



We would like to invite you to become a sponsor of the Petaluma Music Festival, an annual event benefiting the music education programs of all Petaluma area elementary and secondary schools—it's for our kids!

The **Petaluma Music Festival** successfully donated over \$13,000 to all Petaluma area school music programs in 2010. Thanks to our sponsors, donors, volunteers, attendees, and headline music artists such as *Trombone Shorty*, *ALO*, and *Poor Man's Whiskey*, we have established a world-class music festival in Petaluma **AND** we're keeping music in our schools!

The 4th Annual Petaluma Music Festival will take place on [Saturday, August 6th, 2011](#) at the Sonoma-Marin Fairgrounds in Petaluma and will feature:

- The following music artists: *The Devil Makes Three*, *The Mother Hips*, *Big Sam's Funky Nation*, *SambaDá*, *Nicki Bluhm & The Gramblers*, *Big Light*, *Red Meat*, *Hillside Fire*, *Stompy Jones*, *Craig Horton*, *The Peter Welker Sextet featuring Jeff Oster*, and more
- The fine beers of the Lagunitas Brewing Company
- An appetizing Wine Country food and wine tasting pavilion featuring local award-winning wines, and locally grown and produced cheese, bread, olive oil, organic farm produce, and more
- A variety of specialty food, craft and local business vendors
- A shaded seating section for **VIP** festival sponsors along with premium parking, and complimentary hors d'oeuvres, wine and beer
- A fantastic silent auction and celebrity autographed guitar raffle

The Petaluma Music Festival is faced with many up-front expenses necessary to produce the festival in August. Your support will help us secure the music artists and allow us to mount another first-rate festival. Your business will receive significant goodwill advertising, publicity, branding opportunities, and VIP hospitality (please see sponsorship opportunity levels). The Petaluma Music Festival is a 501(c)3 non-profit organization and your donation is fully tax-deductible.

Funding for the arts in California is problematic, and there is never enough for music in our schools. With your donation, you will ensure that our children will continue to enjoy the positive influence of music in their lives—you are making a difference!

You can also become a supporter by making a credit card donation through our website! Please click on the link below:

PETALUMAMUSICFESTIVAL.ORG

For additional information or questions, please contact Cliff Eveland at info@petalumamusicfestival.org



Donor & Sponsor Opportunities 2011

Sponsorship of the Petaluma Music Festival at any level is a tax deductible donation to a 501(c)3 non-profit organization benefiting music programs in all Petaluma area elementary and secondary schools

- The following donation level includes: acknowledgement on website and festival signage

<u>Friend</u>	\$100	4 General Admission Petaluma Music Festival tickets
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- The following donation levels include: acknowledgement on website and festival signage, shaded VIP seating area with complimentary hors d'oeuvres, wine and beer tasting, and VIP reserved parking

<u>Founder</u>	\$250	2 VIP Petaluma Music Festival tickets
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<u>Patron</u>	\$500	4 VIP Petaluma Music Festival tickets and logo on website
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- The following levels of sponsorship include: logo and acknowledgement on television advertising, posters, print media, billboards, merchandise, postcards, website and festival signage; logo banner at festival site; sponsorship of supporting artist; shaded VIP seating area with complimentary hors d'oeuvres, wine and beer tasting, VIP reserved parking, music festival t-shirts, and VIP backstage passes to meet supporting artist

<u>Promoter</u>	\$1,250	4 VIP Petaluma Music Festival tickets
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<u>Partner</u>	\$2,500	6 VIP Petaluma Music Festival tickets and exclusive sponsorship of supporting artist
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- The following levels of sponsorship include: logo and acknowledgement on television advertising, posters, print media, billboards, merchandise, postcards, website and festival signage; 30 second "thank you" video featuring your company; branding opportunities and on-site vendor booth; logo banner at festival site; exclusive sponsorship of supporting artist; shaded VIP seating area with complimentary hors d'oeuvres, wine and beer tasting, VIP reserved parking, music festival t-shirts, and VIP backstage passes to meet supporting artist

<u>Principal</u>	\$5,000	8 VIP Petaluma Music Festival tickets
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<u>Presenter</u>	\$10,000	10 VIP Petaluma Music Festival tickets, "presented by" in title of festival, radio acknowledgement, exclusive sponsorship of headline artist, first right of refusal for next year's festival, VIP backstage passes to meet headline artist
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You can also become a sponsor by making a credit card donation through our website!

PETALUMAMUSICFESTIVAL.ORG

For additional information or questions regarding sponsorship please contact
Cliff Eveland, Festival Director, at 707-769-9650 or info@petalumamusicfestival.org

The Petaluma Music Festival welcomes in-kind donations (wine, services, etc.) in lieu of monetary donations



Saturday, August 6th, 2011

Donor & Sponsor Response Form

____ Yes! I would like to be a supporter of the Petaluma Music Festival and keep music in our schools! The Petaluma Music Festival is a non-profit organization and my donation is tax deductible

A detailed information packet will be emailed to all donors approximately three weeks prior to the festival. All donor/sponsor tickets will be held at Will Call at the festival gate. "Patron", "Promoter", "Partner", and "Principal" sponsors will be contacted to coordinate logo placement

Name _____

Business Name _____

Address _____

Phone _____

Email _____

Donation Level \$ _____

The Petaluma Music Festival gladly welcomes in-kind donations (wine, services, etc.) in lieu of monetary donations

If you would like to make an in-kind donation or if you have any questions, please contact Cliff Eveland, Festival Director, at (707) 769-9650 or info@petalumamusicfestival.org

Please mail your donation made payable to the "Petaluma Music Festival" along with this form to:

Petaluma Music Festival
P.O. Box 156
Petaluma, CA 94953

Thank you for supporting music in our schools!

All donations are tax deductible to the extent allowed by law. Our federal tax ID number will be made available upon donation. For inclusion in all Petaluma Music Festival advertising, donations must be received before June 1, 2011

You can also become a sponsor by making a credit card donation through our website!

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