

## **DIGNITYFEST 2025: Benefit Concert for UNITY Proposal**



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Prepared By

Date

Willie Hammonds

1/1/2025



# DIGNITY

## Awareness Foundation Inc

(Developing Inner Greatness Needed In Today's Youth and our Communities)

**D**eveloping  
**I**nn  
**G**reatness  
**N**eeded  
**I**n  
**T**oday's  
**Y**outh and Communities

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Community Outreach

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**DONATE**

Greetings,

As leaders at DIGNITY Awareness Foundation, Inc., we play a vital role in our communities. The need for food, clothing, and shelter is evident in our area. Homelessness, hunger, and families in need are pressing issues that our community, nation, and world are grappling with at alarming rates. In the Antelope Valley alone, there are approximately 6,672 individuals facing these challenges, with the numbers increasing at a faster pace than in other parts of LA County.

Events are powerful tools for bringing together supporters and advocating for a cause. DIGNITY, an organization in the Antelope Valley, is dedicated to assisting at-risk youth, veterans, families, and the homeless by providing food drives, food pantries, and clothing closets.

We rely on the generosity of individuals like you to support our work for at-risk youth, veterans and the homeless. That's why we're reaching out to ask for sponsors for our upcoming event, "DIGNITY Fest." There are various ways you can get involved:

- Making monetary donations to cover general expenses.
- Helping to offset costs at the event venue.
- Providing in-kind contributions such as T-shirts, water, snacks, etc. on the day of the event.
- Hosting the volunteer acknowledgment lunch.
- And many other ways to contribute.

Your support will greatly enhance our impact and reach.

We want to extend our gratitude for your generosity and offer you the chance to showcase your organization or enhance your visibility to our event attendees (1000-1700) and the public. Sponsorship packages are available upon request.

We are seeking your support to make the annual "DIGNITY Fest" event a success and raise funds to aid the veteran and homeless community. We would love to connect with you to explore this exciting opportunity further. Please feel free to contact me at [661.802.9289](tel:661.802.9289) or via email at [info@dignityawareness.org](mailto:info@dignityawareness.org).

Looking forward to hearing from you soon, together we can make a difference in our communities.

Willie Hammonds, Community Outreach  
DIGNITY Awareness Foundation, Inc.  
EIN: 47-2610636

829 W. Palmdale Blvd., Unit 37, Palmdale, CA 93551

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## 1. Introduction

Thank you for considering this sponsorship proposal for **DIGNITY FEST 2025**, a free festival during the day and a vibrant music event showcasing diverse musical genres in the evening. This proposal outlines how your partnership will elevate the event while offering your brand unparalleled exposure and engagement with a multicultural, music-loving audience.

## 2. About the Event

**DIGNITY FEST 2025** is a one-day music festival scheduled for **May 17, 2025**, at the **Antelope Valley Event Center** in **Lancaster, CA**. With an expected attendance of over **2000 music enthusiasts**, the festival will feature a lineup of international and local artists, interactive workshops, and cultural performances. **DIGNITY FEST** bridges communities while bringing up morale through music, celebrating Spiritual, R&B, Jazz, and Latin sounds and fostering connections among diverse audiences.

## 3. Sponsorship Opportunities

Sponsors can select from a range of high-impact opportunities, including:

- **Main Stage Sponsorship:** Branding on the main performance stage for maximum visibility
- **VIP Lounge Branding:** Exclusive sponsorship of the VIP area with custom decorations
- **Digital Branding:** Logos featured on event websites, social media, and streaming promotions
- **Interactive Booths:** Set up experiential spaces for direct interaction with festival-goers

## 4. Benefits of Sponsoring

Sponsoring **DIGNITY FEST 2025** offers:

- **Widespread brand exposure** through logos on stage backdrops, promotional materials, and digital advertising
- **Direct engagement** with an international, diverse audience that values culture and community
- **Positive brand association** with creativity, inclusivity, and global unity
- **Media mentions** in event coverage from outlets such as **Social Media, TV, local radio, and print.**

## 5. Sponsorship Packages

This section details the sponsorship packages available for **DIGNITY FEST 2025**. Each tier meets various brand objectives, from immersive VIP experiences to broad digital recognition. Our flexible sponsorship levels ensure your company receives value-aligned visibility and meaningful engagement.

### Diamond Sponsorship \$10,000

- (12) exclusive VIP Platinum badges;
- (12) VIP Platinum seating tickets;
- (12) VIP lounge access;
- (2) Group Photo op access passes with the artists;
- (12) exclusive "DIGNITY Fest" merchandise
- (4) parking passes;
- LED Screen Banner
- LED Main Stage Screen Advertisement (you provide) w/20 rotations;
- Advertisement on radio, posters, newspaper, social media, website direct link on sponsor page, banner on homepage;
- Live mentions at the event.

### Gold Sponsorship \$7,500

- (6) exclusive VIP Gold badges;
- (6) VIP Gold seating tickets;
- (6) VIP lounge access;
- (2) Group Photo op access passes with the artists;
- (6) Exclusive "DIGNITY Fest" merchandise
- (3) parking passes;
- LED Screen Banner
- LED Main Stage Screen Advertisement (you provide) w/20 rotations
- Advertisement on radio, posters, newspaper, social media, website direct link on sponsor page, banner on homepage;
- Live mentions at event

### Silver Sponsorship \$5,000

- (4) exclusive VIP Gold badges;
- (4) VIP Gold seating tickets;
- (4) VIP lounge access;
- (4) exclusive "DIGNITY Fest" merchandise
- (2) parking passes;
- (1) Group Photo op access pass with the artist
- ~ LED Screen Banner
- Advertisement on radio, posters, newspaper, social media, website direct link on sponsor page, banner on homepage;
- Live mentions at event.

### Bronze Sponsorship \$2,500

- LED Screen Bsnner
- Website listing. • (2)Event tickets \*(1) Group op access pass with the artist
- ~ (2) Parking Passes. \*Live Mention at event

### IN-Kind /Friends of "Dignity Fest"

- ~Tickets ~Limited advertising exposure (all benefits determined by value of the donation)
- ~LED Screen Banner

## 6. Custom Sponsorship Opportunities

We offer custom sponsorship packages that align with your unique marketing goals. Options include co-sponsoring music workshops, branded merchandise collaborations, or exclusive afterparties. These tailored opportunities ensure maximum alignment with your brand objectives and deeper attendee engagement.

## 7. Marketing and Promotion Plan

The promotional strategy for **DIGNITY FEST 2025** includes:

- **Comprehensive social media campaigns** with targeted ads and countdowns
- **Collaborations with influencers** and music bloggers for added reach
- **Press releases** sent to **Social Media, TV, local radio, and print.**
- **Post-event recaps** featuring sponsor highlights across digital channels including social media, TV, local radio, and print.

## 8. Music and Fan Engagement Opportunities

**DIGNITY FEST 2025** offers sponsors unique opportunities to engage directly with attendees, creating memorable brand connections. Engagement opportunities can include:

- **Interactive Sponsor Booths:** Create branded spaces where fans can participate in activities, games, or sampling experiences that align with your brand identity.
- **Exclusive Meet-and-Greets:** Co-host special sessions with artists where attendees can interact, take photos, and receive autographed merchandise, positioning your brand as a key contributor to these exclusive experiences.
- **Branded VIP Lounges:** Offer VIP attendees an enhanced experience with branded seating areas featuring sponsor-driven decor, refreshments, and music.
- **Fan Competitions and Giveaways:** Run sponsor-branded raffle with prizes such as event tickets, exclusive merchandise.
- **Live Social Media Features:** Collaborate on live-streamed moments during the event that highlight your brand, including artist interviews and behind-the-scenes glimpses shared on event social media platforms.

## 9. Previous Event Successes

- “Paying it Forward” (Care Packages and resources to AV homeless encampments)
- Holiday Turkey Dinner Boxes, with all the trimmings
- Clothing Giveaway
- Game Day
- #Lunchbag (Powered by At-Risk Youth)
- Hands Across the Water (Supporting At-Risk Youth and homeless in United States Virgin Islands)
- VA Expo

## 10. Contact Information

For sponsorship inquiries, please contact:

Dignity Awareness Foundation, Inc.  
**Beverly Carter**, sponsorship Manager

Email: [info@dignityawareness.org](mailto:info@dignityawareness.org)  
Phone: **(661) 802-9289**

**Or simply go to:**

[www.dignityawareness.org](http://www.dignityawareness.org)

and click on sponsorship information

Prepared By

Willie D. Hammonds II

Reviewed By

Beverly Carter

Approved By

Trina Muhammad

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**“The purpose of human life is to serve,  
and to show compassion and the will to help others in need”**