



# happinessroadtour

## SPONSOR FACT SHEET

The Happiness Road Tour (HappyRT) has been created as a happiness movement for adults because there is such a deep need for it. Those who experience the HappyRT will go away encouraged, inspired and motivated to do good – in their families, their companies, their networks and their communities to make this a better and happier world for all of us.

The first HappyRT event will be a ticketed evening event with an emcee presenting top-notch entertainment interspersed with inspirational messaging in a comfortable, stylish venue. Guest experts/entertainers will host some of the VIP ticketed tables. Passed hors d'oeuvres and drinks will enhance the lounge-like, interactive setting and create a friendly and welcoming atmosphere with a line-up that includes local performers and personalities. Local charity, Max Cure Foundation ("helping defeat childhood cancer") will receive all ticket sales pending title sponsorship. The overall mission is to expand the Happiness Road Tour to major cities across the country.

DATE/TIME:	To be announced
LOCATION:	To be announced
AUDIENCE:	<ul style="list-style-type: none"><li>*125 ticketed guests</li><li>*Mid-upscale, well-educated couples</li><li>*Young, upwardly-mobile singles</li><li>*Entrepreneurial, adventurous, curious</li></ul>

## MARKETING OPPORTUNITIES

- Partnership with the HappyRT provides valuable experiential marketing benefits such as VIP hospitality, product placement, signage, networking with entertainers/experts/other sponsors, choice of seating at October event.
- Partnership brings brand visibility leveraged through our integrated promotional campaign including the following components:
  - Large media campaign with opportunities for interviews, joint press releases, inclusion in media events and social media mentions with customized content
  - Stage announcements and speaking opportunities
  - Mention with local NYC charity – Stakeholder outreach
  - HappyRT website
  - Onsite program
  - Club/Table signage

## CHOOSE HAPPY



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### PARTNERSHIP OPPORTUNITIES:

Investment opportunities range up to \$35K for Title Sponsorship. Cross-sponsorships and in-kind donations are also available.

1. **Title Sponsorship, \$35,000** (Co-presenting status with HappyRT)  
Named in ALL press, signage, ticketing and advertising of the event, with option to extend partnership to future Happiness Road Tour cities
2. **Program Sponsorship** (Naming rights for a specific program element)
  - *Hors d'oeuvres* - \$3,000.00
  - *Entertainment* - \$2,900.00
  - *Wine* - \$1,500.00
  - *Videographer* - \$1,500.00
  - *20 Table Centerpieces* \$1,000.00
  - *Program* - \$850.00
  - *Gift Bag Contribution* – at sponsor's discretion
  - *Guest Expert Expenses* – \$3,500.00

**With Title Sponsorship, 100% of Ticket Proceeds to Max Cure Foundation**  
**Customized Opportunities – Bring Your Ideas to Life**  
**How do you want to contribute to the Happiness Road Tour to help others be healthier and happier?**

We are happy to collaborate with you to include your ideas that will complement the HappyRT and bring more lasting exposure to you and your business – and make everyone happier in the process.

**FOR FURTHER INFORMATION please contact:**

**Kita Szpak, Founder HappyRT: 613-725-3063**

[kita@sympatico.ca](mailto:kita@sympatico.ca)

<http://www.happinessroadtour.com>

[Our sponsors to date](#)

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