

MUSIC HEALS PRESENTS

**The Jim Pattison**  
**auto group**

# Music Therapy

MOTORCYCLE  
RIDE

**Music Machine Sponsorship Opportunity 2019**

Presented to Jim Pattison Auto Group  
Presented by Taryn Stephenson



# 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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HEALS**





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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.

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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 and Racing with Autism.

In 2019 BFA is broadening it's support with the addition of "Moment to Breathe" program based around providing respite care for families and individuals living with Autism Spectrum Disorder.

For more information visit [BikersforAutism.com](http://BikersforAutism.com)





# 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)

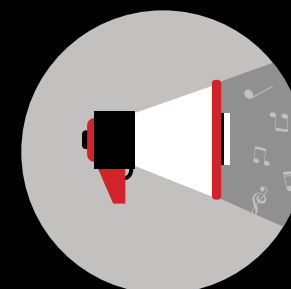


## Corporate Social Responsibility is trending

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)

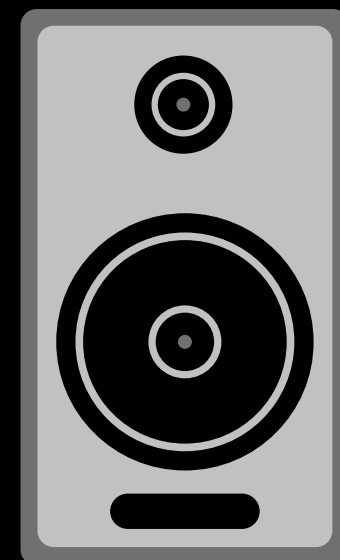
Canadian Companies donate \$2,295 Billion in cash each year. That's up by more than 581% since the 1990's. (4)



## 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

As the Music Machine Sponsor, Jim Pattison Auto Group will generously provide the use of 4 SUC sized vehicles necessary to help our team move musicians, some volunteers and VIPS from August 20th- August 26th 2019.

Among the benefits below, Jim Pattison Auto Group will also be featured in all promotional materials including posters, ticketing site, Facebook event page and more. ( All to be mutually agreed upon)

## SOCIAL MEDIA INCLUSION

A minimum of 40 social media posts on Music Heals', Bikers for Autism and The Music Therapy Ride's Facebook, Instagram, LinkedIn and Twitter pages.

## LIVE MENTIONS

A minimum of 4 mentions for your support from the stage during the event.

## WEB LOGO INCLUSIONS

Logo to be listed at MusicHeals.ca at the Platinum level.

## LOGO INCLUSIONS

Logo to be featured on event signage ( table tents and banners) at the Platinum level.

## WRAP REPORT

A custom wrap report that highlights the exposure received for your generosity.

## SIZZLE VIDEO

A videographer will capture the ride from start to finish and will feature The Jim Pattison Auto Group Music Machines. You will receive a copy of this video to share with staff and customers.

## CHARITABLE TAX RECEIPT

A Charitable Tax Receipt will be issued for the value of your support.

## TEAM BUILDING OPPORTUNITY

We have various roles that will require volunteers with stellar hospitality skills. This could be an opportunity for your team to bond over an amazing event for an incredible cause while enjoying an evening of camping under the stars in Pemberton.

## TRADITIONAL MEDIA INCLUSIONS

Name mention in all radio and television interviews.







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