

August 24th, 2019 - Foxfire Ranch

missiHippi

**Music & Arts
Festival**



Sponsorship Packet

The MiSSiHiPPi Mission

Mission Statement

Our ultimate goal is for Mississippi to not only be the “Birthplace of America’s Music”, but also the pinnacle of America’s music! We will do this by providing unforgettable experiences at our events while also empowering the next generation of Mississippi musicians. We will donate all of our profits to furthering the music education of Mississippi youths by donating to Mississippi public schools to buy new instruments, offering scholarships to music camps, and so much more. We hope that by providing the next generation of Mississippi musicians with the essential tools they need for a proper music education that one day they will be the headliners of the MiSSiHiPPi Music and Arts Festival.



Why is this our mission?

“Science has shown that when children learn to play an instrument, their brains begin to hear and process sounds that they couldn’t otherwise hear. This helps them develop “neurophysiological distinction” between certain sounds that can aid in literacy, which can translate into improved academic results for kids...

A new study from Northwestern University revealed that in order to fully reap the cognitive benefits of a music class, kids can’t just sit there and let the sound of music wash over them. They have to be actively engaged in the music and participate in the class. “Even in a group of highly motivated students, small variations in music engagement – attendance and class participation – predicted the strength of neural processing after music training,” said Nina Kraus, director of Northwestern’s Auditory Neuroscience Laboratory...

According to The Harmony Project’s website (a community music program serving low-income children in Los Angeles), since 2008, 93% of Harmony Project seniors have gone on to college, despite a dropout rate of 50% or more in their neighborhoods. It’s a pretty impressive achievement and the Northwestern team designed a study to explore those striking numbers. That research, published in September in the *Journal of Neuroscience*, showed direct evidence that music training has a biological effect on children’s developing nervous systems.” - <http://time.com/3634995/study-kids-engaged-music-class-for-benefits-northwestern/>

Our goal for the MiSSiHiPPi Music and Arts Festival isn’t just to improve music education for children in Mississippi, it’s to improve the overall lives of children in Mississippi. We want to see Mississippi flourish as a state, and we believe that all starts with childhood education. We are passionate about this cause and hope that you will see this festival as not only a way to market and improve brand recognition for yourself or your business, but as a way to better Mississippi.

Sponsorship Benefits

- Showcase your brand/company/business at the MiSSiHiPPi Music and Arts Festival
- Gain exposure through our marketing campaign
- Build customer relationships and find new customers

Sponsorship Opportunities

Sponsorship Tiers

Tier 3 Sponsor \$250

- 1 GA Ticket
- Logo and/or name placed under Tier 3 Sponsors on website

Tier 2 Sponsor \$500

- 2 GA Tickets
- Listed as sponsor on official MiSSiHiPPi Lineup T-shirt
- Logo and/or name placed under Tier 2 Sponsors on website

Tier 1 Sponsor \$750

- 4 GA Tickets
- Listed as sponsor on official MiSSiHiPPi poster
- Listed as sponsor on official MiSSiHiPPi Lineup T-shirt
- Logo and/or name placed under Tier 1 Sponsors on website
- Personalized video posted to MiSSiHiPPi's social media when children receive their instruments saying, for example, "Thank you XXXXX for your contribution to MiSSiHiPPi! We love our new instruments!"



Wristband Sponsorships

Bus Wristband Sponsor \$2,000

- 2 VIP Tickets
- Business Name on all Bus Wristbands
- Plus all Tier 1 benefits

21+ Wristband Sponsor \$2,000

- 2 VIP Tickets
- Business Name on all 21+ Wristbands
- Plus all Tier 1 benefits

VIP Wristband Sponsor \$2,500

- 2 VIP Tickets
- Business Name on VIP Wristband (VIP brought to you by XX)
- Plus all Tier 1 benefits

Platinum VIP Wristband Sponsor \$2,750

- 2 Platinum VIP Tickets
- Business Name on Platinum VIP Wristband (Platinum VIP brought to you by XX)
- Plus all Tier 1 benefits

GA Wristband Sponsor \$3,000

- 2 Platinum VIP Tickets
- 2 VIP Tickets
- Business Name on GA Wristbands (GA brought to you by XX)
- Plus all Tier 1 benefits

Exclusive Wristband Sponsor \$7,500 (\$12,500 value)

- 2 Platinum VIP Tickets
- 2 VIP Tickets
- Business Name on all wristbands mentioned above
- Plus all Tier 1 benefits

10x10 Vendor Booth Space \$500

- Designated area for 10x10 tent (provided by you) to market your business on-site

Official Koozie Sponsor \$2000

- 2 VIP Tickets
- Business Name and/or Logo on official MiSSiHiPPi koozies (Koozies provided by you)
- Plus all Tier 1 benefits

Drink Cup Sponsor \$2,000

- 2 VIP Tickets
- Business Name and/or Logo on official Souvenir Cup at the event
- Plus all Tier 1 benefits

VIP Area Sponsor \$2,500

- 4 VIP Tickets
- ~~Business Name and/or Logo on Banner for all exclusive VIP Areas (VIP Area brought to you by XX)~~
- ~~Plus all Tier 1 benefits~~

Platinum VIP Area Sponsor \$3,000

- 4 Platinum VIP Tickets
- Business Name and/or Logo on Banner for all exclusive Platinum VIP Areas (Platinum VIP Area brought to you by XX)
- Plus all Tier 1 benefits

Main Stage Sponsor \$6,000

- 6 VIP Tickets
- Banner on Stage
- Exclusive rights to Main Stage Banner
- Plus all Tier 1 benefits

Title Sponsor \$30,000

- 12 VIP Tickets
- 12 Platinum VIP Tickets
- “MiSSiHiPPi Music and Arts Festival brought to you by XXXX”
- Your logo incorporated into our official log
- Plus all Tier 1 benefits

For more information or to discuss your participation as a sponsor contact:
Jonathan Smith 205.504.1504
jsmith@missihippi.com

MISSiHiPPi SPONSORSHIP COMMITMENT FORM

To ensure full sponsorship benefits, please return form by April 15, 2019



Choose sponsorship level:

- | | |
|--|---|
| <input type="checkbox"/> Tier 3 Sponsor: \$250 | <input type="checkbox"/> Exclusive Wristband Sponsor: \$7,500 |
| <input type="checkbox"/> Tier 2 Sponsor: \$500 | <input type="checkbox"/> 10x10 Vendor Booth Space: \$500 |
| <input type="checkbox"/> Tier 1 Sponsor: \$750 | <input type="checkbox"/> Official Koozie Sponsor: \$2,000 |
| <input type="checkbox"/> Bus Wristband Sponsor: \$2,000 | <input type="checkbox"/> Drink Cup Sponsor: \$2,000 |
| <input type="checkbox"/> 21+ Wristband Sponsor: \$2,000 | <input type="checkbox"/> VIP Area Sponsor: \$2,500 |
| <input type="checkbox"/> VIP Wristband Sponsor: \$2,500 | <input type="checkbox"/> Platinum VIP Area Sponsor: \$3,000 |
| <input type="checkbox"/> Platinum VIP Wristband Sponsor: \$2,750 | <input type="checkbox"/> Main Stage Sponsor: \$6,000 |
| <input type="checkbox"/> GA Wristband Sponsor: \$3,000 | <input type="checkbox"/> Title Sponsor: \$30,000 |

Sponsorship information:

Company Name: _____

Main Contact: _____

Title: _____

Email: _____

Mailing Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Website: _____

Payment information: Payment by: Check Credit Card N/A

Total Due: _____ Credit Card: _____

Expiration Date: _____

Card Signature: _____

Mail completed forms and payment to:

MISSiHiPPi Music and Arts Fest
951 Frontage Rd #3
Oxford, MS 38655

Make checks payable to our parent company FJ Oasis. Please submit completed form with payment information (credit card information or check) by mail, email, or phone. For more information about sponsorships or to discuss further options, please contact Jonathan Smith by phone or email.