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**ROCK the BLOCK**  
June 10, 2017

Rock the Block is all about community. Join us.

Rock the Block is part of LINC UP's community engagement efforts. We are a local 501(c)3 non-profit organization with a goal of connecting and uplifting the community. Rock the Block is an unparalleled chance to support our ongoing work and to link it directly to the people we serve throughout the year. Rock the Block began in 2011 as an opportunity for residents to connect with community resources, while offering a community space for a day of fun together for neighborhood families. Since then it has evolved into a large street fair with vendors, more resources and entertainment; residents can enjoy great bands, sample local food, connect with local non-profits and businesses, and take in Madison Square's rich cultural history.

Rock the Block has become a popular annual event, and its growth requires both large volumes of volunteer and financial resources. Would you consider becoming a sponsor for the 2017 Rock the Block? As a sponsor, you will be supporting our booths, entertainment and activities for the residents in our neighborhoods. More importantly, your sponsorship support helps us with our important, ongoing community engagement and improvement efforts and initiatives. For further details regarding sponsorship inclusions and opportunities please read below!

### **Sponsorship Opportunities**

#### **Premier Underwriter - \$10,000**

Become a Premier Underwriter, and we in return can give you the opportunity to promote your products and services to this growing demographic further establishing your company as a 'trust agent' within the community. Through highly visible signage, your company's representative appearance on stage if you choose, and booth space for your products and services, you can have a marketing impact on over 10,000 attendees during the event.

- Prominent signage promotion on the main stage
- Use of stage for 120 seconds of advertising every hour (if desired)
- Acknowledgement from stage by the Master of Ceremonies at the beginning and end of the day
- Placement of logo on front page of Rock the Block program and promotional materials
- Logo/name on our website
- Mention of name on radio and TV spots
- Preferred booth space in prominent location for product promotion

#### **Platinum Sponsor - \$5,000**

There are seven categories of Platinum Sponsors: Health & Wellness, Youth, Community Resource, Education, Small Business, Food & Beverage and Entertainment. The specific category inclusions and options are listed below:



- Sponsor recognition on all event related marketing and promotional material: print, radio and web
- Sponsor signage on main stage
- Use of stage recognition: 1 min./hr.
- Preferred booth space

### **Community Resource**

As a Community Resource sponsor, you will be supporting our booths and activities that promote community engagement and offer community resources for the residents in our neighborhoods. For instance, last year we were able to host multiple booths that offer helpful resources in our community ranging from child to senior care, fitness and exercise, education support for parents and students, job training and staffing, health testing and more. We believe making as many services and resources available is vital to maintaining a healthy and vibrant community, and as a Community Resource sponsor you would be directly supporting and encouraging that endeavor.

### **Entertainment**

As an Entertainment sponsor, you will be helping support the entertainment activities, special guest appearances and necessary stage and equipment rentals we need in order to make the event a memorable experience for our attendees. Last year we were able to bring a great headliner musical act – Kid Prez – who was a huge hit with everyone. We hope to top that act with something even bigger this year!

### **Education**

As an Education sponsor, you will be supporting our booths and activities that promote educational support and offer educational resources for the parents and students in our community. For instance, last year we were able to host multiple booths that offer helpful resources for GRPS students in our community ranging from child care and development, parent engagement and education supported organizations. We believe making as many resources available is vital to growing and maintaining an engaged community with our schools, and as an Education Sponsor you would be directly supporting and encouraging that endeavor.

### **Food & Beverage**

As a Food & Beverage sponsor, you will be helping support the numerous local food vendors from our community, equipment rentals we need in order to make the event a positive experience for our attendees, and helping local restaurants and catering companies new to the area be introduced to our community members. Last year we had over 50 vendors ranging from Soul Food to All-American BBQ to numerous ethnic varieties. We believe in “shopping local” and keeping our dollars in our city, and as a Food & Beverage sponsor you would be directly supporting and encouraging that endeavor.



## **Health & Wellness**

As a Health & Wellness sponsor, you will be supporting our booths and activities that promote healthy lifestyles and offer health resources for our community. For instance, last year we were able to bring in a fitness group to demonstrate a workout routine, and attendees thoroughly enjoyed participating. In addition, we were able to host multiple booths that offer helpful resources in our community ranging from child to senior care, fitness and exercise, health testing and more. We believe making as many services and resources available is vital to maintaining a healthy community, and as a Health & Wellness Sponsor you would be directly supporting and encouraging that endeavor.

## **Small Business**

As a Small Business sponsor, you will be supporting our booths and activities that promote small business growth and awareness and offer resources for our community. For instance, last year over 40 small businesses were able to showcase their resources, products and services to the 10,000 Rock the Block attendees. We believe making residents in our community aware of the numerous small businesses in our area is vital to keeping our dollars local and increasing job opportunities for our community members within our own community and as a Small Business Sponsor you would be directly supporting and encouraging that endeavor.

## **Youth**

As a Youth sponsor, you will be supporting our booths and activities that promote youth engagement, offer educational support and resources for the students in our community. We also have a designated "Kid Zone" area where we have multiple games, activities, and other fun things for Rock the Block kids to come and enjoy and you would be an integral part of making that possible. In addition, last year we were able to host multiple booths that offer helpful resources for GRPS students in our community ranging from child care and development, and education supported organizations. We believe making as many resources available is vital to growing and maintaining an engaged youth community, and as a Youth Sponsor you would be directly supporting and encouraging that endeavor.

## **Gold Sponsor - \$2,500**

- Sponsor recognition on all event related marketing and promotional material: print and web
- Sponsor recognition at the event and preferred booth space

## **Silver Sponsor - \$1,000**

- Sponsor recognition on all event related marketing and promotional material: print and web
- Preferred booth space



*\*All contributions are tax deductible as allowed by law*

- I'd like to be a sponsor for this event – put me on the list as the:
  - Premier Underwriter - \$10,000
  - Platinum - \$5,000
    - Category: \_\_\_\_\_(Community Resource, Health & Wellness, Education, Entertainment, Food & Beverage, Small Business or Youth)
  - Gold - \$2,500
  - Silver - \$1,000
  - Other \$ \_\_\_\_\_

Credit Card Information:

- Visa       Mastercard       Discover       American Express
- Expiration Date: \_\_\_\_\_ Sec. Code: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Signature of Authorized User	Date
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- Enclosed is my check for \$ \_\_\_\_\_
- Please invoice me for \$ \_\_\_\_\_
- We can't be a sponsor this year but here's a donation of \$ \_\_\_\_\_
- We would like to make an in-kind donation valued at \$ \_\_\_\_\_

Company name as it should appear in print (Please print):

\_\_\_\_\_

Contact person's name: \_\_\_\_\_

Contact person's phone #: \_\_\_\_\_

Contact person's e-mail address: \_\_\_\_\_

Mail this form by **May 1<sup>st</sup>** to get all your sponsorship benefits to:

*LINC UP / RTB – 1167 Madison Ave SE – Grand Rapids MI 49507*