



MEDIA KIT

UTILIZING THE AWESOME POWER OF MUSIC TO RAISE MONEY
AND AWARENESS IN OUR CONTINUING QUEST TO
END PARKINSON'S DISEASE, ALS AND PSP IN OUR LIFETIME.

January 14-24, 2026

EVENTS IN ASBURY PARK, RED BANK, & MONTCLAIR, NJ
NYC, NY & NEW HOPE, PA

www.lightofday.org

SPONSORSHIPS AND BENEFITS

Title Sponsorship (Limited to One Sponsor)

\$25,000

- A combination of 26 LOD WinterFest “All Access” tickets *
- Title Sponsorship (i.e. “The XYZ Co. Light of Day WinterFest” or “Light of Day WinterFest by XYZ Co.” on all LOD logos, signs, shirts)
- “Presented by (sponsor)” logo placement throughout Light of Day program app
- Your logo at Stone Pony, Wonder Bar, Count Basie Center for the Arts, Asbury Lanes, McCloone’s Supper Club, Berkeley Ocean Front Hotel, Watermark, Axelrod Performing Arts Center and any other space or venue LOD may utilize.
- Tagged in 4 social media post on LOD Facebook, Instagram and Twitter accounts
- Your advertising logo on www.LightofDay.org web site year-round
- Your logo in any LOD paid promotional advertisements (i.e. social media, newspaper, radio)

Level 1 Event Sponsor \$1,500

- Two (2) LOD WinterFest “All Access” tickets to Count Basie Center for the Arts show
- Logo on LOD app (includes clickable link to website)
- Your advertising logo on www.LightofDay.org web site year-round
- Tagged in 1 social media post on LOD Facebook, Instagram and Twitter accounts
- Mention in LOD newsletter

Level 2 Event Sponsor \$2,500

- Four (4) LOD WinterFest “All Access” tickets *
- Logo on LOD app (includes clickable link to website)
- Your advertising logo on www.LightofDay.org web site year-round
- Tagged in 2 social media posts on LOD Facebook, Instagram and Twitter accounts
- Mention in LOD newsletter

** “All Access” ticket entitles holder to a reserved seat at the Main Event (Bob’s Birthday Bash) January 17, 2026 at the Count Basie Center for the Arts and admission to all other Red Bank/Asbury Park WinterFest events, capacity permitting.*

SPONSORSHIPS AND BENEFITS

Level 3 Event Sponsor \$5,000

- Six (6) LOD WinterFest “All Access” tickets *
- Logo on LOD app (includes clickable link to website)
- Your advertising logo on www.LightofDay.org web site year-round
- Tagged in 4 social media posts on LOD Facebook, Instagram and Twitter accounts (reach 14,000 per post)
- Your logo at Berkeley Oceanfront Hotel, Stone Pony, Count Basie Center for the Arts, Wonder Bar and Asbury Lanes
- Mention in LOD newsletter

Level 4 Event Sponsor \$7,500

- A combination of eight (8) LOD WinterFest “All Access” tickets *
- Logo on LOD app (includes clickable link to website)
- Your advertising logo on www.LightofDay.org web site year-round
- Tagged in 4 social media posts on LOD Facebook, Instagram and Twitter accounts
- Your logo at Stone Pony, Count Basie Center for the Arts, Wonder Bar, & Asbury Lanes
- Mention in LOD newsletter

Level 5 Event Sponsor \$10,000

- A combination of twelve (12) LOD WinterFest “All Access” tickets *
- Logo on LOD app (includes link to website).
- Your logo at Stone Pony, Count Basie Center for the Arts, Wonder Bar, & Asbury Lanes
- Tagged in 4 social media posts on LOD Facebook, Instagram and Twitter accounts
- Your advertising logo on www.LightofDay.org web site year-round
- Your logo in any LOD paid promotional advertisements (i.e. social media, newspaper, radio)

** “All Access” ticket entitles holder to a reserved seat at the Main Event (Bob’s Birthday Bash) January 17, 2026 at the Count Basie Center for the Arts and admission to all other Red Bank/Asbury Park WinterFest events, capacity permitting.*

SPONSORSHIPS AND BENEFITS

Level 6 "Stone Pony" Sponsor \$15,000 (Limited to One Sponsor)

- A combination of sixteen (16) LOD WinterFest "All Access" tickets*
- Logo on LOD app (includes link to website).
- Your logo at Stone Pony (primary), Count Basie Center for the Arts, Wonder Bar, & Asbury Lanes
- Tagged in 6 social media posts on LOD Facebook, Instagram and Twitter accounts
- Your advertising logo on www.LightofDay.org web site year-round
- Your logo in any LOD paid promotional advertisements (i.e. social media, newspaper, radio)

Title Sponsorship (Limited to One Sponsor)

\$25,000

- A combination of 24 LOD WinterFest "All Access" tickets*
- Title Sponsorship (i.e. "The XYZ Co. Light of Day WinterFest" or "Light of Day WinterFest by XYZ Co." on all LOD logos, signs, shirts)
- "Presented by (sponsor)" logo placement throughout Light of Day program app
- Your logo at Stone Pony, Wonder Bar, Count Basie Center for the Arts, Asbury Lanes, McCloone's Supper Club, Berkeley Ocean Front Hotel, Watermark, Axelrod Performing Arts Center and any other space or venue LOD may utilize.
- Tagged in all social media posts on LOD Facebook, Instagram and Twitter accounts and a minimum of 2 or more unique FB Reels.
- Your advertising logo on www.LightofDay.org web site year-round
- Your logo in any LOD paid promotional advertisements (i.e. social media, newspaper, radio)

* "All Access" ticket entitles holder to a reserved seat at the Main Event (Bob's Birthday Bash) January 17, 2026 at the Count Basie Center for the Arts and admission to all other Red Bank/Asbury Park WinterFest events, capacity permitting.

SOCIAL MEDIA & CONTACT INFO

Light of Day WinterFest gives sponsors direct access to a proven community that gathers every year around Asbury Park's legendary music scene and our continuing quest to end Parkinson's disease and related neuro-degenerative diseases such as PSP and ALS. Through long standing partnerships with the Stone Pony, Wonder Bar, the Count Basie Center for the Arts, the Asbury Park Boardwalk and other key venues, along with a rotating lineup of nationally and regionally known artists, your brand is woven into the fabric of a trusted music and cause community which fuels our constant growth and engagement with over 25,000 followers across social media platforms and 150,000+ unique website visits per year. Sponsors are featured across artist channels, venue promotions and our own communications, creating a powerful web of visibility that keeps your name in front of passionate fans before, during and long after the shows.

Email artwork and logos (pdf or hi-rez jpeg) to: LightOfDayFoundation@gmail.com

Make check payable to: *Light of Day Foundation*

Mail check to:

Light of Day Foundation
c/o *Tony Pallagrosi*
PO Box 105
Allenhurst, NJ 07711-0105

Add in the memo section "Sponsor payment / sponsorship level"

For additional information please contact the following:

Artwork - Rob Dye (732) 241-7437 or robertddye@gmail.com

Sponsorship – Tony Pallagrosi (732) 539-2632 or tonyumt@gmail.com

LOD THUMBNAIL HISTORY

The Light of Day Foundation, Inc., utilizes the power of music to raise money and awareness in its continuing quest to end Parkinson's disease and its related illnesses ALS (Amyotrophic Lateral Sclerosis) and PSP (Progressive Supranuclear Palsy) within our lifetime.

The Foundation's mission is to fund research into possible cures, improved treatments and support for patients who suffer from those illnesses, their families and their caregivers to help improve their quality of life. The primary fundraising efforts are an annual series of concerts held in Asbury Park, NJ. Since its inception in 2000, Light of Day has raised over \$6.5 million in the fight to find a cure for Parkinson's disease. What began as a single concert in New Jersey has grown into approximately seventy shows in thirteen countries on 3 continents including North America, Europe and Australia!

The concerts and the organization began as a birthday party, initiated by concert promoter/former Asbury Juke Tony Pallagrosi and radio personality Rich Russo, in November 1998 at the Downtown Cafe in Red Bank, NJ to celebrate the 40th birthday of artist manager and music industry veteran Bob Benjamin. Benjamin had recently been diagnosed with Parkinson's disease, a degenerative disorder of the central nervous system, and in lieu of gifts, asked that donations be made to the Parkinson's Disease Foundation. Over \$2,000 was raised that night. Spurred by the generosity and support, Benjamin reached out to friends, including Pallagrosi along with Asbury Park Press reporter Jean Mikle and musician Joe D'Urso to form the Light of Day charity, taking its name from a Bruce Springsteen song.

The first official Light of Day concert was held at Asbury Park, NJ's legendary Stone Pony in November 2000 and primarily featured local, unsigned artists. The critically acclaimed Pittsburgh-based band Joe Grushecky and the Houserockers (managed by Benjamin) headlined the show, which featured a surprise appearance by local hero Bruce Springsteen, who joined the Houserockers for a raucous hour-long set.

Over the years Light of Day has grown from a one-day event into a festival spanning 10 days in the New Jersey/New York metropolitan area. More significantly, Light of Day has expanded into an internationally recognized tour, through a true grassroots effort of musicians, music fans and benefactors. Light of Day shows take place around the world on 3 continents, including six shows in Canada, an 18 day late November into December trek through Europe, with stops in England, Wales, Ireland, Sweden, Belgium, Norway, Denmark, Italy, Switzerland, Germany, Spain, plus a brand new Light of Day event in Australia! Portions of the proceeds from each show are donated to a local Parkinson's organization.

Performers at Light of Day have included Bruce Springsteen (numerous appearances), Michael J. Fox, John Rzeznik (Goo Goo Dolls), Ed Kowalczyk (Live), Darlene Love, David Bromberg, Southside Johnny, Jesse Malin, Joe Grushecky & The Houserockers, The

Weeklings, LaBamba's Big Band, Alejandro Escovedo, Willie Nile, Garland Jeffreys, Jakob Dylan, Low Cut Connie, Lucinda Williams, Glen Burtnik (Styx, Beatlemania, The Weeklings), Fantastic Cat, Dramarama, Joe P, Adam Ezra, Badly Drawn Boy, Pete Yorn, James Maddock, Gary US Bonds, Ed Manion (E Street Horns, Miami Horns, Little Stevens Disciples of Soul, Jill Henessey (Crossing Jordan, Law & Order, Madame Secretary, Yellowstone, City on a Hill), Joe D'Urso and Stone Caravan, John Eddie, Williams Honor, Joanna Cotten (Eric Church) and literally hundreds more local and regional artists.

Light of Day also fields a team in the annual Parkinson's Unity Walk in New York's Central Park. Over the years the Light of Day team has raised \$80,000, which helped the Walk raise over \$3 million for Parkinson's research.

The Light of Day concerts have received print, online and television coverage from many outlets, including the Asbury Park Press, Rolling Stone, Time Magazine, Billboard, New York Times, NJ Star Ledger, Home News Tribune, Aquarian Weekly, New Jersey Monthly Magazine, Backstreets.com, CBS Early Show, NBC Nightly News, WWOR Channel 9 News and more.

An award-winning documentary about Bob's battle with Parkinson's and the history of Light of Day (with extensive concert footage) was produced by Ohio-based Flat Broke Productions and released on DVD by Virgil Films in 2012. To order, visit the Light of Day Store www.lightofday.org/store or buy directly from Virgil Films. <http://www.virgilfilmsent.com>.

Over the past several years, Light of Day has experienced significant growth on many levels, including awareness, events and charitable donations raised for Parkinson's awareness and research. We expect continued growth in these areas for the coming year as well. If you are interested in getting involved, please contact us.

Gifts to the Light of Day Foundation, Inc. are tax-deductible to the full extent of the Internal Revenue Code. The IRS has designated the Light of Day Foundation Inc. as a not-for-profit 501(c) (3) organization. The Light of Day Foundation, Inc.'s Federal ID # is 20-1560386.

For more info go to: Lightofday.Org

