



Sponsorship Proposal

Magic Tricks for Grand Parents

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

In this special program sponsored by (*Your Company Name*), professional magician Jim Snack will not only entertain with his magic and illusions at area senior centers, senior living residences and nursing homes, but he will also teach seniors easy magic tricks they can share with their grand children.

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 grand parents, the tricks taught require little or no skill but pack a powerful impact. Seniors will be ready to amaze their grandchildren on their next visit! Participants receive all necessary materials and handout with additional tricks to share with their grandchildren.



Magic Tricks for Grand Parents:

- Is designed to help strengthen family ties by teaching magic tricks seniors can share with their grand children and to give them something to look forward to
- Provides an enjoyable, interactive program to brighten spirits of seniors during the winter months
- Helps seniors improve dexterity and circulation by learning magic and sleight of hand tricks
- Helps seniors improve mental focus by learning magic
- Is entertaining and educational.



Proposal: We are offering your company the opportunity to underwrite *Magic Tricks for Grand Parents* at senior centers, senior living residences and nursing homes in your area. Each center will receive one show and one or more follow-up workshops. Workshop participants receive all necessary props and a booklet with additional activities.

The cost for each individual program is:

- \$350 One 45-60 minute show, plus one 45 minute workshop at a senior center
- \$250 One 45-60 minute show at nursing home or assisted living facility
- \$100 Each additional follow-up workshop

Suggested Corporate Funding Levels:

\$20,000 Platinum Level Sponsorship:

50 shows and workshops at senior centers, plus 20 additional shows at skilled nursing homes and assisted living residences. Includes shows, workshops, materials, props and booklets for workshop participants.

\$10,000 Gold Level Sponsorship:

25 shows and workshops at senior centers, plus 10 additional shows at skilled nursing homes and assisted living residences. Includes shows, workshops, materials, props and booklets for workshop participants.

\$5,000 Silver Level Sponsorship:

15 shows and workshops at senior centers, plus 5 additional shows at skilled nursing homes and assisted living residences.

Deliverable Benefits to Sponsor:

- Banner with sponsor's logo prominently displayed at all programs
- Sponsor mentioned in introduction and closing remarks at every program
- Display table for sponsor's literature set up at each program
- Recognition at each program for a Platinum or Gold company representative to stand and address audience
- Magic trick customized with sponsor's logo performed at every show
- Distribution of handouts and promotional items with sponsor's logo at events
- Sponsor logos prominently displayed on all posters and flyers
- Sponsor mention in all press releases and during all press appearances
- Sponsor recognition and links on *Magic Tricks for Grand Parents* website
- Direct contact with 3000-4000 seniors at programs; indirect contact with tens of thousands more through media appearances and mentions



Jim Snack, CSP

Jim Snack witnessed his first magic trick at age 6 when his grandfather made four aces magically appear from a deck of cards. It happened on the living room rug at his grand parents' house and Jim never forgot the experience. Many years later he learned to perform magic and has been entertaining with his illusions for over 30 years.

Jim has performed at schools, colleges, community centers, fairs and festivals in the Capital District since 1979. Capital District audiences may remember him as co-host with Chris Jansing of WNYT-TV 13's award winning "For Kid's Sake Follies" television program. For over a decade, Jim was a feature performer for Albany's First Night Celebration.

When he is not entertaining audiences with magic, Jim is a much sought after national keynote speaker and trainer. With degrees in theater and communications, Jim specializes in combining the two in his programs. He serves as an adjunct faculty member at the Eastern Management Development Center in Shepherdstown, WV, where he teaches collaborative leadership, and the General Services Administration PBS Academy where he teaches creativity and innovation.

Jim is a one less than 600 speakers worldwide who holds the *Certified Speaking Professional* (CSP) designation, the highest earned award bestowed by the National Speakers Association. He is past president of the Hudson-Mohawk Chapter of the American Society of Training and Development and past president of the Connecticut Chapter of the National Speakers Association

Whether Jim is presenting a motivational keynote on "The Magic of Change" for a national association, representing a company at a corporate trade show, or stressing the importance of reading to school children, his presentations are always a captivating blend of magic and message.

In addition, Jim gives back to the community by providing free shows to deserving non-profit organizations through his [Sharing Magic](#) project. Jim's newest program, *Magic Tricks for Grand Parents*, is designed to cultivate and share a sense of wonder with Capital District senior citizens.

Schenectady Today In & Around the Capital Region

**Promoting the Capital Area Every Week Since 1998
Reaching over 100,000 Households in the Capital Area**

December 7, 2011

Jim Snack
PO Box 380
West Sand Lake, NY 12196

Dear Jim.

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 Grand Parents*** project and would like to invite you back to present a re-occurring segment on our show starting in January.

I would like to suggest the following dates for your appearances:

January 24
February 21
March 13
April 3

We can always arrange to have you appear beyond these dates if your busy schedule allows.

Please confirm the above dates and we will make sure that we have a nice studio audience for you.... And maybe even a few grandparents! We look forward to hearing from you.



Ann Parillo

Producer/Host
Schenectady Today... In & Around the Capital Region
Home office 785-0445
Website: www.annparillo.com
Facebook: Schenectady Today - In & Around the Capital Region



Media Partners:



Schenectady Today television show
with Ann Parillo

Promoting the Capital Region since 1998

- Reaches over 100,000 households throughout the Capital Region
- Seen in Schenectady County on Channel 16, Wed at 10am & 6pm , Fri at 1am & 10am
- Live Streaming at www.OpenStageMedia.com at above times
- Albany, Clifton Park and Troy Time Warner on Tuesday at 3 pm
- Amsterdam – Time Warner Channel 16 Tuesday at 3 pm
- Bethlehem Channel 18 – Wednesday 2:30 pm
- Also found on Facebook: Schenectady Today – In & Around the Capital Region



Senior Spotlight Newspaper is the Capital Region’s premier publication for seniors citizens. Each month 18,000 free copies of Senior Spotlight are distributed throughout the Capital Region at over 400 outlets, including senior centers, doctors’ and dentists’ offices, libraries, community centers, coffee shops etc. Distribution includes direct mailing to over 500 households and businesses. Communities served include Albany, Ballston Spa, Clifton Park, Cohoes, Colonie, Delmar, East Greenbush, Guilderland, Latham, Saratoga, Saratoga Springs, Schenectady, and Troy, NY.

Additional Media Contacts:

- Press releases to all print media
- Feature stories in print media including newspapers, magazines and online sites
- Capital News Nine
- WRGB-TV6 - “Six on Seniors”



Proposed Strategic Alliances and Partners

- Albany Guardian Society
- Senior Services of Albany
- Capital District Senior Spotlight
- *Schenectady Today* television show
- Albany County Department of Aging
- Capital District Senior Spotlight
- Capital News Nine
- WRGB-TV6 - "Six on Seniors"
- Town of Bethlehem Senior Services
- Town of Guilderland Senior Services
- Town of New Scotland Senior Services
- Village of Green Island Senior Services
- Albany County Department of Social Services
- Latham Rotary Club
- Alzheimer's Association of Northeastern NY

Proposed Locations: 53 locations in 4 counties

Albany County:

1. Albany Jewish Community Center
2. Altamont Senior Citizens
3. Bethlehem Senior Citizen Services
4. Cohoes Multi-Services Senior Citizens Center
5. Colonie Senior Citizens Club
6. Helderberg Senior Citizens
7. Hilltowns Senior Citizens
8. Lisha Kill Senior Citizens Club
9. Louise Corning Senior Center
10. Menands Senior Citizens Club
11. New Scotland Senior Citizens Center
12. St. Francis de Sales Senior Citizens
13. Senior Projects of Ravena
14. South Mall Towers Meal Site
15. Towers of Colonie Silver Streakers
16. Town of Guilderland Senior Citizen Services
17. Village of Colonie, Herbert B. Kuhn Center
18. Watervliet Senior Citizens Center
19. Westview Senior Center
20. Wyman Osterhout Community Center

Rensselaer County:

1. Eastern Area Senior Service Center
2. Edward C. Swartz Southern Tier Senior Center
3. Hoosick Area Senior Service Center
4. Rensselaer Senior Center
5. Troy Area Senior Service Center

Schenectady County:

1. Duanesburg Senior Dining Center
2. Glenville Senior Center
3. Scotia-Glenville Meal Center
4. Jewish Community Meal Center
5. Mt. Pleasant Meal Center
6. Rotterdam Senior Citizens Center
7. St. Stephen's Meal Center
8. Summit Towers Meal Center
9. Ten Eyck Meal Center
10. West Rotterdam Junction Senior Center

Saratoga County:

1. Ballston Area Seniors
2. Burnt Hills/Ballston/Charlton Senior Citizens
3. Corinth Senior Citizens Center
4. Galway Senior Citizens Club
5. Greenfield Senior Club
6. Halfmoon Senior Citizens Center
7. Malta Community Center
8. Malta Senior Citizens, Inc.
9. Mechanicville Area Senior Center
10. Moreau Community Center Seniors
11. Northumberland Senior Center
12. Old Saratoga Seniors Club
13. Quaker Springs Sunshiners
14. Sacandaga Senior Citizens
15. Saratoga Springs Senior Center
16. Senior Citizens of Moreau
17. Shenendehowa Senior Citizens
18. Waterford Senior Center



What they're saying:

“Thanks for setting stage for a wonderful day. Your content, timing, selection of volunteers, magic tricks, and stories where all right on target. You're a delight!”

Elissa Kane, Albany Public Library

“Thank you so much for the wonderful closing plenary. I haven't laughed that much in a long time.”

Karen Ostermann, Suffolk County Child Support

“I just wanted to let you know that Jim Snack was great!!! He was funny, engaging, entertaining and informative and we all thoroughly enjoyed him.”

Lori Shemtob, PA Chapter American Academy of Matrimonial Lawyers

“As must be quite apparent by now, we absolutely love having you as a closer for our event. Every year it is a great pleasure to watch you deliver inspiring messages through your talent of magic and sleight of hand artistry.”

Eleanor Wendell, Institute of International Education

"People came out of there smiling. Maybe because it was Jim Snack. He was great. He even levitated our Senator Knapik. Everybody loved it!"

Gail A. Seklecki, Chicopee Chamber of Commerce

“Thank you for the outstanding presentation yesterday. Jim Snack hit a grand slam with our employees!”

John Delate, SUNY Purchase

“Jim's presentation couldn't have been more appropriate and his effect on the audience was truly magical. I've been told by more than one person this week that he is the best presenter we've had at a TD Banknorth event yet!”

Maureen Vedder, Vice President, TD Banknorth

