

# 11th ANNIVERSARY

3X SUPERBOWL CHAMP  
MATT LIGHT  
PRESENTS: **FOOLS'**  
**NIGHT OUT**

THURSDAY, MARCH 21, 2024  
DOORS OPEN @ 6:30 PM  
MEMOIRE @ ENCORE BOSTON HARBOR



AN EPIC NIGHT OF  
**COMEDY, CELEBRITIES,**  
**CAMARADERIE &**  
**CHARITY!**

Former New England Patriot player, **Matt Light**, known for his athletic success, legendary pranks, and hilarious sense of humor, will tickle funny bones once again at his **11th Annual Fools' Night Out** to benefit **The Light Foundation**.

Providing under-served youths with unique outdoor experiences that ignite their passion, purpose, and motivation to succeed.



# LEAD SPONSOR

\$50,000

## TICKETS

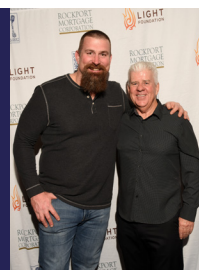
- ✔ (30) VIP tickets on the floor with complimentary drink service, passed appetizers, and premium stage viewing
- ✔ One Fools' Night Out commemorative gift for each guest
- ✔ Access to VIP Reception prior to doors opening (5:30-6:30PM)

## MARKETING

- ✔ One Fools' Night Out commemorative gift for each guest
- ✔ Company name on the marquis at venue entrance and in promotions run through Encore Boston Harbor and Big Night Entertainment
- ✔ Company group photo with Matt Light prior to the show
- ✔ Ability to run a :60 second pre-produced commercial between acts that will be viewed by 300+ guests in attendance
- ✔ Your Company logo on the event screens throughout the venue, on stage, on a step-and-repeat, and on cocktail napkins at the bar
- ✔ Ability for company executive to join Matt Light & Lenny Clarke on stage
- ✔ Promotion of your Presenting Sponsor status, company logo, and logo with link on event ticketing website and Light Foundation website
- ✔ Ability for exclusive onsite activation - product display/sampling
- ✔ Your company name mentioned in any public service announcement (PSAs) secured on local and regional radio stations for promotion of event
- ✔ Your company name referenced on all event collateral, in media outreach and during on-air mentions, when possible
- ✔ Extensive promotion on Light Foundation social media networks and in e-mail blasts to the Light Foundation's online community (33,000+)

## EXTRA

A special **video message from Matt Light** thanking your company for being a Presenting Sponsor, supporting the Light Foundation's mission of building brighter futures for at-risk youth.



# JOKE MASTER SPONSOR

\$30,000

## TICKETS

- 🦋 (20) VIP tickets with reserved front row floor seating with optimal view of the stage -- incentivize your team or thank important clients!
- 🦋 Complimentary drink service and appetizers
- 🦋 One Fools' Night Out commemorative gift
- 🦋 Access to VIP Reception prior to doors opening (5:30-6:30PM)

## MARKETING

- 🦋 Company group photo with Matt Light prior to the show
- 🦋 Company logo on the event screens throughout the venue, on stage, and on a step and repeat banner
- 🦋 Your company name referenced on all event collateral, in media outreach and during on-air mentions, when possible
- 🦋 Ability to run a :30 second pre-produced commercial between acts that will be viewed by 400+ guests in attendance
- 🦋 Extensive promotion on Light Foundation social media networks and in e-mail blasts to the Light Foundation's online community (33,000+)
- 🦋 A special video message from Matt Light thanking your company for being a Joke Master Sponsor and supporting the Light Foundation's mission of building brighter futures for at-risk youth.



# TOMFOOLERY SPONSOR

\$12,000

## TICKETS

- 🎫 (12) VIP tickets with reserved upfront seating with optimal view of the stage
- 🎫 (2) drink tickets per guest
- 🎫 Complimentary appetizers
- 🎫 One Fools' Night Out gift

## MARKETING

- 🎫 Company group photo with Matt Light prior to the show
- 🎫 Company logo on the event screens throughout the venue
- 🎫 Company logo with link promoted on the ticket site and Light Foundation website
- 🎫 Extensive promotion on Light Foundation social media networks and in e-mail blasts to the Light Foundation's online community (33,000+)
- 🎫 A special video message from Matt Light thanking your company for being a Tomfoolery Sponsor and supporting the Light Foundation's mission of building brighter futures for at-risk youth.





# WISECRACKER SPONSOR

\$10,000 (1 AVAILABLE)

## TICKETS

- ✎ (10) VIP tickets in reserved area on second floor with access to bar, private bathroom and celebrities and VIPs
- ✎ (2) drink tickets per guest for a signature cocktail
- ✎ Complimentary appetizer(s)
- ✎ One Fools' Night Out commemorative gift for each guest

## MARKETING

- ✎ Company logo on the event screens throughout the venue and on sponsor signage at the bar
- ✎ Company logo with link promoted on the ticket site and the Light Foundation website
- ✎ Extensive promotion on Light Foundation social media networks and in e-mail blasts to the Light Foundation's online community (33,000+)



# PRANKSTER SPONSOR

\$7,500 (5 AVAILABLE)

## TICKETS

- 🎟 (8) VIP tickets with reserved floor seats up front with optimal view of the stage
- 🎟 (2) drink tickets per guest for a signature cocktail
- 🎟 Complimentary appetizer
- 🎟 One Fools' Night Out commemorative gift for each guest

## MARKETING

- 🎟 Company logo on the event screens throughout the venue and on sponsor signage at the bar
- 🎟 Company logo with link promoted on the ticket site and the Light Foundation website
- 🎟 Extensive promotion on Light Foundation social media networks and in e-mail blasts to the Light Foundation's online community (33,000+)

# MISCHIEF-MAKER SPONSOR

\$2,000

## TICKETS

- 🎟 (4) VIP tickets with reserved seating at a high-top near the stage -- incentivize your team or thank important clients!
- 🎟 One drink ticket for a complimentary signature cocktail
- 🎟 Complimentary appetizers
- 🎟 One Fools' Night Out commemorative gift for each guest

## MARKETING

- 🎟 Company logo on the event screens throughout the venue and on sponsor signage at the bar
- 🎟 Company logo with link promoted on the Foundation website
- 🎟 Social media mentions by the Light Foundation

# ADDITIONAL TICKET PRICING

## JOKER'S WILD VIP SEAT STAGE RIGHT OR STAGE LEFT // \$300 PER TICKET

- 🎫 One show ticket with reserved seating stage front right or left
- 🎫 One drink ticket for a complimentary signature cocktail
- 🎫 One commemorative Fools' Night Out gift
- 🎫 Complimentary passed appetizers

## GENERAL ADMISSION // \$100 PER TICKET

- 🎫 One show ticket in standing room in second floor area with access to private bar and bathroom
- 🎫 One drink ticket for a complimentary cocktail, wine or beer







# FOOLS' NIGHT OUT

THURSDAY, MARCH 21, 2024  
MEMOIRE AT ENCORE BOSTON HARBOR

THESE SPONSORSHIPS ARE  
SURE TO GO FAST!

EMAIL [MARGRETTE@MATTLIGHT72.COM](mailto:MARGRETTE@MATTLIGHT72.COM)  
FOR MORE DETAILS OR TO DISCUSS  
POTENTIAL IN-KIND DONATIONS.

