

# The 2015 Northwest Louisiana “Southern Soul” Labor Day Blues Festival

## Sponsorship Package

On September 5, 2015, Inter City Row Modern Dance Company will be hosting the sixth Annual Northwest Louisiana “Southern Soul” Blues Festival. ICR would like to invite your company to become a sponsor for this cultural arts event. There are plenty of promotional opportunities available for this exciting experience. We look forward to working with you!

# The 2015 Northwest Louisiana “Southern Soul” Labor Day Blues Festival Sponsorship Package

## Levels of Sponsorship

### Platinum Sponsor - \$ 5,000+

- Business name & logo listed on printed materials
- Recognition via PA announcement
- Logo on festival produced banners in high traffic areas
- On- stage announcement by sponsor
- Company name periodically announced from stage
- Name and logo in media releases & inclusion in radio and TV spots
- Corporate banner displayed at the event
- Recognition and branding at all festival sponsored events

### Gold Sponsors- \$ 3,000 – 4,999

- Business name & logo listed on printed materials
- Recognition via PA announcement
- Logo on festival produced banners in high traffic areas
- On- stage announcement by sponsor
- Company name periodically announced from stage
- Name and logo in media releases & inclusion in radio and TV spots
- Corporate banner displayed at the event

### Silver Sponsors - \$ 1,000- 2,999

- Business name & logo listed on printed materials
- Name on portable marque
- Recognition via PA announcement
- Logo on festival produced banners in high traffic areas

### Small Business Sponsor - \$ 500 - 999

- Business name & logo listed on printed materials
- Name on portable marque

## Extra Benefits!

In addition to the benefits listed below each sponsorship level, all sponsors will receive a mention on our social media sites and our website. There may also be added promotional opportunities available for our most generous sponsors!

## Company & Event Information

Inter City Row Modern Dance Company will host the 2015 Northwest Louisiana "Southern Soul" Labor Day Blues Festival on September 5, 2015. ICR is a 501(c) 3 non-profit organization dedicated to raising the level of art and culture in our communities.

The festival benefits the area by directing the community's attention to the artistic contributions of those in Northwest Louisiana. It also attracts "Cultural Tourist" which have a positive impact on local economies. Several cities have commissioned studies that highlighted this increasing economic impact of art and culture. A growing number of visitors and special interest travelers rank the arts, heritage and/or other cultural activities as one of the top five reasons for traveling.

In Addition, the festival initiates a continuing annual event that will celebrate art and culture while expanding its audiences and highlighting the Shreveport/Bossier Area. This early fall event will give a much-needed boost to tourism while giving an opportunity for artists who live and work outside of the mainstream arts community to share their work. Although the artists may live and work outside of the mainstream arts community, many produce works of extraordinary beauty and cultural significance.

Inter City Row Modern Dance Company throughout the years has encouraged young artists to explore their creativity. We would not be able to do this without the support we receive from community partners like yourself. Our programs are open to everyone, and all people are encouraged to attend. The Northwest Louisiana "Southern Soul" Labor Day Blues Festival proceeds will be used to continue the arts education and cultural projects of Inter City Row Modern Dance Company & Institute.

Your support assists us with providing individuals an opportunity to enhance their cultural awareness. You can make your presence known in this total community effort by selecting from one of the attached sponsorship levels. All contributions are tax deductible, as Inter City Row Modern Dance Company is a 501(c) 3 non-profit organization.

Thank you for your consideration. We look forward to discussing these opportunities with you.

### Board of Directors

President – Dewanna Lovelace

Vice President – Luther Cox Jr.

Treasurer- Vannester Mahoney

Secretary- Shelita Cannon- Hoey

Fundraising Director – Jennifer Freeman

Publicity & Promotions – Brieanna Mahoney



## SPONSORSHIP FORM

Please fill-out the following form to confirm your chose sponsorship package.

### Contact Information:

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Contact Person

\_\_\_\_\_  
Contact E-mail Address

\_\_\_\_\_  
Contact Phone Number

\_\_\_\_\_  
Address

\_\_\_\_\_  
City/ State / Zip Code

### Sponsorship Packages:

- \_\_\_\_\_ \$ 5000 Platinum Sponsor  
\_\_\_\_\_ \$ 3000 Gold Sponsor  
\_\_\_\_\_ \$ 1000 Silver Sponsor  
\_\_\_\_\_ \$ 500 Friend Sponsor  
\_\_\_\_\_ \$ \_\_\_\_\_ (Other amount)

### Payment Information:

- \_\_\_\_\_ Please send me an invoice / Donation Receipt  
\_\_\_\_\_ I have enclosed a check made payable to Inter City  
Row Modern Dance Company  
\_\_\_\_\_ Please charge my credit card

Card Type:    Visa           MC           AMEX           Discover

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

## THANK YOU FOR SUPPORTING THE ARTS!

Once we receive your complete sponsorship form, Inter City Row staff will contact you to discuss event arrangements, sponsorship benefits and recognition.

Please send your high-resolution color and black and white logos (.jpg or .png preferred) to [brieanna.icr@gmail.com](mailto:brieanna.icr@gmail.com).

Total Sponsorship Cost \$ \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_