



*Jams for Jake 2019*

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# **Sponsorship Opportunities**

# About The BeatHeart Foundation

Dear Neighbor,

My name is Brittany Wilson, and I am a founding member of The BeatHeart Foundation. In 2017, we were struck with the devastating loss of our close friend, Jake Czuczwa, to a heroin overdose, just one day after his 24th birthday. His death was troubling to so many because he was an incredible friend and a person of great promise, intelligence, and kindness. Together in 2017, we formed The BeatHeart Foundation as a way to honor Jake's memory and to create a positive change in our community. We were granted recognition as a nonprofit under section 501(c)(3) of the Internal Revenue Code in May of 2018 and have been operating with the following mission ever since:

**Our mission is to provide welcoming spaces in the community for creative expression while raising resources and awareness for addiction recovery.**

We wish to create a world in which all individuals feel supported and empowered as valued members of the community and are encouraged to express themselves without fear of judgment, regardless of their current or past struggles with addiction or mental illness. Jake's passion continues to fuel our movement.

For the past two years, The BeatHeart Foundation has hosted a successful day-long music and arts festival in Reading, MA called Jams for Jake. Each year, we have raised over \$13,000 associated with this event. So far, we have put these funds towards:

- ♥ Our operating cost
- ♥ Supporting local groups such as the Reading Coalition Against Substance Abuse (RCASA)
- ♥ Running an opioid education and overdose reversal training
- ♥ Hosting seasonal, inclusive, sober, and recovery-friendly open mic nights
- ♥ Supporting the development of Reading's Green Ribbon Project – a student-run group for openly expressing personal experiences with mental illness in order to find and share coping strategies
- ♥ Creating and sponsoring a community service art grant
- ♥ And our newest project - working with the Reading Scholarship Foundation to provide an annual scholarship to a deserving Reading Memorial High School senior with a background in community service and an interest in studying music, arts, or counseling

# What is Jams for Jake?

We are looking forward to hosting our 3rd annual Jams for Jake Music and Arts Festival on Saturday, June 22 at Birch Meadow Field in Reading, MA. The event will take place from 12 – 6pm, with doors opening at 11am. As always, this year's event is free and open to all and will include:









































- ♥ Performances by a variety of local bands and musicians
- ♥ Silent art auction and gallery featuring over 15 works created with the event themes in mind
- ♥ Multiple drawings (free to enter) featuring donated items and gift cards from local businesses
- ♥ A family game area, including popular lawn games such as Frisbee, Corn Hole, and Spike Ball
- ♥ Opportunities to express oneself creatively through various art projects
- ♥ Food for purchase from food trucks
- ♥ Speakers reflecting on their personal experiences with substance abuse and recovery
- ♥ A substance abuse counselor and several representatives from other addiction and recovery oriented groups and organizations

The event will provide space for open and honest reflection on the effects of the Opioid Crisis in our lives and our community. Jams for Jake will be a great day of fun, music and community that Jake would have loved. We'd like to see people leave with a sense of hope – that they can do something to help either themselves, someone else, or the community at large.

## **Now is your chance to be part of the biggest community music festival Reading has to offer!**

Becoming a sponsor of Jams for Jake will showcase your company's devoted involvement in supporting our community and The BeatHeart Foundation. We have designed a number of tiered packages which will give your business the opportunity to participate at the level you are most comfortable with. Our sponsorship packages have been developed to provide our sponsors with an excellent return on investment. Our packages offer brand exposure through a variety of mediums, including social media, print, signage, promotional event t-shirts, station naming rights, and much more. Please read on to find out how YOU can get involved!

# Sponsorship Opportunities

	Title Sponsorship Opportunity (\$5,000)	Diamond Sponsorship Opportunity (\$1,500 - \$2,500)	Platinum Sponsorship Opportunity (\$1,000)	Gold Sponsorship Opportunity (\$500)	Silver Sponsorship Opportunity (\$250)
Opportunities Available	ONE ( 1 )	THREE ( 3 )	UNLIMITED	UNLIMITED	UNLIMITED
FREE space in "Marketplace" (opportunity described on the following pages)					
A social media post across all platforms recognizing your support for us and the community	 (Individual thank you before & after event)	 (One individual thank you)	 (One individual thank you)	 (One joint thank you with Gold Sponsors)	 (One joint thank you with Silver Sponsors)
Your company listed on our website with your sponsorship level	 + LOGO, BIO & URL	 + LOGO	 + LOGO	 + LOGO	
Your company listed in our seasonal e-newsletter with sponsorship level	 + LOGO, BIO & URL	 + LOGO	 + LOGO	 + LOGO	
Your company listed on our sponsorship banner with your sponsorship level at the event entrance	 + LOGO	 + LOGO	 + LOGO	 + LOGO	
Your company name and sponsorship level on the stage-side banner	 + LOGO on top spot	 + LOGO			
YOUR banner with name and logo displayed on fencing surrounding event					
Three ( 3 ) on-stage announcements thanking you throughout the day					
Your name/logo on the back of our event t-shirts	 + LOGO	 + LOGO			
Additional benefits, as described on the next page					

# Title & Diamond Sponsorships

The BeatHeart Foundation only offers one (1) exclusive Title Sponsorship at Jams for Jake. Title Sponsors will have additional opportunities to present their branding at our event, and are invited to have representation at the event to promote their business. In addition to all opportunities as listed on the previous page, Title Sponsors will enjoy the following:

<p>Title Sponsor (\$5,000)</p>	<p>The BeatHeart Foundation will be advertising for Jams for Jake at Showcase Cinemas in Woburn. As the event's Title Sponsor, the sponsoring company's name and logo will be included in our advertisement. The ad will run two times before each movie for 6 weeks leading up to Jams for Jake. According to Showcase Cinemas, this will put the sponsor's name and logo in front of the eyes of 96,000 viewers!</p> <p>In addition, this top level Title Sponsor will have the exclusive opportunity to name the stage at Jams for Jake and to have their company's name and logo included on the banner placed above the performers.</p> <p>Moving forward, their company's name will be added to all event advertising in print and on social media pages. Representatives from their company will be welcomed to the stage to speak on behalf of their company for up to five (5) minutes during the event.</p>
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The BeatHeart Foundation offers three (3) Diamond Level sponsorships at Jams for Jake. Diamond Sponsors may take advantage of all opportunities as listed on the previous page as well as the following:

<p>Stage Advertisement Sponsorship (\$2,500)</p>	<p>The event stage will be the main focal point of Jams for Jake throughout the day. The sponsoring company will have the opportunity to create an advertisement for their company and have it displayed on the bottom of the stage for the entire day via banner.</p>
<p>Production/Front of House Sponsorship (\$2,000)</p>	<p>Jams for Jake will feature at least six bands and/or performances as well as motivational speakers. This sponsorship opportunity comes with the option of sponsoring and/or providing the between-set music at Jams for Jake. The sponsoring company will have the opportunity to create an advertisement for their company and have it displayed at front of house (located in the center of the field near production equipment) for the entire day via banner.</p>
<p>Artists' Row (\$1,500)</p>	<p>Artists' Row will consist of a gallery-style display of over 15 pieces of art available for viewing and for silent auction bidding. The sponsor will have the opportunity to name the area and to have their company's name and logo included in the banner placed above the area.</p>

# In-Kind Donations

If you do not have the money in your budget to take advantage of the opportunities presented above, but you do have a product or service you could offer instead, we highly encourage you to find a way to donate and to get involved. Providing an in-kind donation would be a great way to do so!

In-Kind donations fall into one of two categories:

## 1. Event Partners

- ♥ Donated items or services in this category would help with event prep or set-up.
- ♥ Examples may include:
  - ♥ Providing discounted services or rental of necessary equipment, such as staging, pop-up tents, or production equipment.
  - ♥ Donating breakfast or lunch for event volunteers

## 2. Donation of Drawing Items

- ♥ Each year at Jams for Jake, we have held drawings (free to enter) for community members to have a chance to win a variety of prizes provided by local businesses. Prizes may be singular items or a compilation of in-kind donations from multiple businesses.
- ♥ Examples from previous years have included:
  - ♥ Gift certificates from local restaurants, shops, service providers
  - ♥ Donated products

In exchange for your generous contribution, each donating business will receive the following:

- ♥ Your company listed as an In-Kind Donor on our website
- ♥ Your company listed as an In-Kind Donor in our seasonal e-newsletter
- ♥ Your company listed as an In-Kind Donor on our sponsorship banner at the event entrance
- ♥ Where relevant - brand exposure, and the opportunity for community members to view and try your products or brand and to convert them into long-term customers



# MarketPlace

The opportunity to join our MarketPlace area\*\* (new to this year's Jams for Jake) comes at no additional charge (**FREE!**) with all of this year's sponsorship packages.

For all other interested businesses and corporations, you may elect to join the MarketPlace for \$100. Interested nonprofits may elect to join the MarketPlace at a discounted rate of \$50.

By joining the MarketPlace, you secure a 10(ft) x 10(ft) sized area for placement of your pop-up tent for your business or organization to utilize at Jams for Jake.

This area can be used as the following

- ♥ A hang-out area for event guests associated with your business or organization
- ♥ A place for you to display your marketing and products
- ♥ A way to get involved with the community. Feel free to engage event attendees who pass by your tent
- ♥ To give away branded items of your choosing or to promote your products (NO sales, please!)
- ♥ This opportunity is great for exposure! In-person event marketing at Jams for Jake is a great way to reach consumers in your own backyard. Studies show that 48% of brands participating in similar in-person event marketing opportunities receive between a 3:1 and 5:1 return on investment (Event Track, 2015)

We hope to increase the presence of business owners, employees, nonprofits and friends at this year's Jams for Jake. Joining our MarketPlace is a great opportunity to gain visibility within the community!

*\*\*Please see Jams for Jake MarketPlace rules and regulations upon sign up*

# Thank You to Our 2018 Corporate Sponsors

## Platinum Level:



JOIN US FOR GOOD®



## Gold Level:

Salem Five Bank

## Silver Level:

Alpha Omega Music Studio -- American Legion

Elite Freestyle Karate Studio -- Guazzaloca Accountants -- Mission of Deeds

## Additional Sponsors:

Calareso's Farmstand -- Cambridge Savings Bank -- Cobblestones of Lowell

Cupcake City -- Dynamic Sports -- Elle Salon -- Frame One

Fusilli's Cucina -- Guitar Center -- Harrows Chicken Pies

O'Brien Insurance -- Richardson's Ice Cream -- The Hitching Post



# Terms and Conditions

## **Sponsor Registration:**

Sponsor's entitlements are specified in the 'Sponsorship Opportunities' packet to which these Terms and Conditions are attached. **Sponsors must complete the Sponsorship Agreement Form by June 4th of the Sponsorship year and thereby agree to these Terms and Conditions to have its registration for sponsorship processed.**

## **Payment:**

Checks, cashier's checks, money orders, debit/credit cards, and paypal are all acceptable forms of payment. Payments should be made payable to The BeatHeart Foundation. Sponsorship benefits are conditional upon payment of the mutually agreed sponsorship fee. The sponsorship payment, in full, is due at the time of commitment or within seven (7) days of completing the 'Sponsorship Agreement' Form. **Sponsorship payments are to be accepted no later than June 4th of the sponsorship year.** Payments/donations are non-refundable. Your sponsorship is not complete until payment has been received.

## **Sponsorship/Non-Exclusivity:**

Sponsor acknowledges and agrees that the Sponsor is not the sole or exclusive Sponsor of any particular event, and that The BeatHeart Foundation shall be entitled to permit other persons or entities to act as Sponsors of the event, Jams for Jake, or to refrain therefrom, in its sole discretion. Diamond sponsorship opportunities are limited and accepted on a first-come first-served basis based on availability.

## **Sponsor's Promotional Entitlement:**

Sponsor's promotional entitlements are outlined according to level of sponsorship. Sponsor's promotional entitlement is null and void if sponsorship requirements are not met as outlined in this document.

## **Sponsor's Promotional Materials and Deadlines:**

If included within the applicable package, promotional materials will include the sponsor's promotional materials and references to the sponsor, such as the sponsor's name, logo, company description or company advertisement. THE SPONSOR IS RESPONSIBLE FOR PROVIDING PROMOTIONAL MATERIALS TO THE BEATHEART FOUNDATION. To ensure inclusion of any materials, such information and artwork must be provided within the agreed time limit. **The Sponsor is responsible for providing their logo and company description to The BeatHeart Foundation no later than June 4th of the Sponsorship year. All logos should be submitted in the highest possible resolution, no smaller than 10MB, in png format. The Sponsor is responsible for providing their company banner to The BeatHeart Foundation no later than June 15th of the Sponsorship year.** The failure of any sponsor to meet specific deadlines shall not result in the return or any sponsorship fees already paid or relieve the obligation to complete the payment of any remaining sponsorship fees.

## **The BeatHeart Foundation's Use of Sponsor's Materials:**

Except as expressly set forth herein, The BeatHeart Foundation shall have the right, but not the obligation, to use the mark and any other trade-name(s), trademarks and/or logos of the Sponsor in connection with (1) any and all advertising; (2) all merchandise created and sold or otherwise distributed by The BeatHeart Foundation; (3) any photo records and/or audiovisual works, including (without limitation) footage from Jams for Jake and (4) any and all news items, press releases, and/or other information in any media relating to the sponsorship. The Sponsor shall hold The BeatHeart Foundation harmless against any and all actions related to The BeatHeart Foundation's use of the Sponsor's promotional materials and trademarks.

## **Warranties/Representation/Indemnity/Insurances:**

Each party signing represents and warrants that it has the right, power and requisite authority to accept these Terms and Conditions, enter into this Sponsorship, to grant the rights granted in the Sponsorship and to perform the duties and obligations hereunder describing the Sponsorship.

## **Miscellaneous:**

This Sponsorship constitutes the complete agreement between the parties hereto on the subject matter hereof, and all prior or contemporaneous agreements between the parties, whether oral or written, shall be deemed herein. This Sponsorship may not be modified or amended except in writing and executed by all parties. The undersigned, by signing the 'Sponsorship Agreement', acknowledges that he/she has read and understood all of the terms contained herein and set forth by The BeatHeart Foundation.

# Sponsorship Agreement

## CONTACT INFORMATION:

Contact Individual's Name: \_\_\_\_\_

Sponsor/Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: (Work) \_\_\_\_\_ (Cell) \_\_\_\_\_

Email: \_\_\_\_\_

## DONATION:

Yes! I want to get involved!

My donation is enclosed.  I pledge to donate later.

Make a general donation. Donation amount of: \$ \_\_\_\_\_

Make an in-kind or raffle prize donation. Donation of: \_\_\_\_\_

## SPONSORSHIP SELECTION:

Become a sponsor.

Indicate your sponsorship opportunity of choice:

Diamond opportunity  Platinum opportunity

Gold opportunity  Silver opportunity

## PAYMENT INFORMATION:

*(Payments should be made payable to The BeatHeart Foundation. All credit/debit card processing will be through PayPal or Square.)*

My payment is enclosed.  I pledge to pay later. (Please send payment within 7 days of completing this form)

How Contribution will be Made:

Check  Cashier Check  Money Order

Online with Paypal  Electronic Funds Transfer  Debit/Credit Card

Cardholder's Name (as it appears on card): \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiration Date (mm/yyyy): \_\_\_\_\_ Security Code (CVV): \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

## Sponsor:

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Today's date

\_\_\_\_\_  
Sponsor's Name (please print)

*The BeatHeart Foundation is a private nonprofit organization under the 501(c)(3) United States Internal Revenue Code, making all donations tax deductible.*

# Thank You

I would like to extend my sincere thanks for taking the time to read our sponsorship proposal. We believe our sponsorship packages will provide an exciting marketing opportunity for your business, and we look forward to working in partnership with your organization.

Please email me at \_\_\_\_\_@beatheartfoundation.org, and I would be happy to answer any questions you may have or to provide any additional information.

Best wishes,

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*The BeatHeart Foundation*

***When you have completed the 'Sponsorship Agreement' form, please mail page 9 to:***

Kelsey Tuminelli  
8 Eastern Ave  
Wakefield, MA 01880

***or email to:*** [kelsey@beatheartfoundation.org](mailto:kelsey@beatheartfoundation.org)