



## Sponsorship Prospectus

Hairball Benefit Concert – Elko Speedway  
July 22, 2017  
Elko New Market, MN

Event Details: [marymoonfoundation.org](http://marymoonfoundation.org)  
Facebook Page: [facebook.com/marymoonfoundation](https://facebook.com/marymoonfoundation)



The Mary Moon Foundation is a 501(c)(3) non-profit organization, founded by Peter and Christine O'Keefe in memory of their daughter Mary Jacqueline O'Keefe, nicknamed "Moon." Mary loved participating in arts and crafts and a variety of other activities while she spent a large portion of her final year in the hospital fighting cancer. Our mission is to conduct fundraising events to help finance art supplies, toys, parties, special events and games for the University of Minnesota Children's Hospital to help hospitalized children enjoy life, learn and grow as much as every child should. In 2016, the Mary Moon Foundation completed its \$100k pledge to the U of M. Next, the Foundation is supporting the initial investment in the construction of Crescent Cove's children's hospice. Crescent Cove's mission is to offer care and support to children and young adults with a shortened life expectancy, and their families. They are working to build the first residential children's hospice and respite home in Minnesota and are currently providing support services to families caring for children with life-threatening conditions.

#### Foundation & Benefit Concert Details:

- 2nd annual concert event, presented by Mary Moon Foundation and Elk Speedway, to raise money to support the needs of hospitalized children and their families
- Hairball presents "A Bombastic Celebration of Arena Rock"
- The July 22, 2017 event will begin at 5:00pm and will run for over 7 hours. It's held outside at Elko Speedway in Elko New Market, MN.
- Target attendance is between 4000 and 5000 people.
- Mary Moon has previously held seven successful fundraising events, including the Water Park of America, Nickelodeon Universe and our first Hairball benefit concert summer 2016.
- Proceeds are being provided to the benefactors of the foundation.

- Ticket prices are estimated to be \$20 per person when purchased online or \$25 at the gate.
- If the event is canceled for any reason, there are no refunds for any tickets sold or sponsorships.

#### Audience Profile:

- Marketing for the 2016 event generated exposure to more than 50,000 people in the Twin Cities and surrounding areas and included:
  - KQRS radio ads
  - Email blasts & newsletter coverage
  - Highway 77 billboard
  - Yard signage & venue banners
  - Social media & MMF website
  - Flyers
- Event attendees are 21+ and largely residents of Dakota County, MN

The Foundation consists of 100% volunteers, with no individual drawing a salary or wage. As founders, Peter and Christine invest an enormous amount of their personal time and money running the foundation while working full-time and raising their three other children. Mary is missed every day but Peter and Christine know she is with them in spirit as they foster the foundation in her name. Support from sponsors, donors and staff is critical to each successful event.



## Sponsorship Packages:

We are seeking sponsorships to support our cause. Sponsoring our event is an easy way to promote your company's brand, messages and services to thousands of people. The following sponsorship packages offer a variety of options. Sponsoring this event is an easy way to get your company's services exposed to your target audience, meet potential new customers and demonstrate your value to our community. Please contact Peter O'Keefe with any questions; [peterpokeefe@outlook.com](mailto:peterpokeefe@outlook.com) or 952-484-3040.

### Title Sponsor – Exclusivity; ~~1~~ Available

- *Sold to Apple Autos*

\$4000 Investment

- Prominent logo placement on Mary Moon website and name on ticket purchase page
- Prominent logo placement Mary Moon Facebook page
- Hyperlinks from website logo and Facebook page to sponsor website
- Mention in all Mary Moon published advertising; flyers, signage, all newsletters and radio
- Event banner signage (Large)
- 8 pairs (16 total) concert tickets -- \$400 value
- 4 pairs (8 total) VIP Tickets -- \$600 value
- Recognition in community presentations

### Gold Sponsor – 4 Available

\$2000 Investment

- Prominent logo placement on Mary Moon website
- Prominent logo placement Mary Moon Facebook page
- Hyperlinks from website logo and Facebook page to sponsor website
- Mention in two newsletters
- Event banner signage (Medium)
- 5 pairs (10 total) concert tickets -- \$250 value
- Recognition in community presentations

### Silver Sponsor

\$1000 Investment

- Logo placement on Mary Moon website
- Logo placement Mary Moon Facebook page
- Hyperlinks from website logo and Facebook page to sponsor website
- Mention in 1 newsletter
- Event banner signage
- 4 pairs (8 total) concert tickets -- \$200 value

\*Newsletter references subject to change based on date of sponsorship agreement and available remaining newsletters



## Contract for Sponsorship

Mary Moon Foundation Hairball Benefit Concert, July 22, 2016

Please sign, scan and email your completed contract to: [peterpokeefe@outlook.com](mailto:peterpokeefe@outlook.com)

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Please select your sponsorship selection(s):**

\_\_\_\_\_ Title Sponsor - \$4000

\_\_\_\_\_ Gold - \$2000

\_\_\_\_\_ Silver - \$1000

Other: \_\_\_\_\_

**Payment / Billing Information:**

\_\_\_\_\_ I will pay by check (make checks payable to Mary Moon Foundation)

\_\_\_\_\_ I will pay with credit card by making a donation on the Mary Moon Website in the amount owed

\_\_\_\_\_ I will pay with credit card in person

**Agreement (please initial):** \_\_\_\_\_ Yes, I agree to the terms and conditions of this agreement. I represent that I have full power and authority to enter into this event sponsorship and authorize the Mary Moon Foundation to include our organization's name, logo, and representation where it is applicable according to our sponsorship level as describe by this agreement.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_

**Terms and Conditions**

The performance of this agreement by either party is subject to acts of God, war, government regulation, disaster, strikes, civil disorders, curtailment of transportation facilities, or other emergencies making it inadvisable, illegal or impossible to provide facilities or to hold the event. Sponsorship is not confirmed until payment is received.

In the event a sponsor notifies the Mary Moon Foundation of its intent to cancel this Agreement after acceptance prior to April 22<sup>nd</sup>, 2017, the Mary Moon Foundation shall be entitled to retain fifty percent (50%) of the full application fee as liquidated damages and not as a penalty. If Sponsor provides such notice on or after April 22<sup>nd</sup>, 2017, the Mary Moon Foundation shall be entitled to retain one hundred percent (100%) of the application fee as liquidated damages and not as a penalty.