



PROFESSOR RAGS' MAGIC COMPANY
5588 Atlantic Ave. Long Beach California 90805
(888) 949-2730 brian@ProfessorRags.net www.ProfessorRags.net



LIVE REACH WITH WIZARD PIRATE MAGIC SHOW

- Koroneburg Renaissance Festival has already booked the *Wizard Pirate Magic Show* for 2018 season; for the second year in a row. This festival has the only permanently built renaissance village in Southern California and is celebrating its 21st year of presenting how people lived, played, and worked in a German village during the fifteen hundreds (1500).
- Over 11 days, Koroneburg will have over 8,000 paying visitors and 400 participants in 2018.
- More than half will be families with children.
- The Wizard Pirate will do both close-up magic and a stage show featuring a Sponsor themed magic trick.
- During the *Wizard Pirate Magic Show* we will give out 12 Magic Tricks pamphlet with a Sponsor's ad.

Benefits for Presenting Sponsor

1. Your name and logo in the Koroneburg Renaissance Festival (KRF) program, named as "Presenting Sponsor of the Wizard Pirate Magic Show" and a full page advertisement.
2. **MAGIC WORD USED IN ALL SHOWS, "Zinneysponsor"**
3. At the entrance to the KRF a 3ft. x 5ft. banner with your name and logo welcoming guests.
4. At exit to KRF a 3ft. x 5ft. banner with your name and logo thanking the guests for coming.
5. Six (6) signs with your Stagecoach Logo saying "Way Back to the (Named) Century." In other words, signposts for each century from the 21st to the 16th.
6. Sign at stage as the Presenting Sponsor of the Wizard Pirate Magic Show with your Logo.
7. Sponsor's Logo and ad in the upper half of *12 Amazing Magic Tricks* pamphlet.
8. Ten Thousand *12 Amazing Magic Tricks* pamphlets to be given out at all other magic shows of Professor Rags' Magic Company shows. Not just at the KRF.
9. Web ads about the Wizard Pirate Show Sponsored by Sponsor's Name with link to ticket sales.
10. Sponsor's Logo on each page of ProfessorRags.net web site and each with a link to Sponsor's web site.
11. Press Releases about the Sponsor supporting this educational event.
12. Brian Regalbuto has a \$2,000,000 Performer's General Liability Insurance Policy and will name Presenting Sponsor as additionally insured for the run of our agreement.
13. **Social Media Contest MAGIC QUEST - Search for the Wizard's Apprentice.** Southern California children, ages 6 to 16 design a magic trick with a Sponsor's theme. They make a video of their act. Next they upload it to a Sponsor's dedicated web page on Professor Rags' site. The general population will vote for whom they think is best. The child with the most votes on February 1, 2019 will win the opportunity to present their magic routine at next year's KRF during the last performance of the Wizard Pirate show on Memorial Day.
14. **Estimated total reach about 81,000 over 12 months.**
15. **Cost per Each Reach Less Than \$ 0.31**





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SUGGESTED PRESS RELEASE

Contact: Brian Regalbuto
Professor Rags' Magic Company
Phone: (888) 949-2730

FOR IMMEDIATE RELEASE: xx/xx/xx

Sponsor's Name Travels Back to the 16th Century

Sponsor's Name presenting sponsor of the Wizard Pirate Magic Show at Koroneburg Renaissance Festival

Corona, CA, Today, Sponsor is bringing family friendly entertainment to a 16th century German village at the Koroneburg Renaissance Festival. This festival has the only permanently built renaissance village in Southern California. The vendors have built their own shops over the last twenty-years. On Saturday, May 26th 2018, Memorial Day weekend, the Koroneburg Renaissance Festival begins and runs every weekend until Sunday June 24th, 2018. "It is our pleasure," said (Name, CEO of Sponsor), "to help bring this family educational event to life."

Koroneburg Renaissance Festival is celebrating its 21st year of presenting how people lived, played, and worked in a German village during the fifteen hundreds (1500). Visitors to this friendly village will see knights jousting in a real tournament; listen to folk music; learn how paper and books were made; be trained on how to properly release an arrow from a bow; watch blacksmiths working at their forge and stone cutters carving. The village is filled with jugglers, magicians, dancers, shops, and other interactive Renaissance experiences.

"We are particularly pleased to be the presenting sponsor of the *Wizard Pirate Magic Show*, a family friendly presentation with laudable laughter and masterly magic featuring the talented Professor Rags," explained (Name). Sponsor is also agreeing to sponsor his contest, *The Search for the Wizard's Apprentice*. This contest begins on July 9th 2018 and ends on February 1, 2019 and is open to all children who live in Southern California ages 6 to 16. Details and contest rules will be presented at the Festival during the first presentation of the Wizard Pirate Magic Show. We can tell you, first prize will be to perform a magic routine during the Wizard Pirate Magic Show at next year's Koroneburg Renaissance Festival.

Professor Rags is a three time awarded winning professorial magician. He has been delighting family audiences for over 30 years. The International Association of Magicians named him the Outstanding Children's Entertainer of the Year. The Outstanding Character Magic Act and the Best Comic Magician are two awards he has received from the Society of American Magicians, Assembly 22.

To learn more about the Wizard Pirate and the Koroneburg Renaissance Festival visit <http://www.professorrags.net>

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CONNECT YOUR BRAND TO THE \$3.9 TRILLION PARENT MARKET

Brian Regalbuto, “Professor Rags or Wizard Pirate”, is a Magician, Entertainer and Media Personality Who Will Provide Measurable Engagement and Marketing for Your Brand

- **Reach the parent market:** Amazing purchasing power of **\$3.9 trillion**
- **Increase your extended reach:** Marketing through a wide range of traditional and digital media platforms will reach achievement-oriented parents world-wide
- **Access-to-audience:** Email marketing, social media, blogging, and press releases reaching parents in today's most powerful marketing platforms
- **Gain media attention:** Multimedia campaigns including television, radio, print, and digital platforms
- **Drive sales and traffic:** Grow your customer base, increase brand awareness and loyalty among parents to generate more engagement and drive in-store or on-line traffic

Provide measurable engagement and marketing for your brand



“I have personally known Professor Rags for more than twenty eight years. During that time I have had many occasions to observe his performances. Each time I have seen **his act, it has been enjoyable, funny, and mesmerizing.**

I have watched many trade-show magicians, and I can say without equivocation that none of them could do a better job than Professor Rags. **His abilities to generate publicity and foot traffic for stores and trade-show booths could only be surpassed by a big-name celebrity.**

In working with Professor Rags on projects in the past, I have found his business advice sound, **his commitments unwavering, and his presentations always family appropriate.** **Therefore, I highly recommend his publicity and entertainment services.”**

Harold Mendenhall, CEO

GOALS FOR SPONSORS

- Educate parents with purchasing power about your products and services
- Increase your brand awareness and loyalty
- Grow your customer base
- Drive your traffic and sales

DEMOGRAPHICS OF PARENTS WITH PURCHASING POWER

- **Age range is 25-50**
- Median family income in California in 2017 is **\$73,581**
- Moms are responsible for **most family purchases**
- Approximately **4 million babies** are born each year, 40% to first-time mothers
- **81%** of moms are more likely to engage if they earn points towards rewards
- Moms are **19% more likely** than the general population to engage in social networking, become a fan of or follow a brand (**31% more likely**), become a fan or follow a celebrity (**24% more likely**), and comment on others postings (**27% more likely**)
- **74%** of Moms have purchased products as a result of promotion mention in a blog
- **65%** of Moms learn about a product of service through social media
- **84%** of Moms go online when looking for product/brand recommendations



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ALL ABOUT BRIAN REGALBUTO, AKA PROFESSOR RAGS & WIZARD PIRATE



Brian Regalbuto with His Wife
DeAnna and His Daughters
Shannon and Alanna

Brian Regalbuto, aka Professor A. B. Rags, has been performing magic for over 30 years.

Brian first learned magic when he was in the hospital recovering from open-heart surgery, at the age of six years old. With some guidance from an obliging orderly and a helpful group of nuns, Brian learned he could entertain people and make them laugh.

By the age of 10, Brian landed his first paying gig as a magician, performing magic at a birthday party. He has worked as a professional magician ever since, delighting and entertaining audiences of all ages.

The colorful Professor A. B. Rags is Brian's signature character.

Professor A. B. Rags was born from Brian's love of the Wild West and 19th-century-style medicine shows. The name Rags is both a reference to the character's whimsically shabby appearance and to a character in a cartoon show, *Crusader Rabbit*, who delighted Brian when he was in the hospital recovering from his surgery at the age of six. He has also performed as other characters, including a pirate wizard, and even famous author Mark Twain.

Brian began working with children when he was a summer camp counselor for the YMCA. One of his duties was to write, direct, and produce the nightly campfire programs. He directed the campers in skits, songs, and other activities. He produced campfire programs for Camp Paivika and Camp Joan Mire of Ability First.

Brian has performed magic on America's Got Talent, corporate events, trade shows, shopping malls, school assembly programs, on board the *H.M.S. Queen Mary* and on the world-famous Olvera Street.



He has also taught magic to children and adults. One of his most satisfying magical activities has been his volunteer work at Rancho Los Amigos Medical Center, where he has taught magic to children who are paralyzed, who have head traumas or other disabilities, as part of their occupational therapy.

Brian is also a member of the Magic Castle of Hollywood. He has repeatedly participated in their special annual day for children as Professor Rags. His magic studio is in Southern California, where he lives with his wife and daughters.

Brian Regalbuto is an Award Winning Magician

His awards have come from the **International Association of Magicians** and the **Society of American Magicians**.

- **Children's Entertainer of the Year**
- **Best Comedy Magic Act**
- **Best Character Magic Act**
- **And his two daughters have each been named, "Outstanding Magician's Assistants".**