

Music Love Awards

2022

Sponsorship Package





Francez Riley
April 28, 2022
Music Love Awards
2700 W. Pershing Blvd
North Little Rock, AR 72214

Dear Community Partner:

The MUSIC LOVE AWARDS is a nonprofit annual awards show designed to raise funds for a scholarship to be given away in the amount of \$20,000 to a senior in high school who desires to attend a college or university for the performing arts. We are currently in the stages of planning our annual awards production for August 19&20, 2022.

We depend entirely on corporate and private sponsorships for financial support and fund building. We have been fortunate, our previous 7 years, to have the support of our community, friends and family; however, this year we are prayerfully seeking for the support of churches, businesses and organizations such as yours.

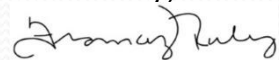
We are interested in having you be one of our Event Sponsor. There will be people from all walks of life in attendance who will benefit from the services and goods that you offer. As a sponsor, you will receive media attention, on site referrals and presence with banners and other marketing material being displayed. You will also be able to stop by or send a representative to share information about your business.

You will help to get a deserving student closer to his/her dream of attending college upon graduation.

We are expecting an attendance of 500 (2 days total) this year, per capacity at the Four Points by Sheraton event spaces.

We have included a detailed sponsorship levels document with this letter, as well as details on the event and contact information. We are prayerful that you would consider partnering with us in this rewarding endeavor by offering your financial support in selecting the Title Sponsorship or one of the offered sponsorship levels or opting for one of the donation options.

Sincerely,



Francez Riley
Founder

About the Music Love Awards (MLAs)

- The "MUSIC LOVE AWARDS" is an annual awards show honoring those in the performing arts who are rarely recognized in any of the major awards shows commonly televised.
- We realize that indie artists, groups, mimes, poets, praise dancers, actors, actresses, singers, Christian hip hop (rap) artists, internet radio DJs, MC's, promoters, recording studios, etc. who are not attached to major labels or do not have major representation and/or distribution deals hardly get the recognition that they deserve, even though they are just as talented, professional, hard working, dynamic, and prepared as the best of the best in their perspective fields within the industry!
- The Music Love Awards Foundation does not seek to profit from this event. It is our sole desire to do 3 things:
 1. Recognize an artist/individual each year, who has overcome all odds and challenges either medically, physically, etc. and has pushed through difficult circumstances to continue sharing his/her talent or accomplishments with the world. We will honor this individual or group with our 'AGAINST ALL ODDS AWARD'.
 2. To give back to the community by selecting a senior in high school, who desires to pursue a career in the performing arts and would like to continue their education by attending college and granting that student with a \$20,000 scholarship (increments of \$5,000 per year x 4 years)
 3. That the community would benefit from the investment that the MLAs will make by offering future programming to youth in the performing arts.
- In order to accomplish all three goals, we seek the support of sponsors, community leaders, corporations, small businesses, volunteers, donators, entrepreneurs, investors, friends and family.

Event Details



Official host hotel & event venue for the entire Music Love Awards roster of nominees and their guests!

Four Points by Sheraton
925 S. University Avenue
Little Rock, AR 72204
501-664-5020

Discounted Rates Code:
The Music Love Awards

- Friday, 8/19 Check in, Meet & Greet
- Saturday, 8/20 Tour of Vendors & Exhibitors Network hour, Industry Workshop, Luncheon, Red Carpet affair, Awards Ceremony and concert
- This is a Black Tie/Flowing Gown Formal Affair
- The event will be live-streamed for online viewing
- Advertised through social media, radio, website & printed material



2014 Event Stats

- 1st event held March 14 & 15, 2014 in Little Rock, AR
- Marriott & State House Convention Ctr.
- Nominees traveled from Ga, AL, NC, IL, LA, NY, MO, TX, TN, GA, DE, AR, MD
- Expected attendance 300 (actual 700)
- Rooms blocked 50 (actual booked 81)
- Total # of supporters & sponsors 20
- Expected Luncheon attendance 75 (actual attendance 115)

2015 Event Stats

- 2nd annual event held March 27&28 2015 in Charlotte, NC
- Reconciling the World Ministries
- Nominees traveled from VA, AL, NC, IL, LA, MO, TX, TN, DE, AR, & MD
- Expected attendance 100 (actual 250)
- Total # of supporters & sponsors 5

2016 Event Stats

- 3rd annual event held August 26 & 27, 2016 in Hot Springs, AR (Clarion Hotel)
- Expected attendance 500 (actual 408)
- Total # of supporters & sponsors 7
- Nominees traveled from VA, AL, NC, IL, LA, MO, TX, TN, DE, AR, NY, & OR

The CEO's wedding was held June 2017; therefore, the Annual August **2017** show was postponed.



2017

The event was not hosted this year, as the founder got married and used the wedding as a fundraiser, instead.

2018 Event Stats

- 4th annual event held August 24 & 25, 2018 in Little Rock, AR (Comfort Inn Presidential)
- Nominees traveled from AL, NC, KY, LA, MO, TX, TN, IL, & locally from around the state of AR
- Expected attendance 250 (actual 325)
- Total # of supporters & sponsors 10

2019 Event Stats

- 5th annual event held August 23 & 24, 2019 in Little Rock, AR (Comfort Inn Presidential)
- Nominees traveled from AL, GA, IL, KY, LA, MO, NC, NY, TX, TN, & locally from around the state of AR
- Expected attendance 250 (actual 300)
- Total # of supporters & sponsors 8



2020

The event was not
hosted this year, due to
covid-19 restrictions on
gathering.

2021 Event Stats

- 6th annual event held August 27 & 28, 2021 in Little Rock, AR (Hilton Garden West)
- Nominees traveled from AL, DC, DE, GA, IL, KY, LA, MO, NC, NY, TX, TN, VA, & locally from around the state of AR
- Expected attendance 200 per day (actual two-day total 525)
- Total # of supporters & sponsors 13
- By far, this was the best year for the MLAs in reference to venue, awareness participation & community support

Ways to Contribute

Sponsorships

Vendor Opportunities

Donation Options

Partnership Options

Creative Contributions

Sponsorship Levels

Title Sponsor

\$5,000

- (1) Company Banner @ Event
- (2) Full Page Color Ad in Souvenir Program
- (3) Logo on all media and printed material
- (4) A VIP table at the Award Ceremony for 8
- (5) One Souvenir Program
- (6) Company mention at all events
- (7) Vendor booth @ all events
- (8) 4 Luncheon VIP Passes
- (9) Photo opps and media interviews
- (10) Live Facebook interview with corporate representative of choice

Main Stage Sponsor

\$2,000

- (1) Company Banner @ Event
- (2) 1/2 Page Color Ad in Souvenir Program
- (3) Logo on all media and printed material
- (4) Five general admissions Award Ceremony tickets
- (5) One Souvenir Program
- (6) A VIP table at the Award Ceremony for 8
- (7) Vendor booth @ meet & greet, luncheon & award ceremony
- (8) Two Luncheon passes
- (9) Sponsor mention @ all events
- (10) Photo opps and media interviews

Sponsorship Levels

Red Carpet Sponsors

\$1,500

- (1) Company Banner on Red Carpet
- (2) Logo in souvenir program
- (3) Logo on all media and printed material
- (4) Two VIP Passes to the Awards Ceremony
- (5) One Souvenir Program
- (6) Vendor booth @ Award Ceremony
- (7) Sponsor mention during the awards ceremony
- (8) Photo opps and media interviews

Luncheon Sponsors

\$1,000

- (1) Souvenir Program
- (2) Company Banner @ the Luncheon
- (3) Two Award Ceremony Tickets
- (4) Two VIP passes to the luncheon
- (5) Company logo in Souvenir Program
- (6) 2 Luncheon Passes
- (7) Vendor Booth @ the Luncheon
- (8) Logo in Souvenir Program
- (9) Sponsor mention at the Luncheon
- (10) Photo opps

Sponsorship Levels

Meet & Greet Sponsors

\$500

- (1) Souvenir Program
- (2) Company Banner at the Meet & Greet
- (3) Two VIP Award Ceremony Passes
- (4) Company logo in souvenir program
- (5) Vendor Booth @ meet & greet
- (6) Sponsorship mention during the meet & greet
- (7) Logo in souvenir program

Showcase Sponsors / Workshop Sponsors

\$500 / \$750

- (1) Mention In the Souvenir Program.
- (2) A souvenir program will be mailed to the contributor within one week of the event.
- (3) Sponsorship mention at all showcases
- (4) Two passes to your sponsored event

Vendor/Exhibitor Opportunity

- Vendors and exhibitors are welcome at the Music Love Awards. \$75 per day of exhibition and vending.
- Includes a skirted table & 2 chairs.
- \$130 both days



Donations, Partnerships and Creative Contributions

One time donations of any amount

Yearly set contributions are welcomed

Partnership through membership

Membership perks for all partners

Other Creative ideas are welcomed

Sponsorship Registration Form

Contact Name: _____

Company: _____

Address: _____

Best Contact Number: _____

Email: _____

Sponsorship Level Desired:

- | | |
|--|---------------|
| <input type="checkbox"/> Corporate Sponsor | \$5,000 |
| <input type="checkbox"/> Main Stage Sponsor | \$2,000 |
| <input type="checkbox"/> Red Carpet Sponsor | \$1,500 |
| <input type="checkbox"/> Luncheon Sponsor | \$1,000 |
| <input type="checkbox"/> Meet & Greet Sponsor | \$ 500 |
| <input type="checkbox"/> Showcase/Workshop Sponsor | \$ 500/750 |
| <input type="checkbox"/> Vendor/Exhibitor | \$ 75 per day |
| <input type="checkbox"/> One Time Donation | \$ _____ |

Once we receive this form, we will contact you for payment instructions and details on how to receive all your perks as well as for us to get all needed information on your company for the promos, advertising and banners!

Email form to: info@musicloveawards.com

Contact Info



Francez Riley, CEO
info@musicloveawards.com
334-316-3757
Facebook/musicloveawards

Visit our website:
www.musicloveawards.com for complete details on this cause-worthy event of the year!

We look forward to hearing from you with a positive response! Let's partner to make a dream come true, one senior at a time. Deadline for Sponsorship interests is June 15, 2022.

Once we receive your registration form, we will confirm with an email and a phone call for details and payment. You will also receive a receipt for your tax purposes to include our Tax ID number. We are a non-profit foundation.