



# SPONSORSHIP PROPOSAL



**The 8<sup>th</sup> Annual Veterans Band Aid Music Festival**

**June 4-5, 2027**

Holiday Trav-L Park, Virginia Beach, VA

Benefitting: Coastal Authority Care Foundation – Veterans Brain  
Health & Recovery Program

Presented by:

Jill Crist, President | 757-831-1612 | [jillcrist@cacarefoundation.org](mailto:jillcrist@cacarefoundation.org)

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**VIRGINIA  
IS FOR  
LOVERS**



# Veterans Band Aid *Music Festival*

*The music festival with a mission*



## THE FESTIVAL:

Now in its 8<sup>th</sup> year, Veterans Band Aid Music Festival has become a signature event on the Hampton Roads calendar – a premier outdoor gathering pairing national recording artists with the region’s most celebrated local performers. Guests enjoy **two days** of live music, food trucks, craft beverages, artist vendors, camping, a live auction, raffles and the festival’s celebrated bourbon & cigar lounge.

The festival draws approximately **4500+ attendees** from across Virginia and beyond each year and was nominated for “Best Music Event” at the VEER Music Awards in recognition of its growing impact and popularity

## THE MISSION:

Proceeds benefit the Coastal Authority Care Foundation (CACF), a nonprofit organization dedicated to helping service-disabled veterans living with operator syndrome, traumatic brain injury (TBI), post-traumatic stress (PTS), depression and chronic pain. Through education, care coordination, cognitive testing and financial assistance,

CACF connects veterans to evidence-based therapies, including hyperbaric oxygen therapy, neurofeedback, photobiomodulation and vibroacoustic therapy, that restore cognitive function, improve quality of life and reduce suicidal thoughts.

By partnering with Veterans Band Aid Music Festival, you are doing more than sponsoring a concert—you are helping veterans and their families access transformative care and creating a lasting impact in the military community.



## WEEKEND OF JUNE 4-5, 2027



**FRIDAY June 4 – Country:**  
**Headliner To Be Determined**  
+ 3 supporting acts



**SATURDAY June 5 – Rock:**  
**Headliner To Be Determined**  
+ 4 supporting acts

## TIMES:

**Friday 6/4/26:** Doors 3:00 PM • Music 4:00 PM • Headliner 8:00 – 9:30 PM  
**Saturday 6/5/26:** Doors 1:20 PM • Music 2:20 PM • Headliner 8:00 – 9:30 PM

## TICKETS:

**1-Day:** GA \$55; VIP \$135 • **2-Day:** GA \$100; VIP \$260

## CONTACT:

Jill Crist, President – (757) 831-1612; [jillcrist@cacarefoundation.org](mailto:jillcrist@cacarefoundation.org)

## WEBSITE:

<https://veteransbandaidmusicfest.org>    <https://cacarefoundation.org>



## PICK YOUR SPONSORSHIP LEVEL

All sponsors will enjoy:

### Marketing & Brand Visibility

- Comprehensive Logo Placement: Websites; marketing materials and event T-shirts; sponsor spotlight social media posts
- LED Wall Exposure: Your logo will scroll on the large LED screen next to the stage throughout the event.
- Live Stage Mentions: The MC will provide shoutouts for your company from the stage during the festival.
- Group social media sponsor recognition posts

### GA or VIP Experience + Hospitality

- **GA tickets include entry.** Food and drink are sold separately.
- **2-Day VIP Tickets featuring:** Complimentary food from Lendy's Café (VIP area); Unlimited beer and wine from the private VIP bar; \$5 Top-shelf cocktails; elevated VIP viewing platform; picnic table seating; VIP-only portapotty 3-stall trailer

| Title Sponsor: \$25,000                                      | Quantity | Unit \$ Value | Total \$ Value | # 8 Top |
|--------------------------------------------------------------|----------|---------------|----------------|---------|
| 2-Day VIP Tix <u>with</u> chalet access (8 Top x 3 reserved) | 30       | \$250         | \$7,500        | 3       |
| Deluxe Cottage - sleeps 6 or RV site (3 nights)              | 1        | \$500         | \$500          |         |
| \$5 Mixed Drink Tickets                                      | 30       | \$5           | \$150          |         |
| Festival T-Shirts                                            | 30       | \$22          | \$660          |         |
| 2-Day Bourbon & Cigar Lounge Tickets                         | 5        | \$80          | \$400          |         |
| 10x10 Self-supplied tent for guest interaction               | 1        |               |                |         |
| Sponsor Parking Passes                                       | 12       |               |                |         |
| Optional 10x10 Self-supplied tent for guest interaction      |          |               |                |         |
| Naming Rights                                                |          |               |                |         |
| Radio commercial mention                                     |          |               |                |         |
| <b>Total Hospitality Retail Value:</b>                       |          |               | \$9,210        |         |

| <input type="checkbox"/> Presenting Sponsor: \$20,000        | # Tix | Unit \$ Value | Total Value (\$) | # 8 Top |
|--------------------------------------------------------------|-------|---------------|------------------|---------|
| 2-Day VIP Tix <u>with</u> chalet access (8 Top x 2 reserved) | 24    | \$250         | \$6,000          | 2       |
| 1 Air-Conditioned Studio Cabin or RV site (3 nights)         | 1     | \$230         | \$230            |         |
| \$5 Mixed Drink Tickets                                      | 24    | \$5           | \$120            |         |
| Festival T-Shirts                                            | 24    | \$22          | \$528            |         |
| 2-Day Bourbon & Cigar Lounge Tickets                         | 3     | \$80          | \$240            |         |
| Optional 10x10 Self-supplied tent for guest interaction      | 1     | \$0           | \$0              |         |
| Sponsor Parking Passes                                       | 8     |               |                  |         |
| Optional 10x10 Self-supplied tent for guest interaction      |       |               |                  |         |
| "presented by" top stage banner                              |       |               |                  |         |
| Radio commercial mention                                     |       |               |                  |         |
| <b>Total Hospitality Retail Value:</b>                       |       |               | \$7,118          |         |

| <input type="checkbox"/> <b>VIP Sponsor: \$10000</b>                 | <b># Tix</b> | <b>Unit \$ Value</b> | <b>Total \$ Value</b> | <b># 8 Top</b> | <b># 4 Top</b> |
|----------------------------------------------------------------------|--------------|----------------------|-----------------------|----------------|----------------|
| 2-Day VIP Tix <b>with</b> chalet access (8 Top x 1 & 4 Top reserved) | 14           | \$250                | \$3,500               | 1              | 1              |
| \$5 Mixed Drink Tickets                                              | 14           | \$5                  | \$70                  |                |                |
| Festival T-Shirts                                                    | 14           | \$22                 | \$308                 |                |                |
| 2-Day Bourbon & Cigar Lounge Tickets                                 | 2            | \$80                 | \$160                 |                |                |
| Sponsor Parking Passes                                               | 4            |                      |                       |                |                |

**Total Hospitality Retail Value:**

\$4,038

**Additional Marketing & Brand Visibility**

- Your company's logo will be prominently displayed on the VIP tent banner.
- Option for one 10'x10' Vendor Tent Space (self-supplied) for on-site brand presence and customer interaction

| <input type="checkbox"/> <b>Orange Crush Bar Sponsor: \$5000 (or)</b> | <b># Tix</b> | <b>Unit \$ Value</b> | <b>Total \$ Value</b> | <b># 8 Top</b> |
|-----------------------------------------------------------------------|--------------|----------------------|-----------------------|----------------|
| <input type="checkbox"/> <b>Bourbon &amp; Cigar Lounge Sponsor</b>    |              |                      |                       |                |
| 2-Day VIP Tix <b>with</b> chalet access (8 Top x 1 reserved)          | 8            | \$250                | \$2,000               | 1              |
| \$5 Mixed Drink Tickets                                               | 8            | \$5                  | \$40                  |                |
| Festival T-Shirts                                                     | 8            | \$22                 | \$176                 |                |
| 2-Day Bourbon & Cigar Lounge Tickets                                  | 1            | \$80                 | \$80                  |                |
| Sponsor Parking Passes                                                | 2            |                      |                       |                |

**Total Hospitality Retail Value:**

\$2,296

**Additional Marketing & Brand Visibility**

- Your company's logo will be displayed on the Orange Crush Bar or Bourbon & Cigar Lounge signage.
- Option for one 10'x10' Vendor Tent Space (self-supplied) for on-site brand presence and customer interaction

| <input type="checkbox"/> <b>Shuttle Service Sponsor: \$2500</b> | <b># Tix</b> | <b>Unit \$ Value</b> | <b>Total \$ Value</b> |
|-----------------------------------------------------------------|--------------|----------------------|-----------------------|
| 2-Day Vip Admission Tickets                                     | 4            | \$250                | \$1,000               |
| \$5 Mixed Drink Tickets                                         | 4            | \$5                  | \$20                  |
| Festival T-Shirts                                               | 4            | \$22                 | \$88                  |
| Sponsor Parking Passes                                          | 1            |                      |                       |

**Total Hospitality Retail Value:**

\$1,108

**Additional Marketing & Brand Visibility**

- Your company's logo will be displayed on the golf cart shuttles
- Option for one 10'x10' Vendor Tent Space (self-supplied) for on-site brand presence and customer interaction

| <input type="checkbox"/> <b>Water Station Sponsor: \$1500</b> | <b># Tix</b> | <b>Unit Value (\$)</b> | <b>Total Value (\$)</b> |
|---------------------------------------------------------------|--------------|------------------------|-------------------------|
| 2-Day Vip Admission Tickets                                   | 3            | \$250                  | \$750                   |
| Festival T-Shirts                                             | 3            | \$22                   | \$66                    |
| Sponsor Parking Passes                                        | 1            |                        |                         |

**Total Hospitality Retail Value:**

\$816

- Your company's logo will be displayed on Water Station banners

| <input type="checkbox"/> Blue Ribbon Sponsor \$500 | # Tix | Unit Value (\$) | Total Value (\$) |
|----------------------------------------------------|-------|-----------------|------------------|
| 2-Day General Admission Tickets                    | 2     | \$100           | \$200            |
| Festival T-Shirts                                  | 2     | \$22            | \$44             |
| Sponsor Parking Passes                             | 1     |                 |                  |
| <b>Total Hospitality Retail Value:</b>             |       |                 | <b>\$244</b>     |



## Why Sponsor Veterans Band Aid Music Festival?

Support a Cause. Elevate Your Brand. Engage With Your Community.

Sponsoring the **Veterans Band Aid Music Festival** offers high-impact exposure and a meaningful way to connect with the community while supporting service-disabled veterans.

### Business & Brand Benefits

- Reach 4,500+ attendees through stage signage, shirts, social media, radio, and LED wall displays
- Align with a mission that supports mental health and veteran recovery

### Employee & Client Appreciation

- Use VIP tickets, chalet seating, and lounge access to host key clients or reward staff
- Create memorable experiences in a relaxed, music-filled environment

### Activation & Community Engagement

- Multiple sponsorship levels with the option to set up a branded tent to engage with customers on-site
- Funds raised are used primarily at treatment facilities in Hampton Roads





# Testimonial



Hi Jill,

Thank you again for everything you and your team have done. Bryan asked me to send his testimonial on his behalf.



## A TIME OF FEAR AND UNCERTAINTY

When we first reached out to Coastal Authority, Bryan was in a very difficult place physically, mentally, and emotionally. After years of service and trauma, his health had declined to the point where I was genuinely afraid we were running out of time. I feared that if he didn't receive effective treatment soon, we would lose him.



## HOPE THROUGH SUPPORT

Coastal Authority helped with the cost of hyperbaric oxygen therapy at Rocking Mountain Hyperbaric Institute, making it possible for Bryan to receive the care he desperately needed. Mercy Medical Angels supported us with travel expenses so he could access treatment safely and without delay. Together, these organizations gave Bryan a chance at healing when we felt we had exhausted every other option.



## MEANINGFUL, LASTING CHANGE

From his very first session, we noticed meaningful changes such as clearer thinking, deeper rest, and the gradual return of motivation. As treatment continued, we saw lasting improvements in focus, mood, and overall stability. The most powerful change was the return of hope, something that had been missing for a long time.



## A RENEWED LIFE AND PURPOSE

Today, Bryan continues his recovery with a renewed sense of purpose and a stronger foundation for long-term healing. We are deeply grateful for the compassion, generosity, and care shown by the Coastal Authority team. You didn't just assist with treatment; you became a part of Bryan's story of survival, restoration, and faith.

*With heartfelt gratitude,*



Andrea & Bryan Garcia

*Hope.  
Healing.  
New Beginnings.*



"NOT ALL HEROES WEAR CAPES."  
SOME WEAR UNIFORMS. ALL DESERVE A CHANCE TO HEAL."



INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: AUG 11 2016

COASTAL AUTHORITY CARE FOUNDATION  
INC  
C/O JULIANA CRIST  
1340 N GREAT NECK RD STE 1272-362  
VIRGINIA BEACH, VA 23454

Employer Identification Number:  
81-0890793

DLN:

17053189360026

Contact Person:

RACHEL M LEIFHEIT

ID# 31617

Contact Telephone Number:

(877) 829-5500

Accounting Period Ending:

December 31

Public Charity Status:

170(b)(1)(A)(vi)

Form 990/990-EZ/990-N Required:

Yes

Effective Date of Exemption:

December 28, 2015

Contribution Deductibility:

Yes

Addendum Applies:

No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to [www.irs.gov/charities](http://www.irs.gov/charities). Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Letter 947