

DRIVE IN

Drag CANADA 

2020 TOUR
SPONSORSHIP DECK

FEATURING
MISS CONCEPTION
with special guests

WWW.DRIVEINDRAGSHOWCANADA.CA



Coming soon..


TO A DRIVE-IN NEAR YOU



DRIVE IN

Drag

What is the Drive-In Drag Show?

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- ★ Drive In Drag Show Canada is a variety show featuring Miss Conception, one of Canada's top drag queen performers, and special guests performing Top-40 hit songs, including a number of drive-in movie classics.
 - ★ Drive In Drag Show Canada's performance at the Midland Drive-In was the first of its kind in Canada, and after being promoted for just two weeks, played to a near capacity audience.
 - ★ The tour will take place August 19 – October 1, 2020 with stops in 8 cities across Ontario, with the strong possibility of another stop in Montreal.
 - ★ All performances will be PG, family friendly entertainment.
* If we go to Montreal we will likely have two performances, and the late night performance will be for adults only.

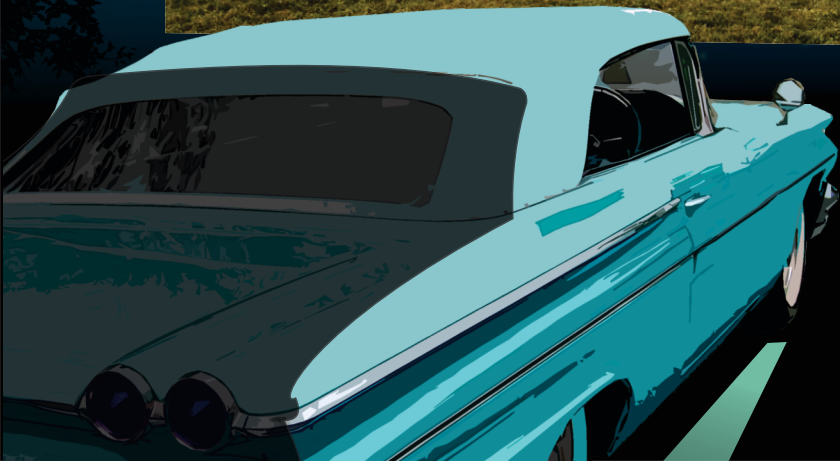
DRIVE IN *Drag*



**MAKING
History**



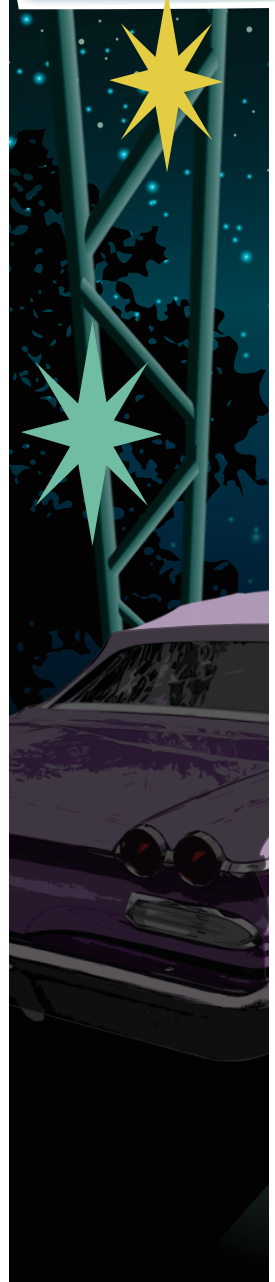
DRIVE IN *Drag*



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The Tour

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- ★ The tour will kickoff in Oakville Ontario on Wednesday August 19, with stops in Hamilton, London, Barrie, Newmarket, Kitchener, St. Catharines and Toronto on October 1, with the possibility of more dates being added.
 - ★ Organizers are strictly following COVID19 measures set forth by the Federal Government, Ontario Government and local county Health Units. Guests will be required to remain in vehicles OR may stay in their allotted parking space outside of their vehicles wearing facial masks. Guests will be required to wear a mask while using the washroom. Private cubicles, handwash stations and sanitizer provided for the comfort of our guests.
 - ★ Tickets will sell for \$99 which gets your vehicle and two people entry, with the opportunity to pay an extra \$25 per additional person. A portion of all tickets sold will be donated to local charities in each respective community.
*Note tickets for the Midland performance sold for \$200 each, with VIP spots selling for \$1,000.

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The People behind the DIDSC Tour

Drive In Drag Show Canada is co-produced by Splash Events Inc. and Dragging Across Canada.

- Splash Events, led by Jaime Crouch, has been producing shows and corporate events for over 20 years.
- Dragging Across Canada features Kevin Levesque as Miss Conception, and has been delighting audiences around the world for over twenty years with his unique style of female illusion – “a Female Delusionist® if you will”.
- Marketing will be handled by Stewart Barton at 79th Meridian Marketing Inc., who has experience working on record breaking tours for Barbra Streisand and Genesis, as well as touring family shows Disney on Ice, Yo Gabba Gabba, Potted Potter and How To Train Your Dragon Live.

splash
events inc

**Dragging
Across Canada**

79TH
MERIDIAN
MARKETING

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“ This is a **FIRST-OF-ITS-KIND** show in Canada. Drive in Drag shows have only just started in Vegas since the current period of social distancing. It's a way for us to all get out, enjoy a *fantastic, entertaining show,* and still remain safe.”

Jaime Crouch
Owner of Splash Events and the performer
behind the Jodie James persona.



splash
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SOCIAL
Following

Launched June 19, 2020



771 Followers
• **57% Women**
• **69% A25-54**



225 Followers



SPONSORSHIP Packages

We are looking for strategic partners to help us reach our goals. Sponsoring Drive In Drag Show Canada is a unique opportunity to support the arts and live theatre, while building strong community ties for your business and be intimately associated with one of the most consumer loyal communities in Canada.

★ *TITLE Sponsor* ★

1 AVAILABLE
\$25,000

★
PRESENTING Sponsor

1 AVAILABLE
\$15,000

★
GOLD Sponsor

3 AVAILABLE
\$10,000

★
BRONZE Sponsor

5 AVAILABLE
\$5,000

★
VIP AREA Sponsor

1 AVAILABLE
\$10,000

★
POST SHOW Sponsor

1 AVAILABLE
\$5,000

★
SANITIZING AREA Sponsor

1 AVAILABLE
\$5,000

★
COMMUNITY Sponsor

1 AVAILABLE
\$1,000

Title Sponsor * *

We will only have one title sponsor, and it could be you.

Title sponsorship is a chance to be exclusively recognized as the main partner of the tour, and the brand that helped make it all possible.

Your sponsorship dollars will help us pay the performers, staff, buy and rent equipment and market the tour. Without you the tour would not be possible.

What it Includes:

- Renaming the tour, The (your brand) Drive In Drag Show Canada Tour.
- Incorporation of your logo with our logo.
- Signage on stage at each venue.
- Multiple shoutouts throughout the performances.
- Inclusion in all marketing and PR, including radio, digital, social.
- Your logo on our ticketing website.
- Ability to hand out promo items.

Plus:

- 3 VIP tickets to every performance.
- Including Meet & Greet passes for up to 15 people per performance.
- 2 regular tickets to every perf.

ESTIMATED IMPRESSIONS: 20,000,000

Presenting Sponsor

We will only have one platinum sponsor...

who after the title sponsor will always be the first sponsor mentioned and listed in any materials.



What it Includes:

- Inclusion in all radio advertising.
- Presenting recognition on social media.
- Inclusion in all PR.
- Inclusion in on stage signage.
- Multiple shoutouts throughout the performances.
- Your logo featured prominently on our website.
- Ability to hand out promo items.

Plus:

- 1 VIP tickets to every performance.
- Including Meet & Greet passes for up to 5 people per performance.
- 2 regular tickets to every performance.

ESTIMATED IMPRESSIONS: 15,000,000

Gold Sponsor

We have 3 Gold Sponsorship positions available...

These companies will be listed prominently after the title and presenting sponsors.



What it Includes:

- Inclusion on tour poster.
- Sponsor recognition in all PR.
- Inclusion in on stage signage and pre-show video loop.
- A minimum of 2 shoutouts throughout the performances.
- Your logo featured prominently on our website.

Plus:

- 1 VIP tickets to every performance.
- Including Meet & Greet passes for up to 5 people per performance.
- 2 regular tickets to every performance.

ESTIMATED IMPRESSIONS: 7,000,000

Bronze Sponsor

Bronze Sponsors are very important...

for our tours success, and as such will be recognized during the performance with mentions.



What it Includes:

- Logo inclusion on our tour posters.
- Logo inclusion on our website.
- Sponsor mention in press releases.
- Logo inclusion in our pre-show video.
- On stage mention during each performance.
- Signage at each venue available if we are provided with a banner no larger than 4' x 6'.

Plus:

- 2 regular tickets to every performance.
- 1 VIP ticket to a performance of your choice, including photo opportunity with the cast for up to 5 people.

ESTIMATED IMPRESSIONS: 250,000

VIP Area Sponsor

As the VIP Sponsor...

you will have the opportunity to own and brand this area. At each performance the front rows will be VIP parking with consumers paying a premium to park up close to the stage, and enjoy interaction from the performers.



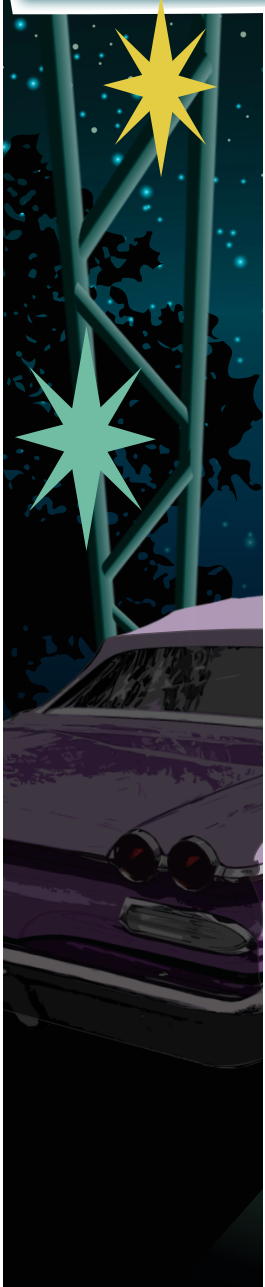
What it Includes:

- The ability to supply VIP lawn signs.
- The ability to hand out promo items to VIP guests.
- Multiple shoutouts throughout the performances.
- Inclusion in all VIP marketing.
- Mention in all VIP PR.

ESTIMATED IMPRESSIONS: 1,000,000

Plus:

- 1 VIP ticket to every performance.
- Including Meet & Greet passes for up to 5 people for a performance of your choice.
- 4 regular tickets for a performance of your choice.



Post Show Photo Opportunity Sponsor

As the Photo Op Sponsor...

At the conclusion of each show, people will be invited to take a photo with the cast courtesy of your brand.



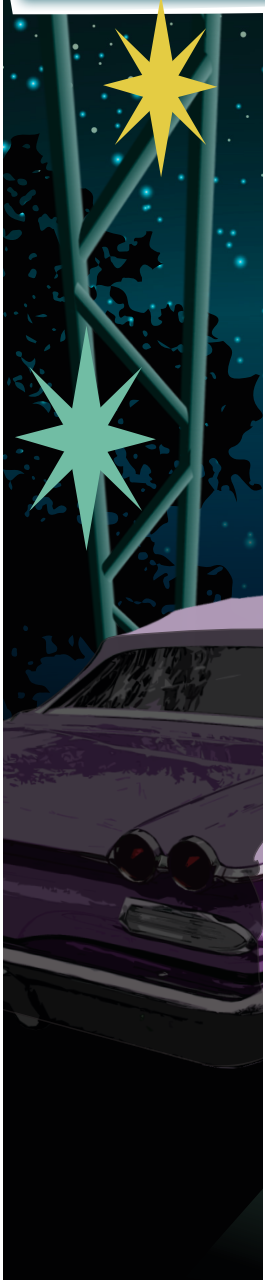
What it Includes:

- The ability to supply a branded backdrop, which must include our title sponsor logo prominently featured.
- The ability to hand out promo items to those guests who lineup to get their photos taken.
- Multiple shoutouts throughout the performances.

Plus:

- 1 regular ticket to every performance.
- 1 VIP ticket to a performance of your choice

ESTIMATED IMPRESSIONS: 110,000



Sanitization Area Sponsor

As the Sanitization Area Sponsor...

Every performance, we will have a sanitization station with signage. This sponsorship opportunity allows your brand to connect with our attendees by providing a much desired service during Covid-19.



What it Includes:

- The ability to supply station and directional signs.
- The ability to supply branded sanitizing product.
- Multiple shoutouts throughout the performances.

Plus:

- 1 regular ticket to every performance.
- 1 VIP ticket to a performance of your choice.

ESTIMATED IMPRESSIONS: 110,000



Community Sponsor

Community Sponsors Help Insure Our Success...

Without financial and awareness support from many partners our tour would not be as successful.



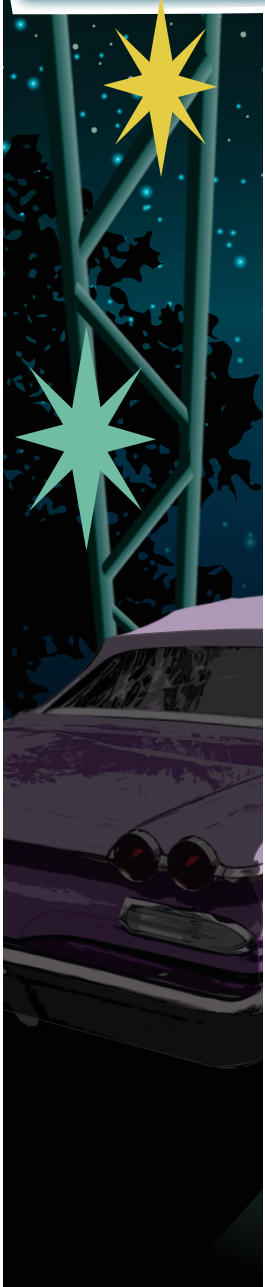
What it Includes:

- Logo inclusion on our website.
- Logo inclusion in our pre-show video.

ESTIMATED IMPRESSIONS: 100,000

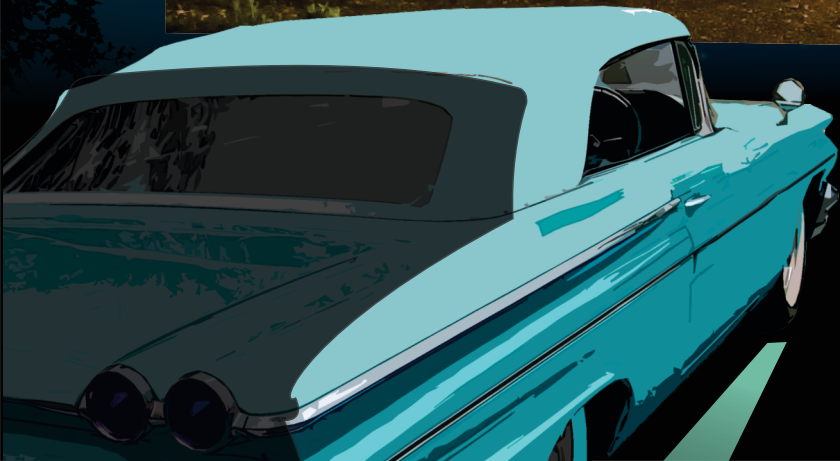
Plus:

- 1 regular ticket to a performance of your choice.
- Including photo opportunity with the cast for up to 5 people.



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“ *Let's Hit The Road!* ”

Let us help you find the package that is right for your brand.
If you have an idea, we are happy to customize
a package for you as long as it doesn't interfere with
our other sponsorship packages. ”

STEWART BARTON

Tour Partnerships and Community Engagement
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79TH
MERIDIAN
MARKETING