

**2011 Auburn
Jazz & Blues Festival
Sponsorship Packet**



Friday, May 20, 2011

6-11 pm

Pebble Hill

(E. Magnolia and Debardeleben)

A few scenes from 2010...



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2011 Auburn Jazz & Blues Festival
Benefiting the Auburn Arts Association

The Event

Each spring since 2008, the Auburn Arts Association (AAA) has held a Jazz & Blues Festival to raise money for their various community art programs and classes they conduct throughout the year. This year the event will be held Friday, May 20th, from 6-11 pm. The Auburn Jazz & Blues Fest has always been a family-friendly, however it is primarily attended by adults. The atmosphere is 'grown up', giving it a unique place in the Auburn event calendar.

The Venue

The Auburn Jazz & Blues Festival will be set up at on the grassy lawn at Pebble Hill, an off-campus facility owned by Auburn University. Pebble Hill is located on the corner of E. Magnolia Avenue and Debardeleben Street, If driving east on Magnolia Ave. from the downtown area, Magnolia Ave. will dead end at the front lawn of the house.



There will be two stage areas close to the front of the house. This will allow for the different performers to alternate stages and continue playing with little interruption throughout the event. This will also prevent the attendees and sponsors from having to re-set their seats location.

Food and soft drinks will be sold by food vendors, with a percentage of gross sales being donated to the Auburn Arts Association. We will not be selling alcohol at the event, however, we will be providing some beverages and snacks for our sponsors at their hospitality tent. Outside of what is provided for the sponsors, attendees may bring the beverages of their choice.

Previous Attendance

Over the past 3-4 years, the event has grown to over 500 people. In 2009 and 2010, the event was held on Graduation / Mother's Day weekend, neither of which helped with attendance. This year, we changed our schedule to hold the event on the weekend after summer school starts, and so we hope that will increase both student as well as AU faculty & staff attendance.

Our goal for 2011 is an attendance of around 800-1,000 people, which will be accomplished primarily through better organization and promotion, and by choosing a better date.

Entertainment Lineup

Our main act will be John Mooney, a well known blues musician from New Orleans. (johnmooneymusic.net) We are still finalizing the opening acts, but we are trying to book bands that will bring a vibrant jazz and/or blues sound. The leader of our entertainment team was a resident of New Orleans for many years before moving back to Auburn, and he's going to get us the best music for our budget. We plan to have 3 bands.

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Fundraising Goal

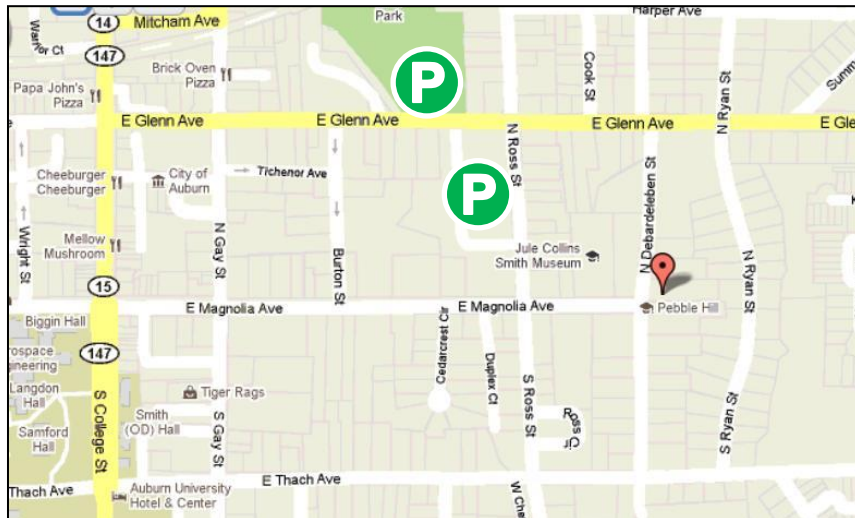
Because this event is a fundraiser, the point is to use the energy and momentum from this one night to provide working capital for the AAA's various programs throughout the year. **Our goal for the 2011 Auburn Jazz & Blues Festival is to raise \$10,000 after the night's expenses have been paid.** There will always be a need for Arts Education and artistic expression in the Auburn community, and we hope that this event turns into a **powerhouse fundraiser** to help us meet those needs.

Future Plans for the Auburn Jazz & Blues Festival

This event continues to grow. Looking forward, the Pebble Hill property and the adjacent parcel to the north are about to undergo a significant expansion and renovation, starting in the summer of 2011. It is possible that the construction might require us to choose a different location in 2012, but we hope to be back at Pebble Hill in the following years.

Available Parking

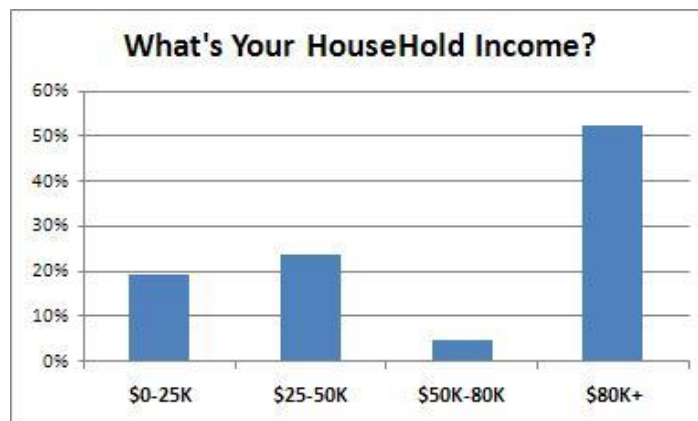
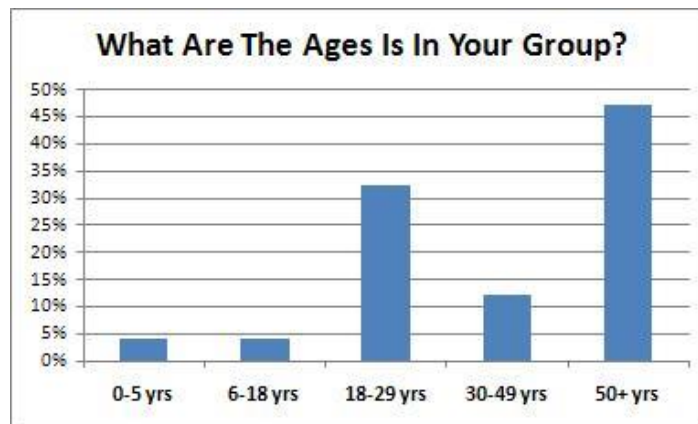
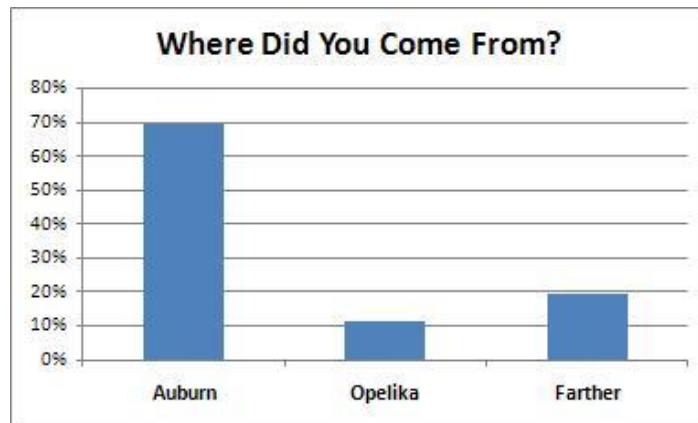
The event venue is served by adjacent parking on E. Magnolia Ave., as well as N. and S. Debardeleben St. There is also off-site parking at the City of Auburn Public Safety / Municipal Court Building, as well as the Development Services Building, both located on N. Ross St., 1 block away from Pebble Hill. There is also a significant amount of parking at Felton Little Park, about 2 blocks away from the Festival.



2010 Attendee Demographics

In 2010, we asked every 10th person through the door to fill out a quick survey asking things like where they had heard of the event and what other local events they attend. We also asked a few specific demographic questions to help us with our marketing of 2011 and beyond. These surveys did not ask for their names, nor did they have any other way of verifying the person once they had filled it out. After filling it out in privacy, they simply dropped the completed form in a large black box, and filled out a separate ticket for a raffle.

We tallied the responses, and here's what we found:



Sponsor Information

Because this is a rain or shine event, our first goal is to make sure that all the event costs are covered in case of inclement weather. Our intent is to raise a significant amount of funds with this event, therefore we need sponsorships and ticket sales to do that.

Rather than get several sponsors in the same category, we are beginning a new phase of partnerships and support, most times making deals with only one sponsor in each category.

This year, we are working with an event planner to create packages that bring A LOT more value to each of our sponsors. We hope you use this opportunity to promote your business, and use our event to have an "Employee Night Out" or a "Customer Appreciation Night." It is a low-cost, high reward way to strengthen the bonds with your hard-working employees and/or your best customers.

Most of this year's sponsorship packages include your own private "hospitality tent" (from 10x10 up to 20x20) and tables and chairs for your guests. Tents will be stocked with your own private supply of drinks and some great snacks. Of course, each of these sponsorships will also include generous amounts of tickets and event t-shirts for your friends, families, and customers.



Take this chance to thank your current clients and entertain new prospects. Use the time to meet your client's spouses, shake a few hands, slap a few backs, and connect with your business contacts on a deeper, more personal level... with good music and an adult atmosphere.

Your tent will have a sign identifying your company by name and logo, recognizing your support of the Auburn Arts Association. Your company will be given the sign after the event.



We are also going to try to create a "photo booth" with the Jazz & Blues Fest logo prominently displayed, along with the logos of our partners and larger sponsors. We will have a photographer on site ready to take pictures of attendees as they arrive and throughout the night. When the event is over, we plan on posting the pictures on our Auburn Arts Association facebook page and our website, giving the sponsors additional, longer lasting, exposure.

You can find photos of tonight's event on the facebook page of the Auburn Arts Association.

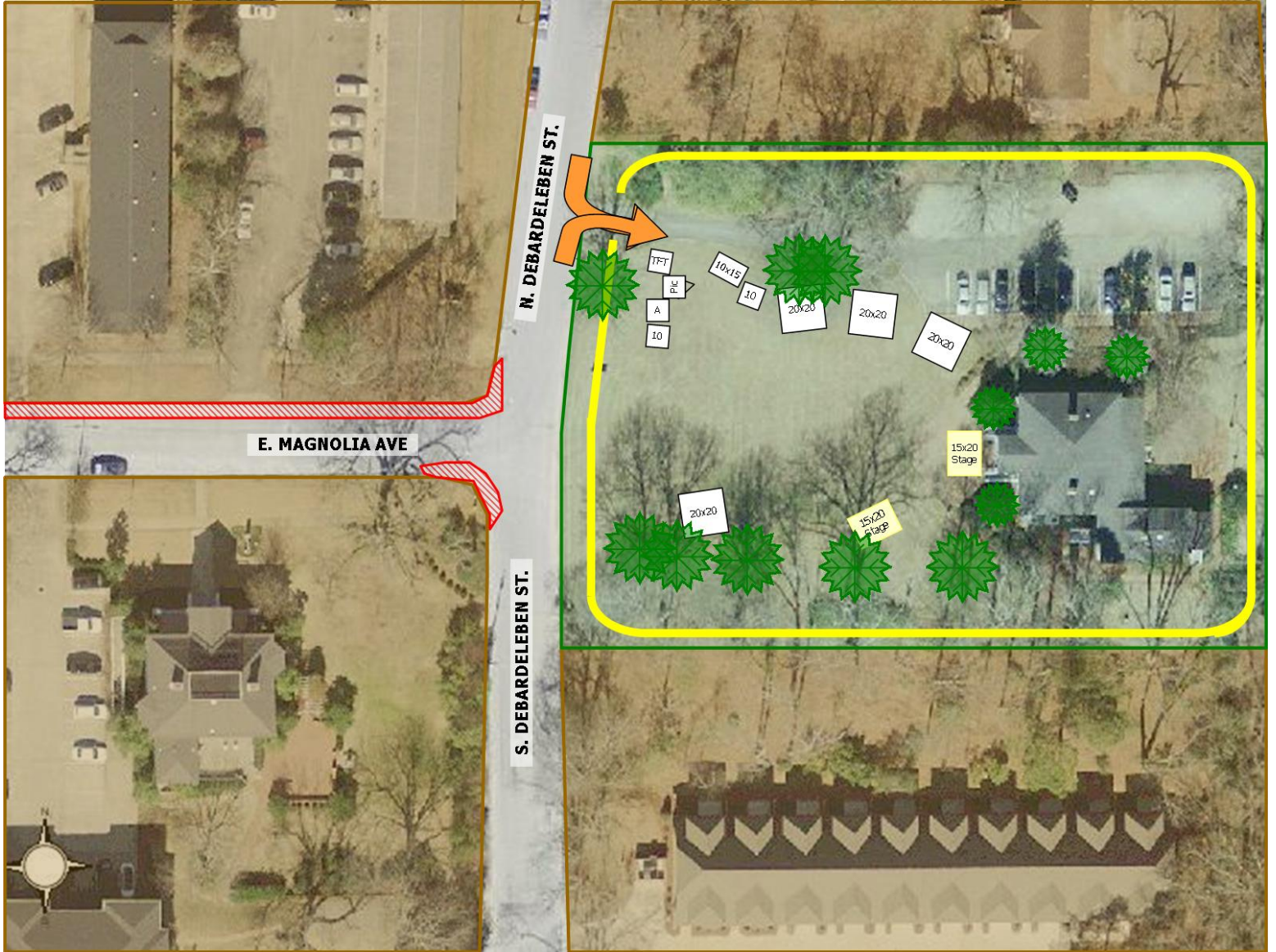


Thanks for supporting the Arts in Auburn!

The levels listed below are designed as suggestions. If you have an idea that is different from what we have presented, or would like to sit down and create the right Sponsorship Package for your business or organization, we'd *love* to do that with you. Throughout its classes, exhibitions, and performances, the Auburn Arts Association encourages creativity... why should fundraising be any different?

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Event Layout



Sponsorship Levels

- **Presenting Sponsor Level - \$3,000.00**
 - “Auburn Jazz & Blues Festival, Presented by _____”
 - Company NAME & LOGO prominently displayed on ALL printed materials and ads
 - Company NAME & LOGO on posters, event website, and on the FRONT of t-shirts
 - Company NAME & LOGO on a large banner on the front of the stage
 - Recognition on radio promotions and from stage announcements
 - 20 x 20 Tent, with seating for 50 people (not all seating will fit under the tent)
 - 50 Event Tickets
 - 25 Event T-shirts

- **Benefactor Level - \$2,000.00**
 - Company NAME & LOGO on posters, event website, and top of the BACK of t-shirts
 - Company NAME & LOGO on a small banner on the front of the stage
 - Recognition on radio promotions and from stage announcements
 - 20 x 20 Tent, including seating for 35 people (not all seating will fit under the tent)
 - 35 Event Tickets
 - 20 Event T-shirts

- **Patron Level Partner - \$1,000.00**
 - Company NAME & LOGO on posters, event website, and the BACK of t-shirts (smaller font)
 - 20 x 20 Tent, including seating for 20 people (not all seating will fit under the tent)
 - Recognition on radio promotions and from stage announcements
 - 25 Event Tickets
 - 15 Event T-shirts

- **Apprentice Level Sponsor - \$500.00**
 - Company NAME on posters, event website, and BACK of t-shirts (larger font)
 - 10 x 10 Tent, including seating for 10 people (not all seating will fit under the tent)
 - 10 Event Tickets
 - 10 Free Event t-shirts

If you don't see one you like, that's not a problem!

I would LOVE to sit down with you and create a custom ticket and amenity package that you would be thrilled with. Get your best customers bragging about the VIP treatment they get from you!

The Auburn Arts Association will get the funds they need, and you can take all the credit for the good time! Build your own package, or split it with a friend's business and let's do it up right! Just want several tickets? That's cool too!

Chris Kearns (334-332-6136 cell)

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Sponsorship Agreement & Instructions:

- Please mark an 'X' next to the Sponsorship Level of your choice.
- Call the Auburn Arts Association at 334-332-6136 (Chris) to confirm your choice or ask us any questions.
- Please return this form along with your check, or call and we'll come by and pick it up.
- If your sponsorship level includes a logo, please email a hi-res version of your logo to AuburnArtsAssn@Gmail.com

_____	<ul style="list-style-type: none">• <u>Presenting Sponsor Level - \$3,000.00</u><ul style="list-style-type: none">○ "Auburn Jazz & Blues Festival, Presented by _____"○ Company <u>NAME & LOGO</u> prominently displayed on ALL printed materials and ads○ Company <u>NAME & LOGO</u> on posters, event website, and on the <u>FRONT</u> of t-shirts○ Company <u>NAME & LOGO</u> on a large banner on the front of the stage○ Recognition on radio promotions and from stage announcements○ 20 x 20 Tent, with seating for 50 people (not all seating will fit under the tent)○ 50 Event Tickets○ 25 Event T-shirts
_____	<ul style="list-style-type: none">• <u>Benefactor Level - \$2,000.00</u><ul style="list-style-type: none">○ Company <u>NAME & LOGO</u> on posters, event website, and top of the <u>BACK</u> of t-shirts○ Company <u>NAME & LOGO</u> on a small banner on the front of the stage○ Recognition on radio promotions and from stage announcements○ 20 x 20 Tent, including seating for 35people (not all seating will fit under the tent)○ 35 Event Tickets○ 20 Event T-shirts
_____	<ul style="list-style-type: none">• <u>Patron Level - \$1,000.00</u><ul style="list-style-type: none">○ Company <u>NAME & LOGO</u> on posters, event website, and the <u>BACK</u> of t-shirts (smaller font)○ 20 x 20 Tent, including seating for 20 people (not all seating will fit under the tent)○ Recognition on radio promotions and from stage announcements○ 25 Event Tickets○ 15 Event T-shirts
_____	<ul style="list-style-type: none">• <u>Apprentice Level - \$500.00</u><ul style="list-style-type: none">○ Company <u>NAME</u> on posters, event website, and <u>BACK</u> of t-shirts (larger font)○ 10 x 10 Tent, including seating for 10 people (not all seating will fit under the tent)○ 10 Event Tickets○ 10 Event T-shirts

***WE MUST RECEIVE CHECKS FOR ALL SPONSORSHIPS INVOLVING A 20 x 20 TENT BY MAY 10th!**

On behalf of _____, I agree to sponsor the 2011 Auburn Jazz & Blues Festival as indicated
(Business Name)
above in exchange for the recognition, promotion, and goods & services associated with that level of sponsorship.

Signature

Printed Name

Date

Business Name on Check

Check #

To return by MAIL, send it to: AUBURN ARTS ASSOC., PO BOX 1862, AUBURN, AL 36831
To return by HAND, bring it to: Badger Properties, 151 N. College St. or the Jan Dempsey Community Art Center, 222 E. Drake Ave.
QUESTIONS? Call Chris Kearns at Badger Properties - (334) 332-6136 or email AuburnArtsAssn@gmail.com

The Auburn Arts Association

The Auburn Arts Association was founded as a non-profit, volunteer, community-based arts organization in 1982. The Association's primary objective is to promote arts education, encourage and support area artists, and to stimulate community interest in the arts.

Members of the Auburn Arts Association share an interest in promoting and supporting the arts in our area. Membership is open to the public and persons of all ages.

Among the benefits of membership are a newsletter, announcements of courses, community music programs, theatre and arts activities for adults and children,; invitations to our annual membership party, exhibitions and openings at the art gallery in the Jan Dempsey Community Art Center, and details concerning our Stars Fell on Alabama series of visiting authors. Members are informed of special events including lawn sales, art auctions, lectures, and cocktail parties.

We partner with institutions as the Jule Collins Smith Museum of Fine Art, the Caroline Marshall Draughton Center for the Arts and Humanities (Pebble Hill), and other groups and individuals to present and support a rich array of cultural activities in our community. Join us today, and help celebrate the arts in our area of Alabama!

Funding for the Auburn Arts Association is provided by membership dues, state and local grants, contributions from individuals and local businesses, and events like the SummerNight Art Walk and the Jazz & Blues Festival.

Each year the Association organizes various fundraising events to support its scholarship, educational and cultural programs. When money is available, scholarships are awarded annually to area artists, musicians, writers, and performers to help them develop their individual talents, and to groups for special projects that benefit the community. Weekly art classes are offered to home-schooled children, and six week-long visual art workshops for children are scheduled during the summer. The Association also acts as fiscal agent for the Auburn Community Orchestra and the Auburn Area Community Theatre.

The Auburn Arts Association works hand-in-hand with the Jan Dempsey Community Arts Center, providing instructors and classes in the visual and performing arts. The Association maintains an art gallery in the Center, which offers a program of invitational and juried exhibitions featuring local and regional artists, photographers and craftpersons.