



SPONSORSHIP OPPORTUNITIES FOR 2016 CONCERT SERIES

Atlanta Plays It Forward is a not-for-profit organization dedicated to supporting worthy charitable/community organizations and causes. We provide high quality musical entertainment and event related services at little or no cost (or value-added) to pre-qualified charities and causes.

Our Concerts - We have created concert series in a number of venues. Each concert is a unique musical performance, always family friendly, by professional performers and each supports a local charity. Show genres vary from jazz, rock, musical revue, dance, etc and are usually picnic-style. Tickets are either for table seating (tables, chairs provided) or lawn seating (bring your own lawn chair). Parking is free.

Sponsorships - We are offering sponsorship opportunities for companies who wish to increase their visibility and awareness to our concertgoers. We are happy to feature your company at any combination of events. We are fully insured and we completely manage and promote the shows.

There are three sponsorship levels:

Tier I (single or multiple concerts/series) Benefits include:

- Banner, table, booth and marketing information during the concerts
- Ability to interact with concertgoers before the show which includes the ability to offer prizes, raffles and promotions

Tier II (single or multiple concerts/series) Benefits include:

- Banner, table, booth and marketing information during the concerts
- Ability to interact with concertgoers before the show which includes the ability to offer prizes, raffles and promotions
- Message at intermission (depending upon sponsorship level)
- Inclusion in all APIF concert marketing (depending upon sponsorship level)

Tier III (one or more concert series) Benefits include:

- Banner, table, booth and marketing information during the concerts
- Ability to interact with concertgoers before the show which includes offering prizes, raffles and promotions
- Message at intermission (depending upon sponsorship level)
- Inclusion in all APIF concert marketing (depending upon sponsorship level)
- Concert naming rights

Pricing - We are looking for a few sponsors who will offer some financial support for our concerts and concert series. These sponsorships are value driven and therefore not expensive. Sponsorships begin as low as \$100 per concert. We welcome the opportunity to discuss these sponsorship opportunities and the corresponding pricing and benefits. We are also willing to entertain reasonable variations to our sponsorship program to better accommodate our sponsors.

Please contact us to fully discuss our sponsorship program.

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www.AtlantaPlaysitForward.org