



Dear Community Leader,

April 6<sup>th</sup>, 2019

Each year, thousands of Lancaster County residents go hungry. They don't receive the nutrition they need in order to be healthy, productive members of our community, which ultimately affects us all.

We have a simple way for your organization to help and, at the same time, build on its reputation as a business that cares about its neighbors.

**FoodStock** is a charitable organization dedicated to providing continued assistance to local food banks and pantries, and enhancing their resources. We host a variety of events throughout the year, and proceeds are donated to these local hunger-fighting organizations.

Our primary annual event, the 6<sup>th</sup> Annual **FoodStock Music Fest**, will be held on Saturday, June 22, 2019 at the **Buchanan Park** in Lancaster. However, FoodStock depends entirely on corporate and private sponsorship in order to present this important fundraising event.

Join us as we fight hunger in our community by participating as a FoodStock Music Fest sponsor; several sponsorship levels are available to make it easy for you to help.

The attached information identifies the various levels of sponsorship available, and the benefits your organization will receive. In a few days I will call you to discuss this exciting opportunity to partner with one another.

Thank you for your support!

Tom

Tom Hayden, President  
<http://www.foodstockpa.org>  
717-405-7057  
FoodStock  
P. O. Box 53  
Lititz, PA 17543

[www.foodstockpa.org](http://www.foodstockpa.org)

P. O. Box 53 | Lititz, PA 17543 | 717-405-7057 | [foodstockpa@gmail.com](mailto:foodstockpa@gmail.com)

# S P O N S O R S H I P P A C K A G E



## The Main Event

### 6th Annual FoodStock Music Fest

Saturday, June 22nd, 2019

12:00 p.m. to 7:00 p.m.

Buchanan Park

901 Buchanan Avenue

Lancaster, PA 17603

## Who We Are

FoodStock is a 501(c)3 charitable organization comprised of local musicians, artists, business leaders and community members that organize affordable musical events using the best of the area's local talent. We come together to provide a sustained source of fundraising for local food banks and pantries, as well as donating to larger entities such as the Central PA Food Bank.

## What We Do

We host several events throughout each year—all having the goal of raising funds to support local food banks. Our primary fundraising event is the FoodStock Music Fest. Now in its 6th year, FoodStock is a full day of live music in a fun and relaxing environment. In addition to the Music Fest, we conduct several community outreach projects, such as spaghetti dinners, throughout the year.



## Attendees

Our anticipated audience for the FoodStock Music Fest is 250 to 350 people as a result of event promotion, cross traffic from each band's fan base, advance ticket purchases and walk up ticket sales. Anticipated audience demographic will be primarily adult, but very diverse, reaching across all ages and social/economic groups due to different genres of music, venue name recognition, and comprised of local residents of Lancaster City and surrounding communities.

## Our Mission

We are seeking local businesses wishing to help by selecting one of the available sponsorship categories for the FoodStock Music Fest. Emphasis in various media will be placed on FoodStock's ongoing mission of supporting the local hunger-fighting organizations in the Lancaster area, and thanking you for your commitment, support and sponsorship of this mission. Together we can increase awareness and provide the financial support our communities need in order to address the issue of hunger.

[www.foodstockpa.org](http://www.foodstockpa.org)

P. O. Box 53 | Lititz, PA 17543 | 717-405-7057 | [foodstockpa@gmail.com](mailto:foodstockpa@gmail.com)



## 2019 FoodStock Music Fest

### *Fighting Hunger Through Music & The Arts*

#### **Presentation Sponsor - \$2500**

- **Exclusive opportunity to be FoodStock's Presenting Sponsor**
- Announcements of your company name as the presenting sponsor throughout the live entertainment portion of the event
- Company name/logo featured on event T-shirt and in online and print advertising, including the FoodStock website and our Facebook timeline, with links back to your company website
- 2' x 2' sign with your company name/logo displayed for the entire event in the stage area
- Opportunity to have a display product from your company on site and/or a company spokesperson
- 20 FoodStock Music Fest Tickets

**Includes 6 VIP tickets\***

#### **Diamond Level - \$1000**

- 2' x 2' sign with your company name/logo displayed for the entire event in the stage area
- Company name featured on event T-shirt and in online and print advertising, including the FoodStock website and our Facebook timeline, with links back to your company website
- Announcement of your company name during the live entertainment portion of the event
- Opportunity to have a display product from your company on site and/or a company spokesperson
- 10 FoodStock Music Fest Tickets

**Includes 4 VIP tickets\***

**\*See website for details or email:  
[info@foodstockpa.org](mailto:info@foodstockpa.org)**

#### **Platinum Level - \$500**

- 2' x 2' sign with your company name/logo displayed for the entire event in the stage area
- Company name featured on event T-shirt and in online and print advertising, including the FoodStock website and our Facebook timeline, with links back to your company website
- Announcement of your company name during the live entertainment portion of the event
- **4 VIP FoodStock Music Fest Tickets\***

#### **Gold Level / Stage Sponsorship - \$250 (12 Stage Sponsorships Available)**

- Your company logo featured on a shared 3' x 10' banner for the entire event
- Company listed on FoodStock's Facebook website timeline and the sponsors section of our website
- **2 VIP FoodStock Music Fest Tickets\***

#### **Silver Level - \$100**

- Your company name listed on the event Facebook timeline

#### **Shared Banner Only - \$100/Year for 3 Years**

- Your logo on a shared 3' x 10' vinyl sign attached to staging for duration of FoodStock Music Fest events held in 2019, 2020 through 2021

#### **In-Kind Donations**

Sponsorship levels will be based on the value of donations, to be mutually agreed upon by FoodStock and the Donor.

- Your company name listed on a "Supporter's Board" at entrance to event.

[www.foodstockpa.org](http://www.foodstockpa.org)

P. O. Box 53 | Lititz, PA 17543 | 717-405-7057 | [foodstockpa@gmail.com](mailto:foodstockpa@gmail.com)

## SPONSORSHIP AGREEMENT



### 2019 FoodStock Music Fest

FoodStock Music Festival Organization recognizes the importance of establishing a cooperative partnership with local supporters to promote the public's interest.

FoodStock proudly enters into an agreement with:

(Sponsor Name): \_\_\_\_\_

For (please check one):

- Presenting Sponsorship** (\$2500)
- Diamond Sponsorship** (\$1000)
- Platinum Sponsorship** (\$500)
- Gold / \*Stage Sponsorship** (\$250)
- Silver Sponsorship** (\$100)
- Shared Banner Sponsorship** (\$100/Year for 3 Years)
- In-Kind Donation-**

All sponsors must be approved and accepted through the FoodStock Board of Directors prior to any final agreement. FoodStock may make changes and alterations in this agreement with written notification to the sponsors.

Sponsors must provide FoodStock with camera-ready color logo artwork (.eps preferred) and information for all signs. Company logos will appear on a white background.

Sponsor \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Ext. \_\_\_\_\_ Email \_\_\_\_\_

Sponsorship Manager \_\_\_\_\_

**Please return your Sponsorship Agreement and check payable to FoodStock no later than May 15, 2019 to:**

### **FoodStock Music Festival Organization**

Thomas Hayden 717-405-7057

President, FoodStock

P. O. Box 53

Lititz, PA 17543

[www.foodstockpa.org](http://www.foodstockpa.org)

P. O. Box 53 | Lititz, PA 17543 | 717-405-7057 | [foodstockpa@gmail.com](mailto:foodstockpa@gmail.com)