

Sept 12, 2017

Dear Sponsors:

The Big BIG Benefit is coming up and we need you! The event will take place Sunday, October 1st at Lone Star Park; there will be live music, activities, food and more! We've created this benefit to help Texas charities that might have been overlooked in some of the larger drives. 75% of all proceeds are going towards Houston area charities, families, and other victims from Hurricane Harvey. We will be donating to ten charities but most of our efforts will be going toward the Corpus Christi Food Bank. Our theme is "Texans Helping Texans", and we need your help to be successful.

We expect attendance to be 7000 people. The demographic is Caucasian married couples with young children and teenagers, with an middle- to upper-class income level.

In addition to food and crafts vendors, VIP area, and kids area, we are also donating a portion of our booth spaces to area 503.c organizations. These include healthcare charities, blood drives, and support for inner-city children, to name just a few.

In Depth Events is an events managements company AND social media strategy company that uses live events to increase social media engagement. For our sponsors, this translates into more eyes on your brand! Using social media enables us to promote your brand during The Big BIG Benefit event in real time – but more importantly, to promote your brand before, during, and after the event on the Internet.

Please take a look at our five sponsorship tiers, and let us know if you have any questions. I think you'll find that the value of your sponsorship far outweighs the cost.

Sponsorship Levels **The Big BIG Benefit**

In addition to the levels below, we are interested in hearing about other creative ways you can promote your Texas business at our events. These options can include in-kind sponsorships.

Please call 469-667-7267, or email ashlyn@indepth.events

Title Sponsor: \$15,000 or higher. Only one Title Sponsor will be allowed.

The Title sponsor is the highest sponsor level at The Big BIG Benefit, and will enjoy:

- Exclusive banners on the Main Stage
 - Shout outs from the Stage, and the opportunity to speak to attendees about your brand and commitment to Texans Helping Texans.
 - Highest level of promotion on the main video screen
 - Highest level of promotion on our Facebook page and social media campaigns
 - A special 1 minutes THANKS video post event to be used on your social media.
 - Your logo on the back on each festival T-shirt.
 - A 20'x10' booth space to promote your brand during the event.
 - (10) Festival T-shirts
 - (10) parking passes
 - (10) VIP Tickets to our VIP viewing area.
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Platinum Sponsor: \$10,000 to \$15,000. Up to three Platinum Sponsors will be allowed

Our Platinum Sponsor is specifically designed for companies interested in Social Media to connect with their prospective clients during our benefit. These packages include:

- A special step and repeat banner for photo opportunities, branded with your logo. This banner will be next to your vendor booth during the event. You are welcome to capture customer information from this space.
 - Promotion on our social media pages and online videos before, during and after the event.
 - Your logo on the back of each T-shirt.
 - A 10'x10' booth space to promote your brand during the event
 - (4) festival T-shirts
 - (4) Parking Passes
 - (4) VIP tickets
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Gold Sponsor: \$6,000 to \$10,000. Up to 6 Gold Sponsors will be allowed

Our Gold level of sponsorship shows your customers that you are invested in Texans Helping Texans. Your Gold Sponsorship includes:

- Your printed logo and tagline on entry and on festival area banners
 - A 10'x10' booth space to promote your brand during the event.
 - (4) festival T-Shirt
 - (4) Parking Passes
 - (4) VIP tickets
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Silver Sponsor: \$3,000 to \$6,000. Up to 10 Silver Sponsors will be allowed.

Our Silver level of sponsorship allows your company to show their support of Harvey victims and shows your brand to our attendees! These packages include:

- Your printed logo and tagline on our entry banners on day of show.
 - Your logo on the back of each T-shirt.
 - (4) Festival T-shirts
 - (4) Parking Passes
 - (2) VIP tickets for one day of the event
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Bronze Sponsor: \$1,000 to \$3,000. Up to 20 Bronze Sponsors will be allowed.

Our Bronze sponsorship shows our attendees your commitment to "Texans Helping Texans". These packages include:

- Your printed logo on our entry banners on day of show.
- (4) Festival T-shirts
- (4) Parking Passes

The Fine Print: Sponsor Art is due by September 21st. T-shirt sizes are due by September 21st. All orders will be in men's sizes.

If you are a Title, Platinum, or Gold sponsor, we are happy to include any of your existing social media advertising in our promotions. Please provide links to existing videos, campaigns, or other art. These must be in our hands by September 21st.

If you have selected a sponsorship level that allows you a booth, you MUST have your booth manned from during the event and have your setup completed no later than Friday afternoon. If you require power to your booth, you must let us know by September 21st. In Depth Events reserves the right to place your booth in the best place to support the Benefit. In Depth Events will include the tent, two tables and four chairs to each booth space.

Sponsor Confirmation Form

I am confirming my company or business as a sponsor for The Big BIG Benefit.

Company Name: _____

First and Last Name: _____

Address: _____

Phone: _____

Email: _____

I am interested in being a:

Title Sponsor Platinum Sponsor Gold Sponsor Silver Sponsor Bronze Sponsor

Signature: _____

Please send completed form to ashlyn@indepth.events.

Completed forms AND FULL SPONSOR PAYMENT is due by September 21st, 2017.