

2017 Newberry Event Sponsorship or Donation Request

Hello. We are reaching out to you in the hopes that you would consider a sponsorship of South Deschutes County's **5th Annual Newberry Event Music and Arts Fundraiser to Defeat MS**. Please contact Doug or Gloria Watt or an Ambassador for information. Summaries of prior events:

www.bendbulletin.com/localstate/4527223-151/music-festival-bolsters-ms-research (2016)

www.bendbulletin.com/entertainment/4500585-151/euf%C3%B3rchestra-headlines-fourth-annual-newberry-event-in-la (2016)

www.bendsource.com/bend/music-for-ms/Content?oid=2516653 (2015)

www.cascadeae.com/newberry-event-brings-arts-music-to-la-pine-area/ (2014)

www.issuu.com/newberryeagle/docs/eagle_highway_magazine_07-01-14 (2014)

The Newberry Event is a weekend outdoor festival bringing a VARIETY of live music, fine art and crafts to Southern Deschutes County, Central Oregon. To be held July 21, 22 & 23, 2017 at DiamondStone Guest Lodges, between Sunriver and La Pine, it now has four years of positive history. Hundreds throughout the Pacific Northwest and beyond have heard of and attended. It is County and NMSS approved, and family friendly for approximately 500-1500 people/day with many attendants camping on site.

The Mission of The Newberry Event (IRS Charitable Association) is twofold:

1) To raise funds for the beneficiary, the **Oregon Chapter National Multiple Sclerosis Society**. Funds are distributed back to benefit local Oregon Communities and their MS-based needs, as well as to provide critical research funds to defeat Multiple Sclerosis. Events thus far have donated \$7,250. The 2017 goal is to raise \$10,000 in net proceeds.

2) **South Deschutes County Economic Development**, attracting primary dollars from outside of the area, introducing attendees to this Central Oregon recreation paradise. This charitable fundraiser with a private party atmosphere, showcases diverse musical acts and promotes the arts in South Central Oregon.

Multiple Sclerosis is an incurable, progressively debilitating disease. Almost everyone knows someone with this disease, with high concentrations in all globally mid-latitude areas, over 9,000 people in Oregon and SW Washington, and more than 2.3 million worldwide. An MS cure is a goal; but we first must unravel the clues. The National MS Society mobilizes resources to find the cause and develop a cure, and addresses challenges of everyone affected by MS. NMSS's mission is "a world free of MS."

Sunriver and La Pine communities are, together, "Newberry Country," the gateway to Newberry National Volcanic Monument, an area expected to have significant growth in Oregon over the next decade. Newberry Country has small town charm, and big hearts for charitable causes. Though humbled by past support received, the Newberry Event needs further financial support to meet 2017 Goals. It costs over \$30K to operate, with a goal to raise another \$10K and have operating funds to keep this good time for a good cause perpetuating for years to come. Sponsors benefit from prolific advertising statewide and beyond; their name and logo on thousands of posters and leaflets, advertising, and the goodwill of supporting a worthy cause. At the event, sponsors display banners (you provide), receive complimentary tickets, vendor booths, & stage announcements as appropriate.

Sponsors value the Newberry Event as participating in one of the most exciting things that happens in this otherwise peaceful, rural community. Good press reported "something really special, a broad variety of musicians and styles playing back to back sets of folk, rock, reggae, jazz and dance on two stages."

THANK YOU FOR CONSIDERING THIS SPONSORSHIP REQUEST.

Doug & Gloria Watt, Shawn Jackson,

Newberry Event Directors **IRS 501C3 #47-1743633** 541-536-6263 diamond@diamondstone.com
16693 Sprague Loop, La Pine, OR 97739

Below are details for sponsorship levels: These worked well for 2016.
We are interested in your suggestions for the benefits associated with the various levels.

Diamond \$5000-\$10,000: Main Stage Side Banner, two 3'x6' Fence Banners (you provide), Logo on Flyers & Posters, Twenty 3-Day or Forty 1-Day Tickets. Logo on minimum 10,000 4x6 handbills, and 1000 11x17 posters distributed statewide and beyond, all printed advertising, program listing, stage announcements and 2-Night DiamondStone Lodging Package based on availability. Your brand will be mentioned as the Presenting Sponsor 100 times in a radio campaign, which will run 4 weeks leading up to the event. 87 social media mentions on at least 13 local social networks including Facebook, Twitter, Instagram and Google Plus. Estimated reach is 20,000+ over an 8-week period.

Titanium \$2500-\$4999: Main Stage Side Banner and Two 3'x6' Fence Banners (you provide), Ten 3-Day or Twenty 1-Day Tickets. Logo on minimum 10,000 4x6 handbills, and 1000 11x17 posters distributed statewide and beyond, all printed advertising & logo in program listing. Your brand will be mentioned on at least 13 local social networks including Facebook, Twitter, Instagram & Google Plus. Estimated reach is 18,000+ over an 8-week period.

Platinum \$1000-\$2499: Two 3'x6' Fence Banners (you provide), Eight 3-Day or Sixteen 1-Day Tickets. Logo on minimum 10,000 4x6 handbills, and 1000 11x17 posters distributed statewide and beyond, all printed advertising, and logo in program listing. Your brand will be mentioned on at least 13 local social networks including Facebook, Twitter, Instagram and Google Plus. Estimated reach is 15,000+ over many months.

Gold \$500-\$999: Two 3'x 6' Fence Banners (you provide), Four 3-Day or Eight 1-Day Tickets. Logo on minimum 10,000 4x6 handbills and 1000 11x17 posters, all printed advertising and logo in program listing. Social media mentions.

Silver \$250-\$499: One 3'x 6' Fence Banner (you provide), Two 3-Day or Four 1-Day Tickets and logo placed in program listing.

Silent Auction Item: Listing in program.

Your sponsorship will assure success for the NEWBERRY EVENT. Please visit the www.newberryevent.com website or see attached to find more information on this exciting festival. Do not hesitate to contact us with any questions. Join us, looking forward to great success this coming year.

Thank you for considering this sponsorship request.

Doug & Gloria Watt, Directors

The Newberry Event, hosted at DiamondStone Guest Lodge, www.NewberryEvent.com
diamond@diamondstone.com 541-536-3600 VX, 541-536-4584 VX/Text

Shawn Jackson, Director

ActionDeniro Productions, actiondeniro@gmail.com, 541-508-8913 VX/Text