



SPONSORSHIP PROPOSAL FOR THE

5TH COSMIC SLOP MUSIC FESTIVAL

WHERE MOTOWN MEETS ROCK CITY

OCTOBER 14, 2017
DETROIT, MI

COSMICSLOPFEST.COM



THE COSMIC SLOP MUSIC FESTIVAL is the only festival to celebrate the entire color spectrum of the Rock N Roll Rainbow. The festival draws its name from Funkadelic's (aka Parliament/P Funk's) classic 1973 album "Cosmic Slop", which was progressive in its style of hard rock/heavy metal funk. The Slop Fest is organized by a group of rock musicians and entertainment industry professionals from the Metro Detroit area. It is the only festival in Michigan to combine the soul of the Motown sound with the edge of Rock City.

The festival celebrates the overwhelming contribution to rock music & culture that people of color have made from its roots in Blues and beyond. In addition to providing fantastic musical acts, Cosmic Slop aims to support Southeastern Michigan and its local communities; showcase various businesses; educate youth about the history of rock; and bring awareness to the multi-cultural rock movement. After three successful editions of the festival, the event was awarded a Knight Foundation Arts Challenge Grant in 2013.

The 2016 festival took place in Detroit's historic North End district and garnered coverage in Detroit's two daily papers, a local arts and culture magazine, as well as a mention on NBC affiliate, WDIV. The eclectic attendees included Detroit rock pioneers from the 70s and aspiring high schoolers as well as artists from Philadelphia, PA and New York City, NY. The 2017 edition of the Cosmic Slop Music Festival will be held on October 14 at the Tangent Gallery in northeast Detroit.

WHY COSMIC SLOP?

Cosmic Slop Music Festival is a unique musical experience. Rock music has a long history in the city of Detroit, and showcasing current Black, Latino and other rock musicians of color from that area provides an exciting opportunity to not only raise awareness of those artists, but uplift local communities. If you choose to be a sponsor of this event, here is what you can expect...

BENEFITS

MARKETING: Sponsoring "The Slop Fest" allows you to market your brand and services to our nearly 1,000+ projected attendees; drawing from the age ranges of 16-65, spanning all genders and races. Your logo will be visible on our website, all promotional materials and featured prominently in the festival program book.

VISIBILITY: In 2016, The Cosmic Slop Music Fest had an attendance of 400 people, double that of 2013. Because there is no other festival of this kind in the area, audience anticipation for another Slop Fest has been undeniable. We outgrew the previous venue and have moved to The Tangent Gallery/Hastings Street Ballroom. Because of these

factors and more we are expecting to double the amount of attendees in 2017.

BRANDING: Sponsoring the Cosmic Slop Music Festival will help you to brand your organization as one that is progressive, culturally aware, and socially conscious.

COMMUNITY SUPPORT & PUBLIC RELATIONS: As a sponsor, you will be giving support to various local businesses and organizations who are offering their products and services at the festival. Your contribution as a sponsor lets the public know that you are committed to helping local communities, as well as the city of Detroit, grow and prosper.

CONTACT INFORMATION

Cherrie Woods – Sponsorship Coordinator – info@eclecticpr.com - 443.248.1119

WWW.COSMICSLOPFEST.COM

Where Motown Meets Rock City

2017 COSMIC SLOP MUSIC FESTIVAL SPONSORSHIP LEVELS

Your support at any level will help underwrite the cost of this groundbreaking event.
We are asking for payments to be received by **July 31, 2017**.

PRESENTING SPONSOR – \$7,500

- Top level logo placement in all advertising and marketing collateral
- 1-year top level banner ad on event web and social media pages
- Name/logo placement in program booklet cover page
- Full page back cover ad in program booklet
- Sponsor announcements & special thanks throughout event and recognition in press materials as presenting sponsor
- On site presence at event
- Sponsor name/logo displayed on onsite event banner in entrance area
- 6 Tickets for V.I.P seating & private reception
- *First right of refusal for Presenting Sponsor at the 2018 Cosmic Slop Festival*

PLATINUM – \$5,000

- Top level logo placement in all advertising and marketing collateral
- 6 months of top level banner ad on event web and social media pages
- Full page ad in program booklet

- Recognition in press materials as a sponsor
- Sponsor name/logo displayed in onsite event banner
- 4 Tickets for V.I.P seating & private reception
- *First right of refusal for Platinum Sponsor at the 2018 Cosmic Slop Festival*

GOLD – \$3,000

- Second level logo placement on all advertising and marketing collateral
- Logo on event website
- Half-page ad in program booklet
- Sponsor logo on onsite Event Banner in entrance area
- Recognition in press materials as a sponsor
- 2 Tickets for V.I.P seating & private reception

SILVER SUPPORTER – \$1,500

- Logo on event website
- Logo branding on onsite Event Banner in entrance area
- Recognition as an event sponsor in press materials
- Quarter page ad in program booklet
- 2 General Admission Tickets



2017 COSMIC SLOP MUSIC FESTIVAL SPONSORSHIP COMMITMENT FORM

Name: _____

Title: _____

Company/Organization: _____

Address: _____

City: _____

State: _____ Zip: _____ Phone: _____

Fax: _____ Email: _____

PLEASE CIRCLE LEVEL OF SPONSORSHIP:

Presenting: \$7,500 **Platinum:** \$5,000 **Gold:** \$3,000 **Silver:** \$1,500

OTHER: _____

Payment Information:

Electronic Transfer:
PAYPAL: cosmicslopdetroit@gmail.com

Make Cashier Checks/Money Orders payable:
The Cosmic Slop Music Festival
3000 E. Grand Blvd Detroit, MI 48202

Total amount enclosed: \$ _____

We are asking for payments to be received by July 31, 2017.

Place an "X" in the appropriate space below:

My check is enclosed (___) We request a follow-up meeting (___) Invoice us (___)

NOTES:

Private and Confidential

All information contained in this document is property of the Cosmic Slop Music Festival. This information is not to be copied, duplicated, enacted or recreated without express written consent of the Cosmic Slop Music Festival.

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