

S T O P B U L L Y I N G & V I O L E N C E I N
S C H O O L S

mothers with a voice & the digital artistry presents

THE ART OF FAMILY AWARENESS EASTER PLAY-DATE 2011 SPONSORSHIP PACKET



EVENT DATE: APRIL 23, 2011

LOCATION TBA - ATLANTA, GA

SPONSORED BY: JOE'S CRAB SHACK

To Our Prospective Sponsors:

Thank you for your support in the movement to cease bullying, sexting, cyber-bullying, violence in schools, and bounteous appreciation for your alliance in student suicide awareness. WSB Atlanta noted, "A survey of school systems in the metro Atlanta by the Atlanta-Journal Constitution found 1,900 instances of bullying were reported in the 2009-2010 school year." With community-conscious sponsors in the Atlanta area and throughout the country, Mothers With a Voice, Digital Artistry, and Mayor Kasim Reed can passionately achieve our unified goal of bringing an end to bullying and its severities.

The Art of Family Awareness is scheduled for April 23, 2011 at a tentative location in Atlanta, Georgia and is sponsored by Joe's Crab Shack.

This event will include:

- Indie-Business booths
- Art charity auction "A Southern Artistic Collective"
- Words from Mothers With a Voice
- Easter Egg Hunts and other family friendly activities
- Musical Performances
- Spoken Word
- And More!

In the succeeding pages of this sponsorship packet, you will find comprehensive information regarding, how you—as a sponsor, can receive the maximum benefits for your company.

If you have any inquiries, please don't hesitate to contact us via phone or email.

Sincerely,

Digital Artistry

702.610.8487

786.664.STAR

erica.digitalartistry@gmail.com

Sponsorship Opportunities

Do you wish to brand your company to thousands while serving as an active ally in bullying prevention? The Digital Artistry offers several sponsorship opportunities of all shapes, types and sizes. Should you wish to live outside of the box and have a specific request or need, Digital Artistry can tailor a sponsorship package just for you.

Diamond Sponsor

The Diamond Sponsorship is the most illustrious sponsorship level for The Art of Family Awareness Easter Play-Date, with valuable benefits to the sponsoring company or organization. **The value of the sponsorship is \$10,000.**

The benefits of being a Diamond Sponsor include:

- 720x90 Ad Placements on All Sponsor Websites
- Title Mention on all Print Material
- Prominent Logo Placement on all Media, Print, Online & Digital Video Material
- Company Overview In All Press Releases for Event
- Prominent Logo Placement on Event Banner
- Mention on all TV and Radio Advertisements
- Title Sponsorship Mention in all Media Write Ups
- Logo Placement on Event Tee Shirts

Platinum Sponsor

The Platinum Sponsorship is the quintessential for the sponsor that wants to reach the masses with high-visibility marketing efforts with Digital Artistry. **The value of the sponsorship is \$5,000.**

The benefits of being a Platinum Sponsor include:

- 234x60 Ad Placements on All Sponsor Websites
- Logo Placement on all Print Material
- Company Listing In All Press Releases for Event
- Logo Placement on Event Banner
- Logo on all TV and Digital Video Advertisements
- Logo Placement on Event Tee Shirts

Gold Sponsor

The Gold Sponsorship provides an immense opportunity to reach the masses at the Art of Family Awareness Easter Play-Date through high-profile marketing. **The value of sponsorship is \$2,500.**

The benefits of being a Gold Sponsor include:

- 120x90 Ad Placements on All Sponsor & Websites
- Logo Placement on Flyer
- Logo Placement on Event Banner
- Logo on Digital Video Advertisements
- Logo Placement on Event Tee Shirts

Product Partner Sponsor

The Product Partner Sponsorship are complete for a company with a primary goal of direct selling. We offer three Product Partner levels. **The value of sponsorship is Diamond \$5000; Platinum \$2500; Gold \$1000 in product. Product may include but not limited to food, entertainment, beverages, clothes, shoes, etc.**

The benefits of a Product Partner Sponsor include:

- Company logo on event flyers
- Company logo on event press conference
- Logo placement on Event Tee Shirts
- Online advertising: space on all contributors sites

SPONSORSHIP COMMITMENT FORM

Please fill out the information below. In order to meet tee shirt printing deadlines, we will need sponsorship commitments no later than, April 1, 2011. If you have any questions, please contact the Digital Artistry at erica.digitalartistry@gmail.com. Checks should be made payable to **Digital Artistry**.

☐ YES! We would like to Sponsor the Art of Family Awareness. We choose _____
Sponsorship level. We would like our company listed as: _____

We would like to provide volunteer services at the Art of Family Awareness Easter Playdate on April 23, 2011

☐ YES ☐ NO

☐ Our check is enclosed and made payable to Digital Artistry. (All checks must be received by April 1, 2011 unless otherwise approved by the Digital Artistry Sponsorship committee.)

☐ Sorry! We are unable to sponsor the Art of Family Awareness Easter Playdate, but please send us information next year.

Company/Organization : _____

Contact Person: _____

Contact Phone: _____

Contact Email: _____

Address: _____

Comments on how we can improve marketing for our Sponsors:

