March 9, 2024 Vol. 11

techapalooza

2024 Sponsorship Program

Banding together to Beat Cancer.

CancerCare Manitoba
ActionCancerManitoba



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Save the Date for Techapalooza 2024

Cancer impacts all of us. Every day, people walk through the doors of CancerCare Manitoba having just received a cancer diagnosis – an average 19 people each day, to be exact. Cancer hasn't stopped, so neither have we. We're inviting you to Band Together with us once again to take action!

We're building on a successful post-pandemic event from **Techapalooza 2022-23.** Returning to live events, we rocked the night away at Club Regent Casino with six great bands, raising $81,000 for the CancerCare Manitoba Foundation.

Our fundraising target this year sees us return to a pre-pandemic-level goal of **$110,000** for the **CancerCare Manitoba Foundation.** Techapalooza Sponsors demonstrate community leadership to our audience of **500+ I.T. leaders and professionals**, with whom our sponsors enhance their profiles in the community while supporting a vital cause that impacts the lives of many thousands of Manitobans.

Please review this information package carefully. It **includes everything you need to know about helping sponsor the event**, with commitment levels for every budget. Because we've had many sold out events in the past, we are also giving sponsors an opportunity to reserve additional tickets for customers and staff so they can enjoy the event with you. We also invite you to visit **techapalooza.ca** for additional information about this and past events.

We hope you will join us in **Banding Together to Beat Cancer** by supporting **Techapalooza 2024**. **Sponsorship is now open** – and we're excited about it. Act fast, our sponsorship **deadline is December 15, 2023!**

"Hey, Ho! Let's Go!"

Michael Aldor
Fundraising Team Lead



















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Save the Date for Techapalooza 2024

TECHA-PA-WHAT?

This annual concert event now stages **between 5 and 7 bands** made up of **talented musicians with "day jobs" in the local I.T.** sector. With the order of appearance determined by a random draw, **each band performs one set of up to 25 minutes** for an enthusiastic crowd that **votes** in **"Battle of the Bands" style** for their favourite band to receive the **prestigious and coveted Techapalooza "Fan Favourite" Trophy.**

SATURDAY	MARCH 9TH	2024

Tickets are $40 and can be purchased directly from any band members, sales volunteers, online at techapalooza.ca, or by scanning the QR code on the right side!

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(PRESENTING SPONSER LOGO!)

CancerCare Manitoba ActionCancerManitoba

$40

Techapalooza was **first held in 2012** for a sellout crowd of over 300. That year, we raised our first $25,000 for the CancerCare Manitoba Foundation, and it's become an annual event, with an all-too-familiar "blip" during the global pandemic. **Techapalooza 2021 was held online** in a "March Madness" style bracket tournament where bands had their favourite 2020 tracks pitted against each other with winners determined through 'Groupie' donations to move onto the next round. Six weeks of band battles raised $54,000. In **2022-23, we could (finally!) return to a live event format** to raise **$81,000** for the **CancerCare Manitoba Foundation.**

For **2024**, we're back at the **Club Regent Events Centre,** a venue that regularly showcases professional live entertainment. Here our audience will **enjoy the dance floor** and table seating as always, plus **theatre seating with the capacity for a large crowd in a fun environment,** while bands perform on a professional stage with excellent acoustics and lighting. The Club Regent **venue provides refreshments for purchase,** and lets you take advantage of free indoor parking and coat check as well as special reduced-rate hotel rooms for Techapalooza guests. **We're also back to our pre-pandemic fundraising goal levels of $110,000** for the **CancerCare Manitoba Foundation.**

We encourage you to highlight your support for Techapalooza in your company's social media activity using the hashtags **#Techapalooza** and **#BandingTogetherForCancer** along with the **#Winnipeg** hashtag in your posts.



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Event Sponsorships: Limited Availability

PRESENTING SPONSOR: $10,000

Exclusive: only one available



- Special Designation as **"Presenting Sponsor"**
- Exclusive **maximum logo placement** on stage banner, website homepage, program cover, posters and tickets
- Logo on video screen and printed event program sponsor page.
- Full page colour ad in printed event program.
- Emcee recognition from the stage
- Participation in cheque presentation to CancerCare Manitoba Foundation
- **20 passes** and **4 reserved tables** for the event
- **4 invitations** to the **Sponsor Appreciation Reception**
- Social Media Campaign reposts and shares through Techapalooza channels

STAGE SPONSOR: $7,000

Exclusive: only one available



- Special Designation with **signage at the event**
- One full page ad in printed event program
- **Large logo placement** on sponsor web page, event program sponsor page and video screen.
- Emcee recognition from the stage.
- Participation in trophy and prize presentations
- **4 passes** to the event
- **2 invitations to the Sponsor Appreciation Reception**
- Social Media Campaign reposts and shares through Techapalooza channels

Without our Event Sponsors, Techapalooza could not take place. Their support ensures that we can direct more proceeds from ticket sales to the CancerCare Manitoba Foundation.

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Funding Sponsorships

Sponsorship dollars go directly to CancerCare Manitoba Foundation

TERABYTE: $7,000

Special Designation with signage at the event

- One full page ad in printed event program
- **Large logo placement** on sponsor web page, event program sponsor page and video screen
- Emcee recognition from the stage
- Participation in trophy and prize presentations
- **4 passes** to the event
- **2 invitations to the Sponsor Appreciation**
- Reception Social Media Campaign reposts and shares through Techapalooza channels

GIGABYTE: $4,000

- **Medium logo placement** on sponsor web page, event program sponsor page and videos creen.
- **4 passes** to the event
- **2 invitations to Sponsor Appreciation Reception.**
- Social Media Campaign reposts and shares through Techapalooza channels.

MEGABYTE: $2,000

- **Small logo placement** on sponsor web page, printed event program sponsor page and video screen
- **2 passes** to the event,
- **2 invitations to Sponsor Appreciation Reception**
- Social Media Campaign reposts and shares through Techapalooza channels

KILOBYTE: $500- $1,999

Cash or Value-in-Kind

- Name placement on sponsor web page, printed event program sponsor page and video screen
- **2 passes** to the event.
- **2 invitations** to the Sponsor Appreciation Reception.
- Social Media Campaign reposts and shares through Techapalooza channels.



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Event Sponsorships: Limited Availability

TECHAPALOOZA BANDS

Techapalooza accepts a **maximum of 7 bands.** Band members must **either work** in the Information Technology sector, whether the I.T. department of a corporation or government organization, the I.T. vendor community, I.T. education, **or belong** to an IT association (e.g., Tech Manitoba, ICTAM, CIPS, PMI). Bands can be made up from members of different organizations.



Bands **need to apply** to participate no later than **October 31, 2024**

Bands are **selected by the Techapalooza selection panel,** led by the musical director; criteria includes performance experience level, musical style, genre, and theme

Bands are strongly **encouraged to adopt a distinct musical theme** or genre **and a fun name** that is a play on **I.T. terminology.**

Bands are limited to a **25-minute set**
Bands **receive no remuneration for their performance;** all members are volunteers, **working** hard **to entertain** and **raise funds for CancerCare.**

Bands inquiries can be made by email to **musicaldirector@techapalooza.ca.** Applications can be submitted **online** at **techapalooza.ca** for bands or individual musicians seeking a band.

DID YOU KNOW?

CancerCare Manitoba receives 100% of the net proceedings where all funds stay in Manitoba to support cancer research, education, and patient support programs.



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Help Make it Happen!

SPONSOR

Complete the sponsorship application form available at techapalooza.ca/sponsor or reach out to Michael Aldor, Techapalooza Fundraising Team Lead before the **deadline** of **December 15, 2023.** Michael can be reached by email at Michael.Aldor@techapalooza.ca or telephone at (204) 997-2953.

VOLUNTEER

We **need** over **30 volunteers** for the evening of the event to contribute a variety of jobs and skills needed, and are **not required to purchase a ticket.** If you would like to volunteer, please contact info@techapalooza.ca

PROMOTE

We need **volunteers** from our **sponsors and other organizations** to **promote Techapalooza** to their **co-workers.** Techapalooza concert promoters will have access to posters, tickets to sell, and other materials to get the word out. **If you want to incorporate** a **Techapalooza event into your next team meeting, we'd be happy to send some committee members** out and help you promote within your organization!

DONATE

Become a Groupie! A **key component to our fundraising is the donations made by family, friends, and co-workers,** directly **to Cancer Care** through our "Groupie" website **facilitated by the CancerCare Manitoba Foundation.** Each band member is encouraged to set up a donation page and raise a **minimum of $500**, and each band sets their own fundraising goals. The Band that raises the most in Groupie Donations is presented with the Fundraising Champion trophy. It is a fun competition that encourages the Bands, their friends,

A NOTE ABOUT EXPENSES

Expenses for the **venue, sound system, marketing, and promotion** are covered by the **Event Sponsorships** and by the proceeds from ticket sales, as well as donations of value in kind and auxiliary fundraising methods. After all expenses are covered, **remaining proceeds are donated to the CancerCare Manitoba Foundation,** except for a **small operating float retained by the Techapalooza organizing committee to cover start-up costs for next year's event.** Operating funds are held in a not-for-profit account with the Belgian-Alliance Credit Union, Portage Avenue Branch.



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The Techapalooza Committee



Techapalooza Committe - 2019

TECHAPALOOZA COMMITTEE

The **members of the techapalooza committee** are **volunteers** from the **local IT Community.** They **organize the event** and receive **no remuneration** for their efforts.

TECHAPALOOZA 2024 BOARD

Carl Strempler – Chair (Accenture)
Michael Aldor – Fundraising (MNP Digital)
Lindsay Sinclair – Front of House (Gordon Food Services)
Ian McLeod – FOH Support (Beach-Head Professional Services)
Laura Hofmeister – Marketing and Communications (Accenture)
Hal Ryckman – Fundraising (Retired IT
Professional) Debbie Riendeau – FOH Support (Accenture)
Sana Mahboob – Social Media (Prairies Economic Development Canada)
Stephanie Lambert – Social Media (Rossbrook House)
Scott Toderash – Website Management (Modern Earth)
Michelle Casey – Finance & Legal (Manitoba Pork Council)
Chelsea C. Odell – Stage Management (Wawanesa)



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THANK YOU TO OUR 2022-23 SPONSORS!

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David Aplin Group Recruiting Solutions

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