans, music therapists and motorcycle enthusiasts—all sharing the love of music and partying with a purpose; to music therapy to those most in need!

Since 2001, MTR has raised more than \$1 million enabling the delivery of 24 music therapy programs and the production of 11 Bandwagons—innovative mobile recording studios used by therapists at care facilities including B.C. Children's Hospital, Ronald McDonald House, Canuck Place Children's Hospice and more!



The 2019 Music Therapy Ride anticipates 300 motorcyclists participating in our VPD Motorcycle Drill Team escorted ride raising funds and awareness of the healing powers of music with a special focus on programs for patients on the autism spectrum. Once at the Rise & Shine Retreat guests will have access to camping, beer gardens, food services and epic live performances.

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TICKETS:

\$1000 VIP YURT for TWO includes:

Breakfast, a collectors patch plus two t-shirts, VPD Motorcycle Drill Team Presidential Escort up the Sea to Sky (yep that means no stopping at lights!) snacks in Squamish, lunch and a drink in Pemberton on the VIP porch, live performances at the base of Mt Currie, access to a VIP only hot tub, a VIP Yurt with your own porch, power to charge your phone and a cooler stocked with drinks! Plus this year we will bring your gear to and from the festival site so you don't have to haul it up on your bike!

\$149 GA Motorcyclist Ticket includes:

Breakfast, a collectors patch, VPD Motorcycle Drill Team Presidential Escort up the Sea to Sky (yep that means no stopping!) snacks in Squamish, lunch and a drink in Pemberton, live performances at the base of Mt Currie, a camping spot under the stars plus this year we will bring your gear to and from the festival site so you don't have to haul it up on your bike!

\$74 GA Passenger Ticket includes:

Breakfast, a collectors patch, VPD Motorcycle Drill Team Presidential Escort up the Sea to Sky (yep that means no stopping at lights!) snacks in Squamish, lunch and a drink in Pemberton, live performances at the base of Mt Currie, a camping spot under the stars plus this year we will bring your gear to and from the festival site so you don't have to haul it up on your bike!

\$74 FESTIVAL TICKETS: Don't ride but want to come up and party under the stars for a great cause? Your ticket includes lunch and a drink in Pemberton, live performances at the base of Mt Currie, a camping spot under the stars. Main site opens at 2PM.

Music Heals Charitable Foundation



Music Heals supports a wide range of music therapy services to communities in BC and across Canada.

Music Heals has donated over \$1,000,000 to music therapy programs across the country serving children, seniors, palliative care, burn units, the autism spectrum, AIDS & HIV, bereavement, at-risk youth, rehabilitation, and more.

Music Heals is a registered a Charitable Foundation in Canada.

#846495489 RR 0001

The CRTC has approved Music Heals as an eligible recipient of Canadian Content Dollars.



MUSIC HEALS



BIKERS FOR AUTISM SOCIETY

The **Bikers For Autism Society** launched in 2012 as a result of Founder James Baker's passion for motorcycles and the journey of family members living with Autism Spectrum Disorder (ASD).

Bikers for Autism (BFA) has been actively creating unique events, programs along with fundraising initiatives to generate awareness, acceptance and inclusion in support for individuals and families affected by ASD.

BFA Fundraising initiatives support multiple community programs, such as Surfs Up Event-Sponsored by Ripcurl, Little Heroes Hockey Academy and the PAFC Music Therapy Studio.

In 2018 BFA is broadening it's community support with the addition of BFA Respite Night and BFA Wish Day programs.



MUSIC HEALS



Consumers 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)

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



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)

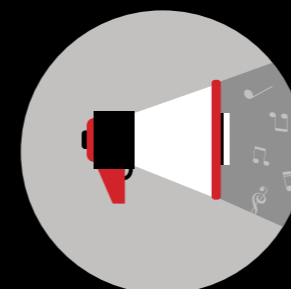


Corporate Social Responsibility is trending

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)

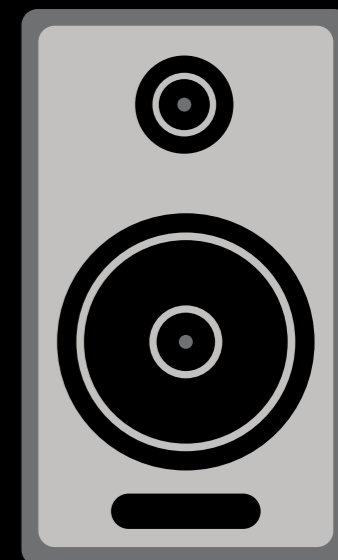
Canadian Companies donate \$2,295 Billion in cash each year. That's up by more than 581% since the 1990's. (4)



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)

Over \$1 Million donated to music therapy programs in Canada since 2012.



SPONSORSHIP OPPORTUNITIES 2019

Platinum

\$10,000 +

- Prominent Logo on MusicHeals.ca
- Social Media Inclusion
- Traditional Media Inclusion
- Cheque Presentation and Photo Op
- Music Therapy Ride Registration for up to 6 people.
- 1 VIP Yurt for two with access to hot tub, revered parking, VIP lounge and more.
- Branded Vehicle Participation
- Branded Giveaway Opportunity
- Branded Banner Placement Opportunity
- Charitable Tax Receipt
- Wrap Report

Gold

\$5,000

- Logo on MusicHeals.ca
- Social Media Inclusion
- Traditional Media Inclusion
- Cheque Presentation and Photo Op
- Music Therapy Ride Registration for up to 4 people.
- Branded Vehicle Participation
- Branded Giveaway Opportunity
- Branded Banner Placement Opportunity
- Charitable Tax Receipt
- Wrap Report

Silver

\$2,500

- Logo on MusicHeals.ca
- Social Media Inclusion
- Music Therapy Ride Registration for 2 people.
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Bronze

\$1,000

- Logo on MusicHeals.ca
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