



# FOR **UNITY** ON THE RIVER

MUSIC - COMEDY - DANCE - FOOD - FUN

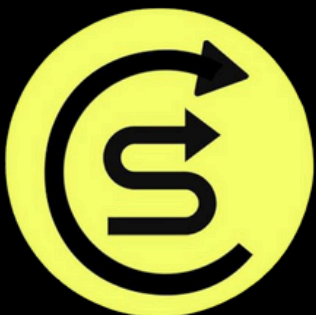


# Sponsorship Proposal

Presented by  
**Alex MacDonald**

Prepared for  
**Fort Unity on the River**

**2026**



The Culture Shift Challenge Inc. 501(c)3  
Beyond entertainment, we do outreach.



[cultureshiftchallenge@gmail.com](mailto:cultureshiftchallenge@gmail.com)



[www.wearetheshifters.com](http://www.wearetheshifters.com)

# About Us

The Culture Shift is a nonprofit organization dedicated to uniting communities through powerful music, meaningful outreach, and inspiring events. Founded in 2019, our growing team of 30+ volunteers creates unforgettable experiences that promote unity and hope.

Our impact extends beyond the stage—We support organizations that help the unhoused, individuals in addiction recovery, the disability community, and youth programs throughout Indiana and Texas, and now across the country.

**Let's shift culture together.**

## Meet Our Team



### \* Timothy McClure

Mr. Shamrock of Houston, TX—an accomplished recording artist, studio owner, and industry veteran with over 25 years of experience.



### \* Alex MacDonald

of Fort Wayne, IN—a dynamic performer and entrepreneur with more than 15 years in event production and festival planning.



### \* Shannon Vance

of Fort Wayne, IN—an interpretative dancer with 10 years of experience as a secretary in business, and a heart to see change.



### \* Ken Glover

Owner of Joint Works Entertainment, LLC., a full-service Independent Record Label. Originally from Florida, Ken has been in the music industry for over a decade traveling the U.S. He handles booking live music, promotions, social media, music distribution, artist management, videography and asset creation, while working with independent and national artists.



# About The Event

**Fort Unity on the River** is a celebration of harmony and togetherness within our community. This all-ages event brings a vibrant mix of musical genres and hilarious comedians—creating an uplifting and wholesome experience for everyone.

In addition to the live entertainment, guests can enjoy a vendor market, a community resource fair, and family-friendly activities including bounce houses, petting zoos, and yard games. Our primary audience includes adults ages 18-45 and their families, and we're expecting an enthusiastic crowd of around 1,000 attendees.

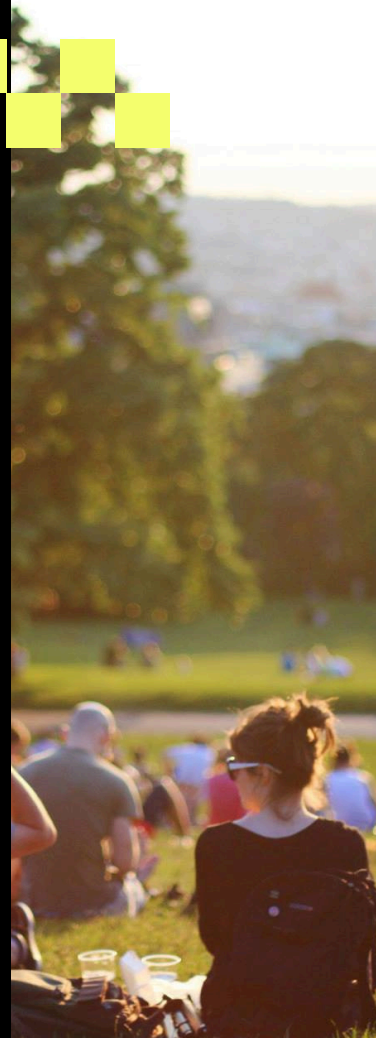
We also have some exciting and creative partnership opportunities available—and we'd love for you to be part of this inspiring movement!

## Sponsorship Request

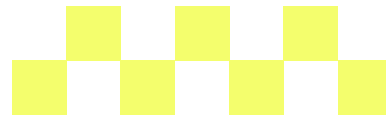
*Your valuable partnership will help us expand our ability to serve the community. Your contribution will display that your business supports unity and that together we can shift culture for good!*

*Let's get your brand in front of the customer in several ways!*

*Your company was specifically chosen and we would like to offer you the following options to choose from...*



# Sponsorship Package



**\$100-500**

## Spitfire Sponsorship



Spitfire, born as Jesse Almanza, was a radio DJ, emcee, and all around fun guy that everyone in Fort Wayne knew and loved.

We are going to raise items and money for raffle prizes, silent auction, and create unique partnerships, this tier includes your donation between \$100 - \$500. It can be item donation from area businesses.

Includes:

- 4 complimentary tickets to the event +
- Mention on various social media posts
- Increased brand awareness resulting in increased sales.



**\$500**

## Louis Armstrong Sponsorship (5 available)



He was among the most influential figures in jazz.

Includes:

- Small logo placement on event page and social media posts
- Display your provided signage at the event venues
- 5 complimentary tickets to the event



**\$1,000**

## Beethoven Sponsorship - (3 available)



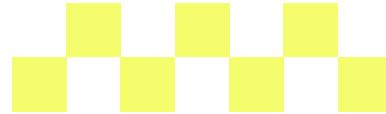
Beethoven was a German composer and pianist. that remains one of the most admired composers in the history of Western music.

Includes:

- Logo placement on posters, flyers, event website and email campaigns
- Your provided signage displayed at the event venue
- Recognition by event speakers from the stage
- 10 complimentary tickets to the event



# Sponsorship Package



**\$2,500**

## Winston Churchill Stage Sponsorship - (1 available)



He was a British Prime Minister and iconic leader during World War II. Renowned for his stirring speeches and unwavering resolve, he inspired Britain to resist Nazi Germany during its darkest days. His leadership during WWII, marked by speeches like "We shall fight on the beaches," cemented his legacy. He remains a symbol of resilience and determination.

Includes:

- Logo placement on posters, flyers, event page, social media posts, and email campaigns
- Your provided signage and banner at the event venue
- Recognition by event speakers from the stage
- 20 complimentary tickets to the event
- VIP access to the event
- Exclusive rights to sponsor the stage



**\$5,000**

## MLK Jr. Sponsorship - (1 available)



He was the leader of the Civil Rights Movement and used peaceful protests and speeches to inspire millions of Americans to fight for racial equality and justice. He also promoted nonviolence, love, and reconciliation among different races and religions.

Includes:

- Prominent Logo placement on posters, flyers, event page, social media posts, and email campaigns
- Your provided signage and banner displayed at the event venue
- Recognition by event speakers from the stage
- 30 complimentary tickets to the event
- VIP access to the event
- Access to attendee data and feedback
- Product demonstration or sample at the event

# Thank You

## Sponsorship Proposal 2026



Partnering with The Culture Shift sends a powerful message — that your business is committed to taking real action to create a more unified, compassionate, and empowered community.

By aligning with us, you're not only standing for positive cultural change, but also supporting a dedicated team of musicians and community leaders who are actively involved in outreach efforts. Our work touches lives across a wide spectrum — from the homeless and those in addiction recovery, to the disability community and local youth.

We'd be honored to have you join us as a partner in this transformative movement and iconic event — one that has captured the attention of every major local news outlet through interviews and media coverage.

Together, we can amplify impact and inspire lasting change.



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