



**SPONSORSHIP  
INFORMATION PACKAGE**

# SYNOPSIS

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Marky Monday's Adventures in Dreamland is a Rock Musical for children 10 and under. This 1-hour 10-minute unforgettable performance features comedic sing along catchy rock/funk songs that brilliantly outline a whacky cast of characters in an imaginative dream world filled with real life lessons. Through the use of music, comedy, interesting characters, and a journey to meet the owner of dreamland, Marky Monday learns the values of respecting others, honesty, and how to build loving compassionate friendships while thinking for oneself and maintaining integrity.



Marky's journey begins when he falls to sleep and meets a Giant Banana at an ice cream store. The two of them venture to see Munir McTickles, the owner of Dreamland, who creates all the rules in Dreamland. On the way they meet Ernie Palsoni the Celebrity Turtle and Chick Chick Chicken, who is scared of everything. They all have their reasons for wanting to see the owner of Dreamland and have to work together, accepting their diversity, to figure out why Chick Chick Chicken's eggs have gone missing. As the story unfolds, everything is not as it appears to be in Dreamland. An imposter has been secretly misleading and lying to everyone for his own benefit.



Marky Monday's Adventures in Dreamland is not only a live performance, but is also available with illustrations, transcript, and audio download consisting of the entire adventure complete with story, narration, characters, sound effects, and fully produced music. Marky's

overall message is of love and respect, and highlights the importance of creativity and diversity in children.

# CAST OF CHARACTERS

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**MARKY MONDAY:** Main character. The story takes place from his point of view. He is inquisitive, smart, and new to Dreamland.



**GIANT BANANA:** Giant Banana's feelings are hurt easily as he sees that everyone wants to eat bananas. He has to come to terms with his feelings, but also realizes that sometimes people don't mean the harm they do.



**ERNIE PALSONI:** A turtle turned celebrity, Ernie Palsoni is the most famous turtle in Dreamland. Ernie accompanies Marky on his adventure, is loving and kind, and a role model for anyone aspiring to be famous.



**CHICK CHICK CHICKEN:** Acquired her name because she is scared of everything. Her eggs have been stolen and is trying to find them, however she cannot speak any words besides her name, so it's up to everyone else to solve the mystery.



**ICE CREAM GUY:** Owner of the ice cream store and seller of slug-flavored ice cream. His ice cream is bad tasting, but it's all he can serve now that bananas are illegal to eat.

**MUNIR MCTICKLES:** The owner of Dreamland. Really Munir McTickles is the Ice Cream Guy in disguise making all the rules in Dreamland to keep his store in business.



**WICKED OLD WITCH:** Flying on broomsticks, cackling and laughing, this green skinned woman is the archetypal Wicked Old Witch. However, everyone learns a valuable lesson when she ends up being the one person in Dreamland who can show everyone the truth of the mystery.



**CZH THP:** Two fish who clean Ernie Palsoni's tank. They got their names because they are ugly. The lesson here is to not judge someone because of how they look. These two are really Ernie's saviors.



**MAGICAL COWS:** Since the cows stopped producing milk they have been laying magical eggs, which leads everyone to believe that the ice cream at the store is really good for you when in fact it's rotten.



**MOM:** Loving and caring, Marky's mom appears at the beginning and ending of his journey like a warm blanket.



# THE CREATOR

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Marky Monday is a children's character created and performed by Mark William Pezzelato. Mark began working with children in 2001 as a professional drum and guitar teacher. Eventually his teaching evolved into creating songs and entertaining. By 2011 Mark was performing in festivals and private parties as Disney's Mad Hatter, turning heads wherever he went with his unique and original approach, by creating original songs on the spot to entertain audiences of all ages.



In 2016 one of Mark's band mates made an off-handed post on a Monday saying: "It's Marky Monday's!" and featured a funny picture of Mark at a gig behind a drum kit. Mark loved the name and used it for this new character for which he was already developing and writing original songs. Marky Monday was born.

Mark has been recording and performing music since 1998. He has written hundreds of songs, and has produced and collaborated on thousands of other songs with various artists via his professional audio and video recording facility Pezmosis Music Productions, located in beautiful Oak Ridges Ontario Canada.

Mark Pezzelato is also the author of three non-fiction books, two of which are published under IC Publishing. In chronological order the books are entitled: "*Transformations: Your Inner Guide to Self-Exploration*," "*Invest In Yourself*," and "*Stories and Lessons From My Father's Life*." Mark has also



written a drum instructional book called: "*X-Ponential Drumming: The Fastest way to become an expert drummer*."

# AWARDS

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Creator of *Marky Monday's Adventures In Dreamland*, Mark William Pezzelato is recognized by the town of Richmond Hill for his outstanding achievements. Marky is the recipient of the 2017 Creative Laureate Award.



MARKY MONDAY  
with the Mayor of  
Richmond Hill DAVE  
BARROW

Marky was also awarded as the Top Announcer of his graduating class at Loyalist College in the Radio Broadcasting Program for Announcing.



# MARKETING AND ADVERTISING

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Marky Monday is a brand name and is a registered trademark owned by Mark William Pezzelato. Any promotional material for a performance can be supplied by Mark Pezzelato upon request.

When using the Marky Monday logo, it is important to always display it in its original colours (orange, black, and white). The logo is not to be skewed or altered in any way.

A 12x18 poster is already created for the *Marky Monday's Adventures In Dreamland* performance. It features the cover art with a blank space on the bottom to put in your own information about the show location, time, cost, and any other info you'd like people to know. This poster can be sized down to create smaller versions for individual handouts.

Marky Monday will only provide a digital template for you to use. All printing costs incurred and advertising expenses are those of the booker/promoter and not Marky Monday.



# CONTACT

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## BOOKINGS AND TECHNICAL

**MARK PEZZELATO**

CELL: 905-505-0844  
MarkyMonday@gmail.com

## MEDIA RELATIONS

**CHRISTINE CARRINGTON**

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[www.MarkyMonday.com](http://www.MarkyMonday.com)

# SPONSORSHIP PACKAGES

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## **CELEBRITY TURTLE SPONSOR**

Be in the spotlight and associate your brand or business with Marky Monday. Become the Celebrity Turtle sponsor for an Adventures In Dreamland performance and you will be front and center for everyone to see.

**COST: \$500**

### **INCLUDES:**

- Your logo/banner on stage for the entire concert.
- The MC of the performance talking about your business right before Marky Monday hits the stage.
- Social Media promotion on facebook and instagram leading up to the performance and after.

## **MAGICAL COW SPONSOR**

Make a difference in children's lives by giving less fortunate families an opportunity to attend an unforgettable concert. Become the Magical Cow Sponsor for an Adventure's In Dreamland performance by purchasing tickets to be given to families in need from the local area where a concert is being held.

**COST: MINIMUM \$100**

### **INCLUDES:**

- Your promotional flyer given to each family with tickets to the show.
- Social Media promotion on facebook and instagram leading up to the performance and after.

## **AUSTA LUIGI SPONSOR**

Want children and families to remember your name and brand well after the concert is finished? Become the Austa Luigi Sponsor and have children go home with a gift bag that includes your logo printed on a Marky Monday magnet.

**COST: \$2.00 PER MAGNET – MINIMUM 50 MAGNETS**

### **INCLUDES:**

- Your logo and contact info printed on a 1.5"x 3" magnet which has a cartoon picture of Marky Monday as well as the Marky Monday logo.
- Magnet is used as a free take home gift on a first come first serve basis as children enter the theatre.

# MARKY MONDAY SPONSORSHIP CONTRACT

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Please select sponsorship type by checking the appropriate box:

**CELEBRITY TURTLE SPONSOR – \$500**

**MAGICAL COW SPONSOR - \$100 Minimum**

**AUSTA LUIGI SPONSOR - \$2 PER MAGNET \$100 Minimum**

FULL NAME: \_\_\_\_\_

BUSINESS/ORGANIZATION: \_\_\_\_\_

ADDRESS INCLUDING POSTAL CODE:

\_\_\_\_\_  
\_\_\_\_\_

EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_

DOLLAR AMOUNT OF SPONSORSHIP: \_\_\_\_\_

For a tax receipt please add 13% HST to your sponsorship total.