April 5, 2008

SPONSORSHIP PACKET
Dear Prospective Sponsor,

The MIT Gospel Choir, in association with several Boston-area collegiate gospel music groups, is proud to announce the first Gospel Fest on **Saturday April 5th, 2008**. On this evening, eight college gospel choirs and gospel music groups from the greater Boston area will come together for one of the most exciting concerts of the year.

Taking place on the campus of the Massachusetts Institute of Technology, this event is the first of its kind in Boston’s History. Our objective is to use our many voices and talents to share the soulful sounds of gospel music with those in the greater Boston area. The audience at the concert will be a diverse crowd including, students, families, community leaders, and professionals. As a sponsor, your organization or business will have the opportunity to gain valuable exposure through the success of this event.

This packet includes information about our event, a listing of levels of sponsorship opportunities, and a one-page form for you to return with your commitment. In addition to the pre-set sponsorship packages, we are willing to discuss individual arrangements with you such as in-kind donations of goods or services. Depending on the type of organization or business you belong to, we can work out the most beneficial forms of recognition for you. Please keep in mind that MIT is a 501(c)(3) organization and can provide you with a tax-receipt for the tax-deductible portion of your sponsorship. We also offer event program advertising in the form of full, half, and quarter page ads.

Naturally, you may have questions or need clarification prior to making a financial commitment. Feel free to contact us at gospelfest-sponsorships@mit.edu with any questions, comments, or concerns. We invite you to visit us on the Web at http://web.mit.edu/gospelfest.

We greatly appreciate you taking the time to read this letter and review the attached sponsorship information. We hope that you decide to join our Gospel Fest family.

Sincerely,

Gospel Fest 2008
Planning Committee
About Us

The Gospel Fest planning committee consists of an eager group of students from several Boston area colleges and universities. Although this is our first Gospel Fest, we are no strangers to producing and hosting successful gospel concerts. Our committee members are all greatly involved in their own gospel choirs and gospel groups and have put together many wonderful concerts and performances. With the same dedication and determination that made our own events successful, we have all come together to present Gospel Fest 2008.

Why Sponsor Us?

Gospel Fest is a great opportunity for your organization or business to become involved in one of the largest gospel music events in the Boston area. Besides enriching and supporting the gospel music community, there are numerous other benefits to your organization or business, including the following:

★ Increase your organization’s visibility in the Boston area.
★ Promote your organization or business to approximately 800 audience members/performers.
★ Publicize to hundreds more people via advertisements throughout the local area (i.e., flyers, posters, programs, and our event Web site).
★ Reach a diverse cross-section of families, college students and community members of the Boston area.
★ Make a largely tax-deductible donation, since MIT is a 501(c)(3) organization.
★ Gain the potential for future involvement.
## Sponsorship Levels

<table>
<thead>
<tr>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,500+</td>
<td>$750</td>
<td>$250</td>
<td>$100</td>
<td>$50</td>
</tr>
</tbody>
</table>

### EVENT ADVERTISING
- Display targeted and visible advertising at the event
- Flyers placed on each seat in venue (sponsor must supply 800 flyers of max 4” x 6” size)
- Banner displayed at entrance (sponsor must supply banner of max 3’ x 6’ size)
- Verbal on-stage recognition during event by the MC or event organizers
- Flyers placed at ticket desk/entrance (sponsor must supply 800 flyers of max 4” x 6” size)

### PROGRAM ADVERTISING
- Program booklet will be provided to every attendee and participant at the event
- Full-page ad (5.5” x 8.5”)*
- Half-page ad (5.5” x 4.25”)*
- Quarter-page ad (2.75” x 4.25”)*
- Recognition as sponsor in program*

### WEBSITE ADVERTISING
- Display your linkable logo or name to visitors of the event Web site
- Logo + link on all event related Web pages
- Logo + link on event home Web page
- Logo + link on sponsorship Web page
- Name + link on sponsorship Web page

### PRINT ADVERTISING
- Display your logo on our advertising posters and flyers at several colleges and in the local Boston community
- Logo on posters and flyers*

### EXTRAS
- Join in on the fun and attend the event!
- Complimentary tickets
  - 10 (VIP)
  - 6 (VIP)
  - 4 (VIP)
  - 2 (VIP)
  - 1 (VIP)

Note: Inappropriate ads, flyers, banners, or Web site links may be rejected at the discretion of the event planning committee.

*Due to long lead times on printing, inclusion in this benefit is subject to timely return of sponsorship materials.
Gospel Fest 2008

SPONSORSHIP PACKET

Sponsorship Application

Organization/Business Name: ____________________________________________________________

Contact Person: ___________________________________________ Title: ______________________

Address: __________________________________________________________________________

City: __________________________ State: ___________ Zip Code: __________________________

Phone (day): ______________________ Phone (evening): ______________________

Fax: __________________________________________________________________________

Email: __________________________________________

Web Site Address (if applicable): ______________________________________________________________________________________

Program Ad Attached (if applicable): YES ________ NO ________

Tax Deductible Donation: YES*__________ NO ________

*MIT’s Recording Secretary Office will send you a receipt and associated tax forms for the tax-deductible amount of your donation.

SPONSORSHIP LEVEL (Check One):

☐ Diamond Sponsor ......................... $1,500+

☐ Platinum Sponsor ........................ $750

☐ Gold Sponsor ............................... $250

☐ Silver Sponsor .............................. $100

☐ Bronze Sponsor ............................ $50

★ All logos should be sent electronically, as a high-resolution image, to gospelfest-sponsorships@mit.edu.

★ Sponsorship ads for the program must be received by March 21th to guarantee placement.

★ Event banners and/or advertising flyers must be received by April 1st to guarantee placement.

Please make checks payable to the “MIT Gospel Choir”

MIT Gospel Choir - Gospel Fest
W20-401
84 Massachusetts Avenue
Cambridge, MA 02139

For Official Use Only

Date Received: __________________________________________

Amount Received: ______________________________________

Check Number: ________________________________________

Signature: ___________________________________________ Date: __________________________

http://web.mit.edu/gospelfest
gospelfest-sponsorships@mit.edu
Event Program Advertising Application

Organization/Business Name: ____________________________________________________________

Contact Person: ____________________________________________ Title: ______________________

Address: __________________________________________________________________________

City: ___________________________ State: ___________ Zip Code: __________________________

Phone (day): ____________________ Phone (evening): ________________________________ 

Fax: ____________________________ Email: ____________________________________________

Web Site Address (optional): __________________________________________________________

Program Ad Attached: YES _______ NO _______

Event Program Advertising Options (Check One):

☐ Full Page 5.5” x 8.5” (Color) ............. Contact Us
☐ Full Page 5.5” x 8.5” (B/W) ............... $150
☐ Half Page 5.5” x 4.25” (B/W) ............. $85
☐ Quarter Page 2.75” x 4.25” (B/W) ........ $50

★ Sponsorship ads for the program must be received by March 21th to guarantee placement.
★ Inappropriate ads may be rejected at the discretion of the event planning committee.

Signature: ________________________________ Date: ____________________________

For Official Use Only

Date Received: __________________________

Amount Received: ______________________

Check Number: ________________________

Please make checks payable to the “MIT Gospel Choir”
Please mail this form and payment to the follow address:

MIT Gospel Choir - Gospel Fest
W20-401
84 Massachusetts Avenue
Cambridge, MA 02139