



2026 HOLIDAY FUNDRAISER CORPORATE SPONSORSHIP PACKAGE

instrumentlibrary.ca



About the Instrument Library

The Katie Sullivan Instrument Library is a community-supported organization and registered charity working to remove financial barriers to music education across Newfoundland and Labrador.

Working directly with music and band teachers in our province's K-12 schools, we provide quality musical instruments at no cost to students who might otherwise not have access to an instrument.

Inspired by recently retired music educator Katie Sullivan, the Library carries forward her commitment to generosity, inclusion, and ensuring that more young people have the opportunity to experience the joy and benefits of making music.

The Value of Supporting the Instrument Library

Your support helps remove financial barriers to music education by placing quality musical instruments into the hands of students across Newfoundland and Labrador at no cost.

Access to an instrument allows students to participate fully in school music and band programs, learn alongside their peers, and experience the confidence, creativity, discipline, and connection that come from making music.

By supporting the Instrument Library, your organization demonstrates a meaningful commitment to accessibility, inclusion, education, and stronger communities. Your partnership helps teachers respond to students in need, supports the growth and care of the Library's lending inventory, and creates more opportunities for children and youth to discover their musical potential.

Sponsorship Opportunities

Businesses and community partners can support The Katie Sullivan Instrument Library's Holiday Fundraiser in several ways:

- Become a **Presenting, Gold, Silver, or Bronze Sponsor** of our 2nd Annual Holiday Fundraiser on December 20, 2026.
- Become a **Matching Instrument Sponsor** by committing in advance to match one or more instruments during the Sponsor an Instrument portion of the evening.
- Donate an **item, service, or experience** to the Holiday Fundraiser's live or silent auction.
- Work with us to develop a **customized sponsorship opportunity** that aligns with your organization's interests and community priorities.

Please reach out to discuss a partnership that aligns with your organization's interests and helps make music education more accessible for children and youth across Newfoundland and Labrador.



THE KATIE SULLIVAN INSTRUMENT LIBRARY

2026 Holiday Fundraiser

December 20, Delta Hotel, St. John's



A Message from Our Chair

On behalf of the Board of Directors of The Katie Sullivan Instrument Library, I am pleased to invite you to be part of our **2nd Annual Holiday Fundraiser**, taking place on **Sunday, December 20, 2026, at the Delta Hotel in St. John's**.

Following the tremendous community support for our inaugural event, we are excited to bring together approximately 400 guests for another memorable evening of music, food, entertainment, and fundraising, all in support of a simple but important goal: ensuring that financial circumstances do not prevent a child from participating in music education.

The evening will feature professional musical entertainment from exciting groups and special musical guests, along with silent and live auctions, raffle prizes, and 50/50 sales. Most importantly, the funds raised will help The Katie Sullivan Instrument Library purchase, repair, maintain, and place musical instruments with students across Newfoundland and Labrador who may otherwise not have access to one.

We are inviting businesses and organizations throughout our community to join us as sponsors of this year's event. Corporate sponsorship plays an important role in making the fundraiser possible and allows more of the proceeds from the evening to directly support our work with students and school music programs.

By becoming a sponsor, your organization will be helping open the door to music for young people across our province while demonstrating a meaningful commitment to accessibility, education, and community.

We would be delighted to have your organization join us for this special evening. Sponsorship opportunities and benefits are outlined in the pages that follow, and we would be happy to discuss which opportunity may be the best fit for your organization.

Thank you for considering your support of The Katie Sullivan Instrument Library. Together, we can put more instruments into the hands of children and give more students the opportunity to discover where music can take them.

Sincerely,

Jennie Massey

Chair, Board of Directors

The Katie Sullivan Instrument Library

Interested in becoming a sponsor?

Please contact us to discuss sponsorship opportunities.

Call us at: **709-219-3196**

Or email us at instrumentlib@gmail.com

And visit our website at <https://instrumentlibrary.ca/>



THE KATIE SULLIVAN INSTRUMENT LIBRARY

2026 Holiday Fundraiser

December 20, Delta Hotel, St. John's



Holiday Fundraiser Sponsorship Levels, 2026

Contact us today to become an event sponsor, or make your selection and complete the transaction here:

<https://www.zeffy.com/en-CA/ticketing/sponsorship-packages-the-katie-sullivan-instrument-library-holiday-fundraiser>

Presenting Sponsor \$5,000	Gold \$3,000	Silver \$2,000	Bronze \$1,000
Exclusive Opportunity • Event title recognition as Presenting Sponsor • One reserved table for 10 guests • Priority food-station recognition • First-position logo placement across key event materials • Premier logo visibility throughout the event • Premier logo placement on the event website • Dedicated social-media recognition • Premier MC recognition during the event • Premier placement in the event program and on event screens • Premier post-event recognition • Optional brief sponsor welcome remarks	Limited Availability • One reserved table for 10 guests • Designated food-station recognition • Prominent logo visibility throughout the event • Prominent logo placement and link on the event website • Individual social-media recognition • Individual MC acknowledgement during the event • Prominent placement in the event program and on event screens • Individual post-event recognition	Limited Availability • Five event tickets with reserved seating • Standard logo visibility throughout the event • Standard logo placement and link on the event website • Shared social-media recognition • MC acknowledgement during the event • Standard placement in the event program and on event screens • Shared post-event recognition	Unlimited Availability • Shared logo visibility throughout the event • Shared logo or business-name placement and link on the event website • Shared social-media recognition • Group MC acknowledgement during the event • Shared placement in the event program and on event screens • Shared post-event recognition

Sponsorship packages include promotional and event benefits and should not be assumed to qualify for a charitable tax receipt. The Katie Sullivan Instrument Library will issue official donation receipts only where permitted under Canada Revenue Agency rules.

If you would like to make a separate charitable donation in addition to your sponsorship, please contact us or donate through the Library's designated donation form



THE KATIE SULLIVAN INSTRUMENT LIBRARY

2026 Holiday Fundraiser

December 20, Delta Hotel, St. John's



Match a Sponsored Instrument

Help make every gift go further by becoming a Matching Instrument Sponsor for The Katie Sullivan Instrument Library's Holiday Fundraiser.

This year's *Sponsor an Instrument* initiative will help build **The John Hutton Instrument Collection for Young Musicians**, a special collection within The Katie Sullivan Instrument Library created to honour John's legacy.

During the event, guests will be invited to sponsor specific musical instruments by donating the amount needed to purchase a new instrument of their choice. You can increase the impact of those gifts by committing in advance to match one or more instruments.

For example, if you commit to match three violins and guests sponsor all three during the *Sponsor an Instrument* portion of the evening, your matching commitment will provide funding for six violins in total.

This opportunity is open to everyone. You may match one or more instruments as a separate way to support the event, or add an instrument-matching commitment to a Gold, Silver, or Bronze event sponsorship to increase your visibility and impact even further.

Matching sponsors will be recognized during the *Sponsor an Instrument* portion of the evening. Corporate matching sponsors will have their company name and logo displayed on the event screen, while individual matching sponsors may also be recognized by name, if they wish.

Through conversations with Yamaha, Eastman Strings, and Long & McQuade, The Katie Sullivan Instrument Library has secured preferred pricing on many of the instruments listed below, allowing us to purchase them below standard retail pricing. The matching amounts shown include applicable tax.

You can choose the type and number of instruments you would like to match from the list below:

Violin	\$516	Alto Saxophone	\$1,467
Viola	\$592	Tenor Saxophone	\$1,830
Flute	\$662	Oboe	\$2,039
Clarinet	\$662	Euphonium	\$2,151
Trumpet	\$662	Double Bass	\$2,501
Trombone	\$771	Tuba	\$3,775
Cello	\$1,068	Bassoon	\$6,779

Contact us today to match a sponsored instrument, or make your selection and complete the transaction here: <https://www.zeffy.com/en-CA/ticketing/match-a-sponsored-instrument>

Our Board of Directors

The Katie Sullivan Instrument Library is guided by a dedicated volunteer Board of Directors who bring their time, experience, and commitment to advancing access to music education across Newfoundland and Labrador. We are grateful for their leadership and ongoing support of the Library's mission.

You can contact us at instrumentlib@gmail.com



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Chair



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