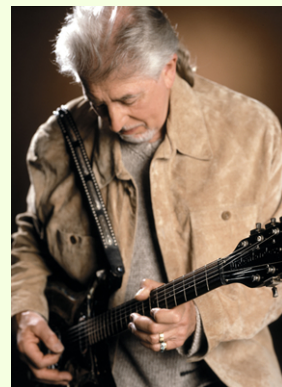




ROOTS & RHYTHMS SPONSORSHIP OPPORTUNITIES

*Presenting
Significant Contributors to American
Music*



ROOTS & RHYTHMS SERIES

We are pleased to invite your participation as a sponsor of the Roots & Rhythms Series, featuring a minimum of 2 landmark events and a two day festival in 2011, September 9 & 10. The series is produced by Event Management Consultants, LLC.

The series came about because the producers were worried that there is an entire generation of young people who are missing a last chance to see live performances by music elders.

The Roots & Rhythms Series is a front porch blend of acoustic and electric music dedicated to honoring music elders, showcasing at least three generations of musicians, promoting music history and education and encouraging community fellowship.

This unique series presents artists who have made significant contributions to the Blues, Cajun, Zydeco, Bluegrass, Americana, Rock and Folk genres of music. The first show in this series was held January 29th, 2006 and featured 91 year old, David “Honeyboy” Edwards, one of the last of the living Delta bluesmen. Edwards held the audience spellbound during the show and graciously spoke with and signed autographs for all who wanted to meet him. Subsequent shows have featured Blues Hall of Fame inductees Johnny Dyer and Michael “Hawkeye” Edwards, English Blues Legend John Mayall, David and Linda Laflamme and the Music of It’s a Beautiful Day, Big Brother and the Holding Company, Jefferson Starship, Quicksilver Messenger, Laura Love, and Nathan and the Zydeco Cha Chas. The 2011 Festival will feature a tribute to the memory and the great contributions made by Beatle John Lennon will be the Beatles Tribute Bands Meet Revolver and Blackbird. The unique nature of the Roots and Rhythms series has won the support and the hearts of local media. This series can be a great vehicle for letting the public know about your organization and you can have a direct effect on the perpetuation of musical growth in our area. Don’t miss this opportunity to be a part of an experiential presentation that reflects, teaches and entertains.

Contact—Tim Flowerday—541-908-0169

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www.rootsandrhythms.com



Meet Revolver



Blackbird

Roots & Rhythms

ROOTS & RHYTHMS SERIES

In 2011 the Series begins a new emphasis, presenting music and performers that made significant contributions to American Music in the 1960s. We begin this new emphasis by presenting works of former Beatle, John Lennon.

John Winston (later Ono) Lennon was born on October 9, 1940, in Liverpool, England. In the mid-1950s he formed his first band, The Quarrymen who, with the addition of [Paul McCartney](#) and [George Harrison](#), later became [The Beatles](#). After some years of performing in Liverpool and Hamburg, Germany, "Beatlemania" erupted in 1963 after the release of their singles "Love Me Do" and "Please Please Me". The next year the Beatles flew to America to appear on "[The Ed Sullivan Show](#)" and Beatlemania spread worldwide. John and the Beatles continued to tour and perform live until 1966, when protests over his calling the Beatles phenomenon "more popular than Jesus" and the frustrations of touring made the band decide to quit the road. They devoted themselves to studio work, releasing albums such as "Sgt. Pepper's Lonely Hearts Club Band", "Magical Mystery Tour" and the "White Album". In the late 1960s John began performing and making albums with his second wife [Yoko Ono](#), as the Beatles began to break up. After the release of John's biggest hit, "Imagine", they moved to the US, where John was nearly deported because of his political views. Lennon was murdered by [Mark David Chapman](#), a onetime Beatles fan angry and jealous over John's ongoing career.



Meet Revolver



Blackbird

Roots & Rhythms

Sponsorship Opportunities

Sponsorship

Sponsor levels are determined based upon overall cash or in-kind contributions made to the Series.

Sponsor Benefits

Sponsor benefits include:

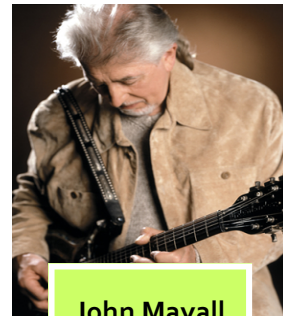
- Participation in pre-event advertising & communications
- Identity on banner at the event
- The right to use event name, logo, and theme in internal or external company promotions
- Opportunity to showcase you company's employees as volunteers
- Both verbal and visual sponsor recognition during the event from the performance stages
- Ability to work with staff to create a sponsorship position that meets specific sponsor objectives.

Sponsor Levels

⇒ Presenting Sponsor—Festival/Series	\$15,000
⇒ Presenting Sponsor Featured Artist (4)	\$ 5,000
⇒ Series Supporter (6—2 per event)	\$ 2,000
⇒ Music Lover (6—2 per event)	\$ 1,000



Laflamme



John Mayall

Roots & Rhythms

2011 Series Presenting Sponsor

As the Presenting Sponsor your company name and logo will be associated with the Roots & Rhythms Series, which includes the festival and two special events. The event producers will assist you in customizing a sponsor position that meets the needs of your business as well as your community relation's objectives.

Benefits

- ◇ Presenting sponsorship association with the 2011 Series
- ◇ Logo and voice recognition in all advertisements
- ◇ Logo and sponsor recognition on the poster for each event
- ◇ Name recognition in electronic media advertisements, minimum 300 spots KEZI/Chambers communications (three million impressions 9 counties)
- ◇ Radio in markets throughout Oregon, N. California and Washington
- ◇ Logo/link on website Front, Sponsor & Entertainment pages
- ◇ Participation in pre-event advertising & marketing communications
- ◇ Prominent display of your company at the event entrance & in the Series Venue
- ◇ The right to use event name, logo and theme in internal and external promotions
- ◇ Opportunity to showcase your company's employees as volunteers
- ◇ Verbal and visual sponsor recognition from the performance stages
- ◇ Ability to create a sponsorship opportunity that meets specific objectives



Quicksilver Messenger



Jefferson Starship

Roots & Rhythms

2011 Other Series Opportunities

Featured Artist Presenter

Featured musical entertainment featuring a unique presentation of a nationally recognized act that is not part of the normal entertainment circuit in our area. And of course a performer that has made significant contribution to the history of American Music.

Benefits

- ◆ Logo/link on website Sponsorship & Entertainment pages
- ◆ Participation in pre-event advertising and marketing communications
- ◆ Display of your company banner at the Festival
- ◆ Opportunity to showcase you company's employees as volunteers
- ◆ Verbal recognition from the performance stages
- ◆ Recognition on the event poster
- ◆ 50 Sponsor entry passes and commemorative T-shirts

Series Supporter

Supporters make possible all of the preparations necessary for a significant event to be produced. The ability to provide a quality sound system, lighting, stage management, printing and other items that are necessary to the production of the event.

Benefits

- ◆ Logo/link on website Sponsorship & Entertainment pages
- ◆ Recognition on the event poster
- ◆ Opportunity to showcase you company's employees as volunteers
- ◆ Verbal recognition from the performance stages
- ◆ 10 Sponsor entry passes and commemorative T-shirts

Music Lover

Someone who understands the importance of those that have gone before to American Music and wants to help spread knowledge of its history and its contributors.

Benefits

- ◆ Opportunity to showcase you company's employees as volunteers
- ◆ Verbal recognition from the performance stages
- ◆ Recognition on the event program
- ◆ 5 Sponsor entry passes and commemorative T-shirts

2011 Roots & Rhythms Participation Form

When completed and signed, this form will authorize the Roots & Rhythms Series to include and recognize your company as a participant in the 2011 events. Benefits and details to be as outlined in this package.

Sponsored Event(s): _____

Agreed & Authorized by: _____

Title: _____

Dollar Amount Agreed Upon: _____

Company/Business Name: _____

Business Type: _____

Address: _____

Telephone Number: _____

Fax: _____

Signature: _____

Date: _____

For R&R: _____

Any special considerations:

Roots & Rhythms