



BOUNCE

SPONSORSHIP PACKAGE

2010



What is BOUNCE?

BOUNCE is Inner Ring's self-produced circus which wows crowds using all things stretchy and bouncy. The show features a cast of 7 best-in-class performers (Ryan Mellors, Nigel Watika, Jesse Pierce, Brandon Miyazaki, Jordan Hooge, and two special guests) who specialize in juggling, trampolining, aerial arts, acrobatics and more.

This exciting hour-long show is not only designed to entertain the young and the young at heart, it also has an educational value that communicates the message of rebounding from life's hardships; it educates and motivates by emphasizing the value of tackling simple challenges with dedication. Dedication to achieve a goal stretches one's abilities and springs them forward with success.

Who is going to be there?

The show attracts families from communities across the Lower Mainland. Typically, these families are middle to upper-middle class. They are tech savvy and enjoy spending leisure time and money on entertainment for the whole family. They are affluent, like to explore new things, and they value creativity and innovation.



Why should you be Interested?

1) Build Your Brand:

BOUNCE offers both traditional and non-traditional marketing opportunities for your brand to remain top-of-mind.

2) Market to your Target Audience:

BOUNCE will enable your organization to increase its reach in the marketplace and to showcase your product to thousands of attendees over the six days it will run at two venues. These attendees will be mostly comprised of young, middle and upper-middle class families with children under the age of 14.

3) Community Initiatives and Involvement:

Sponsoring BOUNCE is a unique opportunity for you to show your stakeholders that you support the arts and that you support the local community in which your business operates. Leverage this event to create mutually beneficial campaigns with other BOUNCE partners like the Hyack festival, and Variety Club of BC, along with online, print and broadcast media to reach both local and global markets.

By sponsoring BOUNCE, you'll be helping us market and sell tickets; in turn, you'll be helping the Variety Club of BC, since a portion of each ticket sold will go directly to their charitable organization.

Our Mission

The Inner Ring's mission is two fold; first we aim to contribute significantly to the growing West Coast circus community by attracting new audiences, and offering paid employment for performing artists. Second, we aspire to engage youth by inspiring and empowering our message that encourages participation and physical activity.



About the Inner Ring

The Inner Ring was founded in 2007 by Travis Johnson, who currently sits as Head of Business Development, and Aaron Johnson; Technical Director, Lead Rigger, and Acrobatic Coach. In 2008, Sandra Botnen, former Olympic athlete (and Cirque du Soleil original cast member) joined the Inner Ring team as artistic director.

Inner Ring predominantly serves BC's Lower Mainland, although plans to tour our family show will help expand our outreach within BC and Northwestern US. Eventually building on-line audiences with interactive learning products and programs will help build and extend our vision beyond geographic barriers.

Since the official start of Inner Ring as a professional company in 2007, we have provided paid roving entertainment for over a hundred events. In 2008, the Inner Ring provided \$58,616 in wages to a core group of fifteen artists. Further, we have built custom shows for the following organizations:

- Boys and Girls Club of Whitehorse: full-length family show, BOUNCE.
- BC Cancer Foundation: Inspiration Gala
- Edgewater Casino: Chinese Celebration of the Beijing Olympics
- BC Place Stadium 25th: Anniversary half-time show
- Pemberton Festival
- Whistler Children's Festival: featured stage show

The Inner Ring plays a special role in our community by giving our performing artists the opportunity to work as a continuing ensemble, going beyond corporate contracted entertainment, and reaching out to communities on a social level.



Why Sponsor Us?

Arts funding and sponsorships are what support the Inner Ring's ability to bring the best of what interdisciplinary circus arts can offer to the local and global community.

Circus, for the individual, is an exhilarating activity and art form that is tactile, exploratory, emotional, and interactive for all parties involved. The circus arts support healthy environments through fostering social bonding, physical fitness and coordination, expressive communication, and creativity.



Sponsorship Benefits by Type

Benefits	Friendly \$500	Springy \$1000	Stretchy \$1500	Twisty \$2000	Bungee \$2500	Bouncy \$3500
Your URL on www.innerring.ca	✓	✓	✓	✓	✓	✓
Your logo on www.innerring.ca		✓	✓	✓	✓	✓
Your Logo on On-site visual projection			✓	✓	✓	✓
Your advertisement on Massey Theater TV screens (pre event and on site)					✓	✓
Your logo placed on giveaways						✓
Your signs on-site			✓	✓	✓	✓
Your own booth on-site					✓	✓
Your name mentioned in radio advertisements					✓	✓
Your name mentioned in press releases				✓	✓	✓
Your name in Bounce credits on Bounce webpage	✓	✓	✓	✓	✓	✓
Your URL and logo on Bounce webpage			✓	✓	✓	✓
Your ad on Outdoor Visual projection				✓	✓	✓
Your logo on outdoor visual projection				✓	✓	✓
Complementary team building event for your staff at the Vancouver Circus School						✓
Complementary drop-in session at the Vancouver Circus School for your staff					✓	✓



Sponsorship Form

Inner Ring Contact:

Colleen Powell
Marketing Manager
Phone: 604.568.1722
colleen@innerring.ca

Organization Contact

Name: _____
Phone: _____
Email: _____
Fax: _____

Sponsorship Opportunity

Please select your preferred sponsorship type below:

- Friendly Sponsor (\$500+)**
- Springy Sponsor (\$1000+)**
- Stretchy Sponsor (\$1500+)**
- Twisty Sponsor (\$2000+)**
- Bungee Sponsor (\$2500+)**
- Bouncy Sponsor (\$3500+)**



Sponsorship Form Cont'd

Please fill out the form below and return to Colleen Powell.

By signing this form, I, _____ acting as the _____ agree that the company _____ will sponsor the Inner Ring show, BOUNCE in the amount of \$_____ in cash/product.

Signature _____

Date: __/__/__

Additional Information:

Please make your sponsorship cheque payable to "The Inner Ring Circus Ltd." And that the cheque subject line reads, "Inner Ring Sponsorship".

Address Envelope to:

Inner Ring

405-55 Water Street

Vancouver, BC

V66 1A1

Thank you for your generous contribution

For more information on the Inner Ring, please visit www.innerring.ca