

## **Sponsorship Proposal**

### **10th Annual Pre-Labor Day Southern Soul & Blues Festival**

**Sunday, September 5, 2021**

**Festival Plaza, 101 Crockett Street, Shreveport, LA**

The 10<sup>th</sup> Annual Pre-Labor Day Southern Soul & Blues Festival is a memorable event with a goal to attract approximately 5000 attendees and be promoted to over a million people. This event is going to showcase very strong and well-known southern soul and blues talent across the region: “Wilson Meadows”, “TK Soul”, “TILL1”, Jeff Floyd”, “Avail Hollywood”, and “Jaye Hammer”.

This is a family-friendly fun filled event held annually the Sunday before Labor Day for the community to come out and enjoy good entertainment, support businesses, and have a great time with family, friends, and others.

Most of our attendees and promotional base are your potential targeted clients. The 10<sup>th</sup> Annual Pre-Labor Day Southern Soul & Blues Festival is an opportunity to showcase your products and increase your revenue.

### **Promotional Base & Attendee Profile**

The festival will be promoted to over a million people through flyers [10,000] TV, Radio, and Social Media. The key radio stations are as follows: KAYT Alexandria - 70,000 watts, 101.9 Monroe - 100,000 watts, 103.5 Texarkana - 50,000 watts, 93.3 Texarkana – 50,000 watts, 102.9 Shreveport - 50,000 watts, 102.1 Shreveport - 20,000 watts, and Channel 12 TV Shreveport, one of the most watch station in this area.

This event attracts predominately working-class Southern Soul and Blues lovers who are 25 years and older.

### **Event Purpose**

The 10<sup>th</sup> Annual Pre-Labor Day Southern Soul and Blues Festival started ten years ago and is hosted by Playaz and Playettes Inc. The Playaz and Playettes Inc is a nonprofit charitable educational organization with the focus to enhance the growth and development of our community by teaching people of all ages to find the potential and gifts in oneself and how to become productive in the community. The event host is passionate about bringing folks together in Shreveport and the Ark-La-Tex to enjoy the sense of community through music, food, drinks, fellowship and fun.

We are excited about this monumental year and know we will make a tremendous mark. We need your support. Your generous contribution will help us ensure we have a very successful and noteworthy event for the community.

## Sponsorship Packages

<b>ULTRA - \$1500</b>	<b>SUPER - \$700</b>	<b>STANDARD - \$250</b>	<b>BASIC - \$100</b>
Sponsor representative allowed on stage to promote business directly during the event			
Live plugs in opening & closing of event	Live plugs in opening & closing of event		
Booth	Booth		
Banner Space at event	Banner Space at event	Banner Space at event	
Logo included on website	Logo included on website	Logo included on website	Logo included on website
15 GENERAL ADMISSION TICKETS	8 GENERAL ADMISSION TICKETS	2 GENERAL ADMISSION TICKETS	1 GENERAL ADMISSION TICKETS

**Feature your business at the 10<sup>th</sup> Annual Pre-Labor Day Southern Soul & Blues Festival today!**

### Sponsorship Terms & Conditions

This 10<sup>th</sup> Annual Pre-Labor Day Southern Soul & Blues Festival Sponsorship Contract (the “Contract”) states the terms and conditions that govern the contractual agreement between **TBC** having its principal place of business **TBC** (the “Sponsor”), and **Playaz and Playettes** (the “Host”) who agrees to be bound by this Agreement.

WHEREAS the Host is conducting 10<sup>th</sup> Annual Pre-Labor Day Southern Soul & Blues Festival, a fun filled event with entertainment, food, and fun for the community on Sunday, September 5, 2021 (the “Event”); and

WHEREAS the Sponsor agrees to sponsor the Event according to the terms and conditions herein.

NOW, THEREFORE, in consideration of the mutual covenants and promises made by the parties hereto, the Company and the Sponsor (individually, each a “Party” and collectively, the “Parties”) covenant and agree as follows:

#### Contribution

The total contribution provided by the Sponsor is **TBC** to be paid in full by August 31, 2021. Check to be made out to Playaz and Playettes, Inc.

#### Term/Termination

This Contract will terminate automatically upon completion of September 5, 2021.

**Changes/Cancellations**

Any changes made to this Contract must be made in writing and signed by all parties. If the Event is canceled, refunds will be issued.

**ADDITIONAL TERMS & CONDITIONS**

You will be required to provide your banner and/or booth setup as appropriate.

Sponsor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Event Host Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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