



Sharing Magic, Cultivating Wonder

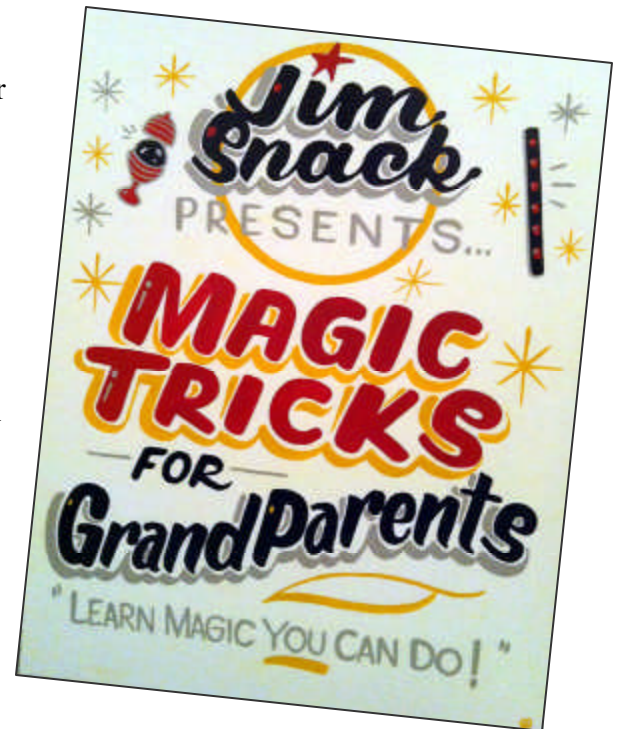
## ***Magic Tricks for Grandparents***

Imagine the look of wonder on a child's face when his or her grandparent performs an amazing magic trick, such as making a quarter disappear and reappear from behind his or her ear!

In this new program sponsored by (*Your Company Name*), professional magician Jim Snack not only entertains with magic and illusions at area senior centers and residential communities, but he also teaches seniors easy magic tricks they can share with their grandchildren.

*About the show:* An upbeat 45-60 minutes show filled with magic, illusions, music and comedy. The show is entirely self contained and travels with its own curtains, backdrop and public address system. It can be presented just about anywhere.

*About the workshop:* Selected especially for seniors, the tricks taught require little or no skill but pack a powerful impact. Participants will be ready to amaze their grandchildren on their next visit



### **Deliverable Benefits to Sponsor:**

- Direct contact with 5000 Capital Region seniors at a very low cost
- Indirect contact with over 100,000 seniors and their families through media, personal promotional appearances and promotional giveaways
- Banner with sponsor's logo prominently displayed at all programs
- Sponsor logo prominently displayed on all posters and flyers
- Sponsor mention in all press releases and at all press appearances
- Sponsor mentioned in introduction and closing remarks at every program
- Magic trick customized with sponsor's logo performed and taught at every show
- Distribution of workbooks, DVDs, magic supplies and promotional items with sponsor's logo at all events
- Opportunity at each program for a company representative to be recognized and to stand and address the audience
- Display table for sponsor's literature set up at each program



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**Jim Snack** witnessed his first magic trick at age 6 when his grandfather magically made four aces rise to the top of a deck of cards. The magic his grandfather shared with him is an experience Jim never forgot. He eventually learned to perform magic and has been amazing audiences for over 30 years.

Jim has performed at thousands of schools, colleges, fairs and festivals in the Capital District since 1979. For ten consecutive years, his magic and illusion show was one of the biggest draws at Albany's First Night celebration. Capital District audiences may remember Jim as co-host with Chris Jansing of WNYT-TV 13's award winning "For Kid's Sake

Follies" television program that was broadcast from 1988 to 1993.

With degrees in theater and communications, Jim specializes in combining magic with teaching. Whether he is presenting a motivational keynote speech for a national association, representing a company at a corporate trade show, or stressing the importance of reading to school children, Jim's presentations are always a captivating blend of magic and message.

### ***Magic Tricks for Grandparents:***

- Helps strengthen family ties by teaching magic tricks seniors can share with their grandchildren
- Provides an enjoyable, interactive program to brighten the spirits of seniors and to give them something to look forward to
- Helps seniors improve dexterity and circulation by learning magic and sleight of hand
- Helps seniors improve mental focus by learning magic
- Creates lasting memories for Capital Region families



Teaching magic to seniors recently at the Westview Senior Center in Albany, NY.



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**Proposal:** We are offering your company the opportunity to underwrite *Magic Tricks for Grandparents* at senior centers and senior residential communities in your area. Each location will receive one show and one workshop.

The cost for each individual program is:

\$300 - One 45-60 minute show plus one 30-45 minute workshop at each location. Includes show, workshop, and workshop materials.

**Suggested Corporate Funding Levels:**

\$20,000 Platinum Level Sponsorship:

70 programs at senior centers and senior living residences. Direct contact with an estimated 5000 seniors.

\$10,000 Gold Level Sponsorship:

35 programs at senior centers and senior living residences. Direct contact with an estimated 2500 seniors.

\$6000 Silver Level Sponsorship:

20 programs at senior centers and senior living residences. Direct contact with an estimated 1500 seniors.

Sponsor will make direct, interpersonal contact with up to 5000 members of their target market for approximately \$4 per person, and indirect contact with thousands more through the media. Sponsor payments are made quarterly and sponsor receives quarterly progress reports that specify locations, number of seniors served, promotional and media coverage received.

**Additional Sponsorship Opportunities:**



**Sharing Magic** Activity Book - Each participant receives a special *Sharing Magic* workbook filled with magic tricks, games and coloring activities to share with their grandchildren. Sponsor receive space for providing educational information as well as inside front and back covers for advertising. An initial run of 5000 is planned.

**Magic Tricks for Grandparents DVD** - Each location receives a free DVD with instructions for learning more amazing magic tricks. Sponsor's logo will be prominently displayed on each DVD.



**Website** - Seniors will have access to a Magic Tricks for Grandparents website where they can view videos and learn more about the wonderful world of magic. Sponsor's logo will be prominently displayed with links to sponsor's website.



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### *What they're saying:*

“We have been fortunate to have Jim in our facility on several occasions to entertain our residents as well as our volunteers and staff. Jim’s ability to capture the interest of everyone is amazing. Everyone in attendance wants to and attempts to participate in the show. The true magic of his performance is seeing the smiles on our residents’ faces and hearing the laughter in the room.”

**Cathy Wood, Director of Activities, Eddy Memorial Geriatric Center**

“As a Senior Center Director/Recreational Therapy program specialist for 20 years, I have seen how beneficial and therapeutic inter-generational programs can be for seniors and for children. *Magic Tricks for Grandparents* provides the perfect environment for older and younger generations to communicate in an informal, recreational setting.”

**Lynn Gross, Director, Westview Senior Center**

“Our residents really enjoyed your show last summer. I know the seniors will not only enjoy your show again, but the workshop teaching seniors magic they can do for their grand children should be a big hit too. We often have “little ones” visiting their grand and great grand parents here at Avila and I know the residents will have a great time showing off their new magical talent!”

**Eileen Fox, Program Coordinator, Avila Retirement Community**

“His magic was the perfect entertainment for seniors and their families at the Beltrone Living Center as it spanned all age levels. In between his performances, Jim engaged the senior residents in lively conversation in small groups, easily relating to them. He is a true professional and a pleasure to work with.”

**Tim Keenan, President, The Rotary Club of Latham**

“Since your last appearances on the show were so well received by the viewers and the studio audience, I would like to invite you back to appear on the show. It was such a pleasure working with you and creating “magic” on the set. We are also very interested in supporting your *Magic Tricks for Grandparents* project and would like to invite you back to present a re-occurring segment on our show starting in January.”

**Ann Parillo, Host, *Schenectady Today* show**