



**Kyle Dine's
"Let's Go Nuts"
Allergy Awareness Tour
Sponsorship Packet
2014 School Year**

Educating About Allergies Across North America



About Kyle Dine

Hello! I'm Kyle Dine and I have allergies to peanuts, nuts, eggs, seafood, and mustard. I am a Canadian songwriter who creates children's music that **educates about food allergies**. I have two CDs "You Must Be Nuts!" and "Food Allergies Rock!" They "may contain" fun catchy songs that are meant to empower children with food allergies by instilling confidence over their condition. Twice a year I hit the road and perform allergy awareness assemblies across North America with the goal to educate more people about this growing health condition.



About the "Let's Go Nuts" Tour

From mid-March until mid-November, I will be performing at schools as well as at public venues.

- **140 Days of performances**
- **Over 200 individual performances**
- **Approximately 30,000 people reached live**
- **Shows across Canada and the United States**

At every show I provide a mix of music, puppets, games and stories while I educate about:

- Allergy/anaphylaxis
- Signs and symptoms
- Epinephrine
- Keeping friends with allergies safe
- Understanding and respecting each other's differences (anti-bullying)



About Food Allergies & Anaphylaxis*

- Food allergy is a growing public health concern in the U.S.
- More than 15 million Americans have a food allergy
 - Approximately 9 million or 4% of adults, and 6 million or 8% of children
- Food allergies result in more than 300,000 ambulatory-care visits among children in the U.S. annually.
- Eight foods account for 90% of all food-allergic reactions in the U.S.: milk, eggs, peanuts, tree nuts, wheat, soy, fish, and shellfish
- Even trace amounts of a food allergen can cause a reaction
- There is no known cure for food allergy; strict avoidance of the food allergen is the only way to prevent a reaction

*Source – Food Allergy Research & Education (<http://www.foodallergy.org/facts-and-stats>)

Kyle Dine's

"Let's Go Nuts" - Allergy Awareness Tour

Sponsorship Package Levels

I invite you to support efforts to increase food allergy and anaphylaxis education and awareness by serving as a sponsor in one of the various levels available.

Ukulele:

\$200

- Company logo with hyperlink on www.kyledine.com homepage and sponsors page
- Included on sponsorship page of my school resource binder. Includes lesson plans and worksheets for teachers to use to further allergy education after my performance
- Listing in Kyle's "recommended product/service resource sheet" included in all school resource binders and online at www.kyledine.com
- Logo included on "tour recap" video

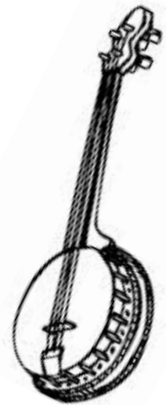


Banjo:

\$400

Everything in Ukulele, plus

- Company logo on 2014 Let's Go Nuts stage banner during all public performances
- Your company brochures included at my booth at public performances
- Company logo on my touring performance shirt (for public shows).
- 1 Facebook post and tweet promoting your company/organization



Guitar

\$800

Everything in Banjo, plus

- Blog post on www.foodallergiesrock.com about your company/organization
- 5 signed CDs and "Food Allergies Rock" guitar picks for use as contest prizes
- Picture of your company logo on Kyle Dine's guitar to share on social media
- Video of me performing an original jingle for your company. (Song to get approval first, acoustic only)

OR

30 minute Skype concert/Google Hangout to be used as a contest prize



Kyle Dine's
"Let's Go Nuts" Allergy Awareness Tour
Sponsorship Level Agreement

	Ukulele	\$200
	Banjo	\$400
	Guitar	\$800

Company name/organization_____

Contact_____ Title_____

Address_____

City_____ State/Prov_____ Zip/Postal Code_____

Telephone_____ Fax_____

E-mail_____

Payment

Please make checks payable to Kyle Dine. PayPal address: dinermusic@gmail.com

☐ Check enclosed ☐ PayPal

Signature_____ Date_____

Sponsorships must be paid in full by production deadline for inclusion on event materials.

Deadline for logos on t-shirts, stage banner and in school resource binder – **March 7, 2014**

Deadline for all other categories – **May 1, 2014**

Sponsors: please submit your logo in BOTH high-resolution .eps or .ai file (vector art format, and .jpg. If you do not submit a vector logo, we will print your company's information in text on production pieces and Internet.)

Please send to:

Email: kyledine@gmail.com

Fax: (815) 301-1793

*Kyle Dine
158 Bradstone St.
Kingston, ON
K7P 3J2
Canada*

Although Kyle Dine appreciates the support of your company, acceptance of funds does not imply Kyle Dine's endorsement, support, or recommendation of the company or the products it produces. Kyle Dine has the right to refuse sponsorship, ads, and signs.

Sponsorship funds are not tax deductible.