

## 2018 BENEFIT Sponsor opportunities

BENEFIT Loudoun is an all-day music festival featuring a slate of popular, local bands. It is the flagship event of BENEFIT, a coalition of musicians and community leaders committed to raising awareness and funds to support the work of local non-profits organizations. All proceeds from the event will be placed in a component fund of the Community Foundation of Loudoun and Northern Fauquier Counties and distributed by a grant application process to qualified non-profits serving the needs of Loudoun County residents.

Held at the Village at Leesburg on September 22, 2018, from 2-8pm, general admission will be free to the public and thousands are expected to attend. Food/beverage and merchandise sales will be the primary fundraising drivers that day, so support from our valued sponsors is critical to raising significant money and sustaining our event from year to year.

BENEFIT Loudoun will offer significant exposure to sponsors through an intensive promotional strategy that includes traditional, digital and social media, in addition to opportunity to make brand impact on the event-goers. Please see the attached schedule for a specific listing of benefits associated with each sponsorship and the associated investment.

### **ROCK STAR SPONSOR**

Associate your brand with the largest benefit music festival in the region that promotes over 30 charity organizations. Guests will be reminded at every opportunity that BENEFIT Loudoun has been brought to them by your generous support. Your guests will have full access to the VIP Experience and special event tee shirts to commemorate the day.

### **MAIN STAGE SPONSOR**

The main stage will be the focal point of the festival, and our Title/Main Stage sponsor's brand will be front and center all day long. In addition to prominent, high quality signage, our Main Stage sponsor will enjoy live reads by our celebrity emcee, logo placement on our event t-shirts, and access to VIP amenities.

### **VIP EXPERIENCE SPONSOR**

The VIP Experience is like a backstage pass to BENEFIT Loudoun. Fully catered, adult beverages and soft drinks, the exclusive experience will enable our VIPs to enjoy the live music in a special seated area. Meant to provide a high-end experience for sponsors, clients and individual donors, the VIP Experience, hosted by community leaders, is a great opportunity to entertain, network and associate your brand with luxury and fun. Prominent signage, pre-event promotion, and day-of entertainment opportunities are all included.

### **EMERGING ARTISTS STAGE SPONSOR**

Through a partnership with the amazing HalfKing Studios, BENEFIT Loudoun will feature acoustic performances from emerging artists in between the main stage acts. These artists are supremely talented, and BENEFIT Loudoun provides a

valuable public performance venue for them. In previous years, these emerging artists have wowed the crowd. You'll be proud to attach your support and your company's brand to these artists.

### **YOUTH ACTIVITY SPONSOR**

BENEFIT Loudoun is family-friendly! This year's youth activity is a hip temporary tattoo station where young people, and of course the young at heart, can get the BENEFIT logo tattooed on their skin in a jiffy. Located under a tent, prominent signage will tell the festival this cool, free activity is available thanks to your generous support.

### **BENEFIT BUCK BANKING CENTER SPONSOR**

BENEFIT has its own currency...the BENEFIT Buck! Event-goers will exchange their dollars for BENEFIT Bucks and use them on site to purchase food, beverages and merchandise, and also to contribute to the exhibiting non-profits on site during the festival. This sponsor will not only receive prominent signage at the BENEFIT Buck Banking Center tent, which every attendee will visit, but also be featured on the currency itself.

### **BENEFIT LOUDOUN STAGE CREW SPONSORSHIP**

Our crew are the heartbeat of the main stage area, ensuring a quick transition between bands and helping the musicians move their gear to and from the main stage. They ensure our sound engineering is top-notch and even maintain the green room area for performers to prepare for their shows. You'll know them by their special black BENEFIT t-shirts, and as our Stage Crew Sponsor your logo will be exclusively featured on their backs. Additional promotional value before and during the event is included.

### **BEER GARDEN**

A sunny, September day full of high-energy music demands an adult beverage, available in our BENEFIT Beer Garden. This outdoor area will be the place to grab your favorite beverage and a key fundraising center of the event. Branded cups with our sponsor's logo will hold guests' beverages of choice, a promotional opportunity added to prominent signage and pre-event advertising.

### **NON-PROFIT VILLAGE**

Our core mission is to raise awareness and funds to support the work of non-profit organizations in our community. Non-profits are invited to exhibit during BENEFIT Loudoun under a tent in our Non-Profit Village. This opportunity provides valuable exposure and gives non-profits a chance to share their own missions, recruit volunteers and accept donations. Sponsorship of the Non-Profit Village will give your company the chance to demonstrate your commitment to the Loudoun community.

To sponsor BENEFIT Loudoun, Visit **[www.BENEFIT.Live](http://www.BENEFIT.Live)** and click on SPONSOR in top navigation.



## Sponsor Schedule

Tier Level	Price	Announcements during event	Website	Banner	Logo on T-shirt	VIP Access
<b>Rock Star</b>	\$10,000	recognized 5 x's	Link	Y	Y	10
<b>Main Stage</b>	\$5,000.00	recognized 4 x's	Link	Y	Y	6
<b>VIP Experience</b>	\$3,000.00	recognized 2 x's	Link	Y	Y	6
<b>Emerging Artist Stage</b>	\$3,000.00	recognized 1 x's	Logo	Y	Y	6
<b>Beer Garden</b>	\$2,000.00	recognized 1 x's	Logo	Y	Y	4
<b>Road Crew</b>	\$1,500.00	N	Y	Y	Y	2
<b>Non-Profit Village (Up to 3 Sponsors)</b>	\$1,000.00	N	Y	1 each	Y	2
<b>Youth Activity Area</b>	\$1,000	N	Y	Y	Y	2
<b>Benefit Buck Centers (Up to 2 Sponsors)</b>	\$1,000	N	Y	Y	Y	2

BENEFIT is a component fund of the Community Foundation for Loudoun and Northern Fauquier Counties, a 501(c)3 charitable organization.

To sponsor BENEFIT Loudoun, Visit **www.BENEFIT.Live** and click on SPONSOR in top navigation.

## BENEFIT LOUDOUN SPONSORSHIP AGREEMENT

BENEFIT Loudoun is scheduled for **Saturday, September 22, 2017** from 4 p.m. – 9 p.m. Your commitment to a sponsorship is final. **No refunds or credits will be issued.** You are required to sign the event Hold Harmless Agreement and Rules and Regulations, which will be forwarded upon receipt of your contract. Sponsor spaces are chosen on a first come, first served basis. **Participation is contingent upon final approval.**

I am committing to the following sponsorship level: Please note – electrical hook up is not available.

- |  |  |
|--|--|
| <input type="checkbox"/> Rock Star \$10,000            |  |
| <input type="checkbox"/> Main Stage \$5,000            | <input type="checkbox"/> Non-Profit Village \$1,000  |
| <input type="checkbox"/> VIP Experience \$3,000        | <input type="checkbox"/> Stage Crew \$1,500          |
| <input type="checkbox"/> Emerging Artist Stage \$3,000 | <input type="checkbox"/> Youth Activity Area 1,000   |
| <input type="checkbox"/> Beer Garden \$2,000           | <input type="checkbox"/> BENEFIT Buck Center \$1,000 |

Company Name \_\_\_\_\_

Contact Name/Title \_\_\_\_\_

On-site Contact Name & Mobile Number \_\_\_\_\_

Full Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Special set-up needs: \_\_\_\_\_

**CANCELLATIONS: Your commitment for space is final. This contract is binding at time of receipt (via fax, email or mail) by the BENEFIT Live with or without payment. Payment is expected in full, no refunds will be issued.** The individual representative whose signature appears below on behalf of the party to this Agreement has the authority to bind such party and hold the above listed business responsible for full payment, even if the below signee is no longer employed by above listed business. **BENEFIT has the right to move or dismantle contracted space if exhibitor/sponsor arrives for set- up 1 hour past official show start time.**

I understand and accept that the space that I am contracting is for the sole purpose of marketing the business listed on this contract and I shall not share and/or sublet to any other businesses. If the "BENEFIT Loudoun" event is cancelled due to uncontrollable circumstances or any other reason the event will be rescheduled, no refunds will be issued.

By signing this contract I acknowledge that I have read and accept all event rules and regulations listed above on this contract. I agree to sign and abide by the guidelines/rules given by BENEFIT Loudoun understand that I will be responsible for providing proof of insurance or signing the event Hold Harmless agreement.

Authorized Representative Signature \_\_\_\_\_ Date \_\_\_\_\_

Please email this to reserve your sponsorship to [info@benefit.live](mailto:info@benefit.live) and mail the original to PO Box 402 Middleburg VA 20118 along with a check for full payment, made payable to Community Foundation for Loudoun and Northern Fauquier Counties with **BENEFIT Loudoun** in the memo field.