

October 1st, 2020

Company Name
xxx Address Road
City, State XXXXX

Dear Supporter of the Arts,

The Cavaliers Arts, Performance & Education Inc., a 501(c)(3) organization, has an exciting opportunity for you to help support the "Back On Track" 2020 Cav-A-Thon & Gala which is taking place on December 5, 2020 virtually and COVID safe on YouTube Live and Virtual Curtain. The huge success of our year round programs is credited in large part to our special event sponsors, who will lend their names and financial support to The Cavaliers in exchange for valuable sponsorship benefits.

Back On Track was established by The Cavaliers with the goal of continuing to provide the highest level of music education and personal development for our membership. Each year over 300 musicians from around the world participate in a rigorous training course that will prepare them to compete at the highest levels. Our alumni have gone on to successful careers in arts, entertainment, education, technology, medicine, consulting and design. Your sponsorship will be used to fund ongoing operation expenses, staffing of the education team, and sustaining our organization's financial health through 2021 and beyond.

As a an event sponsor, you will receive benefits designed to increase your company's visibility and provide a return on your companies investment, including:

- Exposure to a potential audience of +450,000 telethon viewership ave. view time 20 min. and +300 in attendance of the virtual gala in The Rainbow Room via Virtual Curtain ages 18-85
- Name recognition on all of The Cavaliers media channels (Nov. 1 - Jan. 1)
- Inclusion of your company name and logo on all promotional materials
- 10 VIP tickets into The Rainbow Room
- 10 event t-shirts
- 1 dozen red roses
- 1 of a kind Sponsor Plaque for your home or office
- Personal thank you letter from Monte Mast, Chris Hartowicz, and BOD

You can find additional information about sponsorship benefits and the levels of event sponsorship packages in the enclosed brochure and the gala website at

www.give.cavaliers.org/on-track-sponsors.

I will be contacting you with a follow-up phone call in the next week. In the meantime, if you have any questions, please feel free to contact me at RMP1205@gmail.com or (708)214-8545.

We appreciate your consideration. Sponsorships are limited and are awarded on a first-committed basis. If you are interested in sponsoring the 2020 Back On Track Cav-A-Thon please complete and return the enclosed sponsorship commitment form to:

The Cavaliers
P.O. Box 501

Rosemont, IL 60018es and financial support to The Cavaliers in exchange for valuable sponsorship benefits. We hope you will consider committing \$10,000 to the 2020 Cav-A-Thon.

office@cavaliers.org

Or you may register online at give.cavaliers.org/on-track-sponsors by November 20, 2020.

Thank you for your generous consideration. We look forward to our partnership.

Rebecca Casiple
Auction Committee
The Cavaliers



BACK ON TRACK 2020 Fundraiser & Auction

Patron/Sponsor/Supporter Packages

Rose Patron of the Arts

Major Naming Donor \$10,000

Your company name & logo mentioned and displayed on all of Cavaliers media channels throughout the promotion period (Nov. 1 - Jan. 1)

10 tickets to the VIP cocktail party

10 event t-shirts

1 dozen red roses delivered to your house

1 of a kind Sponsor Plaque for your home or office

Personal thank you letter from Monte Mast, Chris Hartowitz, and BOD

Play More Music Sponsor

\$3000 only 3 available

Down South Blues & Soul Stage (Savants of Soul)

Chicago Alt Rock Stage (Zorila)

Hometown Favorites Stage (Kingpins/special needs drumline)

Your name or short message in lights before & after the performance

6 tickets to the VIP cocktail party

6 event t-shirts

Personal thank you letter from Monte Mast

Beer/Specialty Beverage Sponsor

\$3000 only 1 available

1 Display table with integrated display of your product

1 bartender/demo host at the table

1 bartender/demo host behind the bar

6 tickets to the VIP cocktail party

6 event t-shirts

Personal thank you letter from Monte Mast

Water Cart Sponsor

\$1000 only 3 available

Green Machine signature cocktail (green martini)

Sippin' Bourbon (classic old fashioned)

Bully (margarita on the rocks)

Your name or short message before and after celebrity bartender demo

4 tickets to VIP cocktail reception

4 event t-shirts

Personal thank you letter from Monte Mast

Event Advertising

\$100 pop up ad in The Rainbow Room

\$150 pop up video in The Rainbow Room

\$100 shout out during telethon

\$175 telethon shout out AND choice of an ad or video in The Rainbow Room

All artwork is due by November 22 to The Cavaliers office.

Preferred file formats are PDF, EPS, TIFF and JPEG at a minimum of 300 DPI. Please email all print ready art to media@cavaliers.org

BACK ON TRACK 2020 Fundraiser & Auction

Sponsorship Reservation Form

FAX to 630-719-2843 or Scan & Email to office@cavaliers.org

Sponsorship Opportunities (See reverse for details)

- | | |
|--|----------|
| <input type="checkbox"/> Rose Patron of the Arts | \$10,000 |
| <input type="checkbox"/> Play More Music Sponsor | \$3,000 |
| <input type="checkbox"/> Beer/Specialty Beverage Sponsor | \$3000 |
| <input type="checkbox"/> Water Cart Sponsor | \$1000 |

Advertising Opportunities

- | | |
|---|-------|
| <input type="checkbox"/> Pop up ad in The Rainbow Room via Virtual Curtain | \$100 |
| <input type="checkbox"/> Pop up video in The Rainbow Room via Virtual Curtain | \$150 |
| <input type="checkbox"/> Shout out during telethon | \$100 |
| <input type="checkbox"/> Telethon shout out AND choice of Virtual Curtain ad or video | \$175 |

Contact & Payment Information

Contact Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

- Please send an invoice/payment request

- Enclosed is my check made payable to The Cavaliers in the amount of \$ _____

- VISA
- MasterCard
- American Express
- Discover

Account #: _____

Expiration Date: _____ Charge Amount: _____

Security Code: _____

Name on Card: _____

Signature: _____ Date: _____

If billing address is different from above, please specify

Contact Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

If mailing in payment, please include a copy of this form. **THANK YOU!**

Cavaliers Drum & Bugle Corps - P.O. Box 501 - Rosemont, IL 60018