



Sponsorship Proposal
2013 Concerts in the Village



The Mattie Kelly Arts Foundation (MKAF), a 501-c-3 not-for-profit charitable arts organization, was founded in 1995 on the cultural, educational and spiritual beliefs of the late Destin Matriarch, Mattie Kelly. MKAF's mission is to be the leading art advocate supporting cultural arts and student educational outreach serving Okaloosa and Walton counties in Northwest Florida. For 18 years, MKAF has presented and created cultural programs to bring art enrichment, education and entertainment for the literary, performing and visual arts to adult and children audiences.

For over 18 seasons, MKAF has presented a series of outdoor concerts suitable for families of all ages. Recognized as one of Northwest Florida's most popular family concert series, the popular annual event has grown to 10-weeks and is listed as one of the top ten things to do in Northwest Florida by Florida Travel & Tourism Guide.

MKAF has invested over 100% increase in the entertainment and stage production budget to raise the caliber of local and regional touring artist in its new cultural venue. MKAF's concert marketing budget and generous media sponsors provide over \$40,000 in promotional advertising. Attendance during the 10-week concert series is expected to attract record numbers between 10,000 to 15,000 people, representing four generations of residents and visitors.

2013 CONCERT PERFORMANCE SCHEDULE

May 2 – Fountain City Players

Motown, R&B, Pop, Reggae, Jazz

May 9 – Michael Stacey Band

Modern Country

May 16 – Ron Adams “Reflections”

A Historical Journey of American Music

May 23 – China Grove

A Tribute to The Doobie Brothers

May 30 – Déjà vu

Classic/Modern Rock, 70's-90's Dance Music

June 6 – The Mike Veal Band

Stump the Band from over 200 artists

June 13 – Craig Woolard Band

Carolina Beach Music

June 20 - Heritage

Hawaiian, Pop & Reggae

June 27 – Alter Eagles

A Tribute to The Eagles

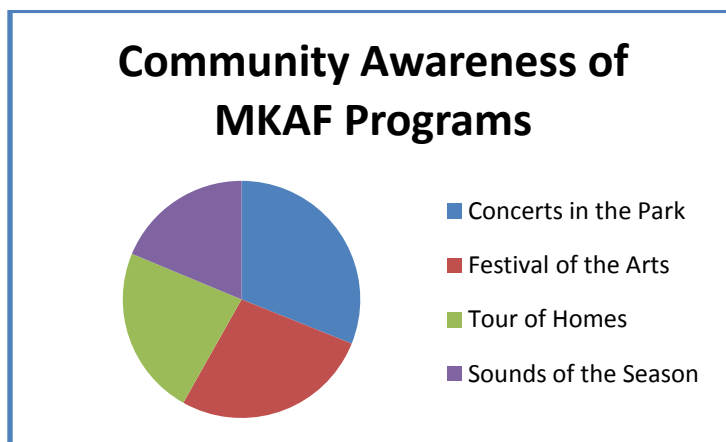
July 3 – David Seering

An American Patriotic Tribute

The Concerts in the Village features some unique amenities for individuals and families of all ages for an enjoyable cultural experience. The ***Picnic Supper Club*** is a benefit to sponsors and available to MKAF members to purchase season tables. Picnic Supper Club members receive a banquet table and chairs, which is a popular way to host family, friends and business clients in a cultural atmosphere. Local featured restaurants alternate weekly, preparing fresh on-site their favorite cuisines that remain affordable, including a kid's menu. Concert fans are welcome to bring their own picnic and wine or beverage of choice. Bottled water and soft drinks are available to purchase onsite with proceeds to benefit MKAF's cultural and education mission. Admission is \$8 per adult and children under 12 and MKAF members are free.

MARKET INFORMATION

MKAF recently conducted a market research survey from its members, sponsors, patron attendees, local chamber memberships and Halifax Media subscribers. The objective was to assess community awareness and understanding of the MKAF's mission and to garner valuable input on desired cultural activities and programming. The following results were revealed from the market survey conducted by Majority Opinion Research.



SURVEY CONCLUSIONS & CONCERT TARGET AUDIENCE

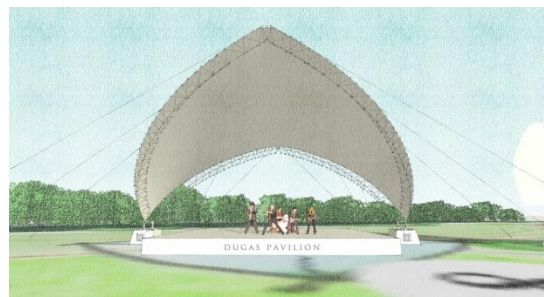
- 83% of the surveyed community is aware of Mattie Kelly Arts Foundation
- Concerts in the Village has the highest level of awareness of all MKAF programs (78%) with Festival of the Arts a close second (68%). These are also the most attended MKAF events and have the highest conversion of awareness to attendance.
- Of the surveyed, 40% earned over \$100,000 household income, 15% earned between \$75,000 and \$99,999, 17% earned \$50,000 to \$74,999, 12% less than \$49,999 and 16% did not respond
- 40% male and 60% female survey responders ranged in age of 25 to 75 with an 57% between 35 and 64 years of age.
- Eight in ten community members surveyed (79%) travel to other cities for arts and cultural events (Broadway plays, musicals, concerts and festivals top the list of favorites). This indicates a strong demand for the community to offer a vibrant arts and culture scene.
- The community is most interested in theater, comedy and music performances with 42% surveyed would like to attend concert and music festivals followed by plays, ballet and theater.



This is an exciting year for MKAF and the Concerts in the Village series. MKAF is embarking on a new cultural journey, developing the Mattie Kelly Cultural Arts Village, a 52-acre parcel of land donated by the late Mattie Kelly. In 2012, the Dugas Family Foundation generously awarded a \$1,000,000 capital improvement grant to build a permanent home for MKAF's two signature events, *Concerts in the Village* and *Festival of the Arts* and a variety of other artistic performances.



The new project area comprises approximately 6.76 acres of green space, which will now accommodate audiences of up to 5,000 people, 79,547 square feet of which is dedicated to provide highly-flexible space for seating, artist and vendor tents and accessibility to lease to outside users.



The new stage will feature a 1,600 square foot stage and 4,860 square-foot covered pavilion with ramp access. Additional capital improvements feature a commanding 20-foot metal sculpture entranceway, 1,924 square foot bathroom building with 360 square feet of general storage and additional 168 on-site grass parking spaces combined with 309 shared parking spaces from adjacent property owners. The total Mattie Kelly Cultural Arts Village encompasses 44.94 acres of pristine forest and wetlands in the heart of Destin, serving the residents and visitors of Northwest Florida.

SPONSORSHIP OPPORTUNITIES

Thank you for your consideration to support the *Concerts in the Village*. The 10-week concert series will begin May 2 and continue every Thursday through June 27 (at 7:00 PM) with a special concert finale on Wednesday, July 3 for An American Patriotic Tribute. As a sponsor, your organization has the opportunity to not only be a part of this community tradition, but to reach an extensive and receptive audience.

Benefits of Sponsorship

- Reach an audience between 10,000 to 15,000 with wide demographic of consumers
- Demonstrate community leadership and charitable giving
- Support existing Foundation cultural and educational programs
- Connect with and engage consumers

SPONSORSHIP LEVELS & BENEFITS

Level 1 - Diamond Sponsor (Contribution of \$10,000) – Industry Exclusive

- Company logo on rack card and promotional poster
- Company logo featured on digital video screen
- Company logo/hyper link on MKAF website
- Company logo/hyper link on MKAF weekly email blast distributed to 2,000+ patrons
- Stage mention as Diamond Sponsor to 10,000 to 15,000 concert fans
- Picnic Supper Club - 1 VIP Table & Season Pass for 8 guests for 10 concerts

Level 2 – Sapphire Sponsor (Contribution of \$5,000) – Industry Exclusive

- Company logo on rack card and promotional poster
- Company logo featured on digital video screen
- Company logo/hyper link on MKAF website
- Company logo/hyperlink on MKAF weekly email blast distributed to 2,000+ patrons
- Picnic Supper Club - 1 VIP Table & Season Pass for 8 guests for 10 concerts

Level 3 – Emerald Sponsor (Contribution of \$3,000)

- Company logo on rack card and promotional poster
- Company logo featured on digital video screen
- Company logo/hyperlink on MKAF website and website links
- Company logo on MKAF weekly email blast distributed to 2,000+ patrons
- Picnic Supper Club – 1 VIP Table & Season Pass for 6 guests for 10 concerts

Level 4 – Platinum Sponsor (Contribution of \$1,500)

- Business listing (no logo) on rack card and promotional poster
- Business listing (no logo) on digital video screen
- Business listing on MKAF website
- Picnic Supper Club – 1 VIP Table & Season Pass for 6 guests for 10 concerts



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