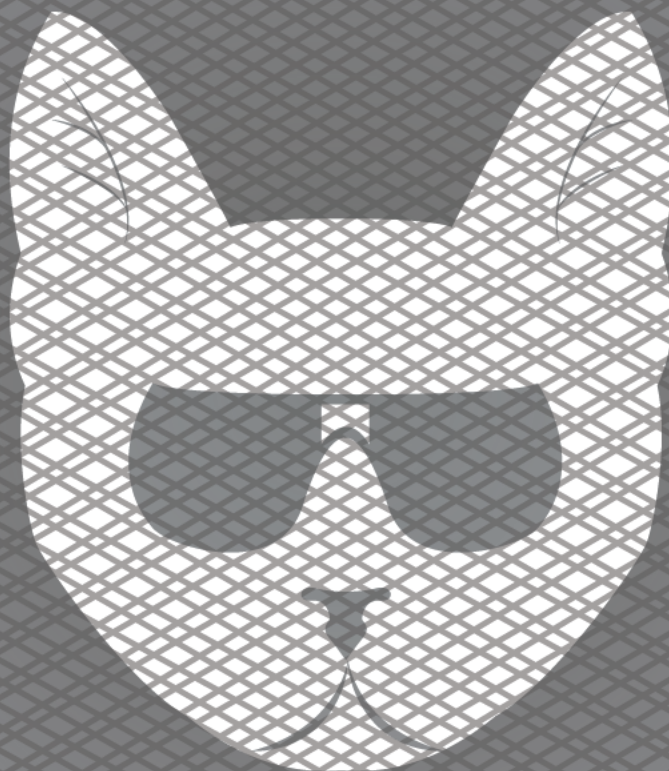


# Sponsorship Package 2014



**Cat Friday**



**Air Guitar**

# Cat Friday - Sponsorship Package - Red Deer, AB

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# Cat Friday - Sponsorship Package - Red Deer, AB

## About the World Air Guitar Championships



Now is your opportunity become part of one of the fastest growing Rock and Roll pass times in the world! Help send Canada to the World Air Guitar Championships and bring home the title!

### What is it?

Every year since its '96 inception, the air guitar season comes to its end in Oulu, Finland with the World Air Guitar Championships.

Now in its 19th year, the World Air Guitar Championships play host to competitors from over 20 countries and has one of the fastest growing international fan bases of any other niche competition. What once started out as a crazy idea has transformed into a huge international media event. It has attracted fans, media, and competitors from around the globe.

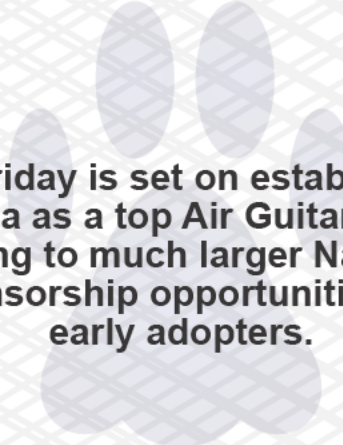
Canada has never been a strong force in air guitar and remains one the the last major countries to discover the raw power and entertainment it possesses... **until now!**

### How it works

There are now over 20 countries competing for the world title in Air Guitar but before they do they must first crown a National Champion. They do this by hosting many regional competitions with the winners advancing to the semi-finals and then the finals. The winner of the semi-finals gets a paid trip to Finland to represent their country.

### The plan

Competitive air guitar has not generated the same level of exposure in Canada as it has in other countries. As a result competitive air guitar has had a lot of trouble establishing the same format. This is why I have taken it upon myself to fund my own way into the competition. At the worlds in Finland competitors perform a chosen song. Once everyone has been scored all the competitors meet on the stage for the mystery song to be revealed. One by one each competitor get on stage and shred to that song. The scores are added together from both rounds and the competitors are ranked.



**Cat Friday is set on establishing Canada as a top Air Guitar nation leading to much larger National sponsorship opportunities for early adopters.**

# Cat Friday - Sponsorship Package - Red Deer, AB

## About me and my mission



Air Guitar has been more of an obsession to me then a hobby. I consider myself to be the second ranked Air Guitarist in Canada After Cole “Johnny Utah” Manson.

### About Cat Friday

The Air Guitarist “Cat Friday”, formerly known as “King Bing” aka Tyler Gardner, has been training for this competition since the day he was born!

Power sliding into the world with a mullet on his head and an axe to grind, Cat Friday has been shredding his way to the top of the competition and is ready to go professional in Finland at the 2014 world championships! Cat Friday has released multiple music videos on Youtube and has been featured on CTV Edmonton giving news anchor Erin Isfeld air guitar lessons! He has also been interviewed on radio across Canada.

### My Mission

When I first started Air Guitar my mission was to win the World Air Guitar Championships, and be crowned the best. Now, that has evolved into something much larger. My mission has evolved and my plan is to take Canada and make it the best Air Guitar nation on the planet.

Currently Canada is a long wayoff, rarely even producing a champion to compete. Once I return from Finland it is my goal to spread the word of air guitar and show the world that Canada ROCKS!



**Better a Cat Friday than a dog Monday!**





## Estimated Reach for 2014 Campaign

I have an incredibly busy summer planned and I estimate that based on Red Deer cruise night alone I will have a reach of between 4,000 to 10,000 people. Since I will be getting out every chance I get, those numbers will be significantly larger. I have already enjoyed more media this year than in any other year. Each time I am interviewed that number jumps again therefore it is difficult to calculate an exact reach. One thing that is for sure is that central Alberta will know who I am when I am finished.

## Events

I will be performing Air Guitar and selling T-shirts at the Red Deer Cruise night every Thursday between 6 and 9pm. I am in the planning phase with The Canadian Brew House to host a "Pub night" including a silent auction. I will be getting out to as many places as I can this summer performing for people and getting them amped up on what I am doing. I will be hitting the pavement hard and jumping on as many opportunities as I can to be seen! Everywhere I go I will have my sponsorship sign with me proudly displaying the names of my supporters.

Get up to date information on  
events and performances, at  
[www.catfridayairguitar.com](http://www.catfridayairguitar.com)



**Just because my guitar is invisible  
doesn't mean its imaginary!**



# Cat Friday - Sponsorship Package - Red Deer, AB

## Estimated Reach for the 2014 Campaign



With people growing bored with typical sports, niche sports are garnering more and more interest. While hockey, football, and base ball stadiums are having trouble filling seats, sports like competitive Air Guitar, roller derby, and MMA are exploding in popularity!

### Target Audience

Everybody Air guitars at some point in their lives, some more than others, and most not even knowing it. We do it in the shower, in the car, and in the park when our favorite song comes on; some of us even do it at work when no one's watching! And that's what makes Air Guitar so awesome!

The main demographic is males and females aged 18-35, but the truth is that anyone of any age can watch, participate and enjoy Air Guitar. Nobody is excluded from this form of competition. Everybody who's every dreamed of being a rockstar can realize their ambitions through the sport of Air Guitar! That's what makes this such an exciting time for me, especially as popularity continues to grow for such a new and emerging sport.

### Media Exposure

The media loves Air guitar. Air guitarist have been interviewed countless times on the radio, they can also be seen on late night television and on early news programs. In 2012 the winner of the world championships "Nordic Thunder" was featured in a Doctor Pepper commercial. I have personally been interviewed by Jet FM on Vancouver Island, and was featured on CTV News Edmonton where I gave anchor Erin Isfeld Air Guitar lessons! Locally 106.7 the drive is a huge supporter of mine and plugs me all the time!

**"Rock on Tyler!! We love your air guitar and your Canadian flag glasses"**

**-@CTVEdmonton-  
Twitter page**



# Cat Friday - Sponsorship Package - Red Deer, AB

## Expenses and Other Fundraising



“His long term goal is to be Canada’s greatest Air Guitar guy.” Probably one of my favorite Human Beings”  
 -Adam Wolfe- Live Vision Macro Management

### Expenses and seed income from other fundraising projects

Source	Cost
T-shirt printing (100)	\$800
Sponsor banner	\$100
Round trip Edmonton to Helsinki Finland	\$1400 x 2
Camper Van Rental and fuel per diem	\$150 x 9
Food per diem	\$100 x 9

TOTAL: \$5950

The Expenses listed are for both myself, and my manager Bret Gauthier. We Have considered all the options and have planned the trip as cost effective as possible. Sponsorship is only one of many ways we are raising funds, these are outlined on the following page.

### Other Fundraising

Listed here are the fundraising plans set in place as of May 2014. Other fundraising opportunities may arise.

T-shirt Campaign	We will be selling Cat Friday T-shirts for \$20 each at various events around Alberta all summer 2014.	Goal: \$750
Canadian Brewhouse Pub Nights	We will be hosting pub nights in Red Deer, Calgary, and Edmonton. These will include silent auctions, contests, and performances	Goal: \$1000
Kickstarter Campaign	Kickstarter is an online crowd funding platform. Visitors are able to donate to different compaigns and receive rewards based on their contributions.	Goal: \$1000
Farmers Market	I am a welder and fabricator by trade. I am making custom hand crafted wall mounted guitar hangers and marketing them as “Air Guitars”. You buy the Air Guitar for \$100 and the wall mount is free!	Goal: \$1000



# Cat Friday - Sponsorship Package - Red Deer, AB

## Individual Sponsorship Options



Every little bit helps, These are just some basic options that I can offer you in exchange for your support. If you Think of any other ways I can help you let me know, we can almost certainly work something out

**Silent Auction Contribution** - We will be hosting a silent auction this summer

**Priority sponsorship for 2015** - Help me now and you will get front of the line opportunities for next year. See the following pages for details.

Package	Description	Cost
Banner	Your logo will be displayed on my sponsorship banner that will be with me at every event, show, and competition. (Does not include world championships as it is against the event rules.)	\$225
Website	Your logo featured right on the home page of the Cat Friday website along with a special thank you. My website will serve as my home base where I will be directing my marketing	\$225
Media mentions	The media loves air guitar, air guitar performers are often interviewed on fm radio stations and light news programs. I will personally thank you in any and all interviews for the rest of the 2014 Air Guitar season.	\$225
Distributing stickers	I will include your company's stickers along with my own stuff that I will be giving out at all of the events I attend this season.	\$225
Christmas Party	I will perform a half hour set at your staff Christmas party one year spokesmen deal	\$500
Rock Mods piece	I have a custom fabrication shop in my garage where I make unique Rock and Roll custom equipment. I will make a one of a kind sign for your company and work with you on the design.	\$500
Promotional Video	We will make you a complete promotional video for you to use for your company's personal marketing. We will work with you in writing and creating the best video for your needs. Included is me starring in the video as Cat Friday, all filming, and editing. (5 min. max)	\$1000

**Donations are also welcome, Anything helps. Thank you!**



# Cat Friday - Sponsorship Package - Red Deer, AB

## Sponsorship Packages



Here are some packages to make things easier. Every package can be adjusted or modified to include exactly the value building options you like. Please feel free to contact us with any changes or questions you have in mind.

### BEST VALUE

Packages provide you with a 45% discount on three or more options.

Package Options	The Roadie \$350	The Opener \$750	The Headliner \$1000	Hall of famer \$1500
Priority sponsorship for 2015 season	1 paw print	2 paw prints	3 paw prints	4 paw prints
Banner your logo displayed	1 paw print	2 paw prints	3 paw prints	4 paw prints
Website your logo displayed	1 paw print	2 paw prints	3 paw prints	4 paw prints
Media mentions	1 paw print	2 paw prints	3 paw prints	4 paw prints
Handing out company stickers		2 paw prints	3 paw prints	4 paw prints
Christmas party		2 paw prints	3 paw prints	4 paw prints
RockMods piece			3 paw prints	4 paw prints
Promotional video				4 paw prints

“An emotional, dreamy and world shaking performance”  
- Amy “The Devils Niece” Walin 2011 World Air Guitar Champion-

# Cat Friday - Sponsorship Package - Red Deer, AB

## Contact Information and Thank You Note



### Contact information

For questions, comments, sponsorship arrangements or to set up an interview time feel free to contact any of us at any time.

Name: Tyler Gardner

Position: Cat Friday

Phone: 587-876-3039

Email: tylerbing@hotmail.ca

Facebook: Catfridayairguitar

Twitter: CatFridayAG

Name: Bret Gauthier

Position: Manager

Phone: 403-872-8561

Email: bretg@hotmail.ca

Name: Stephanie Kartzmark

Position: Branding and Web development

Phone: 778-999-4426

Email: skartdesign@gmail.com



Thank you very much for working with me. Rock and Roll is inside all of us, and air guitar is a great way to let it out. I have worked really hard to get this far and I have no intentions of stopping! Canada will reign supreme, and with your help it will stay that way for a long time to come.

# Thank you!