





May 24, 2017

Hello!

It's hard to believe, but it's almost EarleFest time again! On September 23, the Earle Baum Center and SoMo Concerts will join forces to put on the tenth EarleFest Celebration of Americana Music.

Last year was our first time at the larger location, SoMo Village, and it was a great success. We had 2000 attendees last year, and hope for closer to 3000 this year! At this point, EarleFest draws the crème de la crème of the Americana scene.

Today, I am asking you to help sponsor this great community event. We need you more than ever. Our funding took a hit last year. The federal Workforce Innovation and Opportunity Act eliminated the category of homemaker, leaving us far fewer funds for providing services to homemakers. Many of our clients fall into that category and we're determined to give everyone full support, despite lack of government assistance. Your sponsorship helps.

All EarleFest sponsorship proceeds are used to provide desperately needed services to blind and visually impaired people throughout Northern California. Since 1999, the Earle Baum Center has taught skills that allow people to live independently, prevent falls, travel safely, and use the latest low vision technology, so they can remain plugged into life—something we all need. In addition to helping people, businesses get advertising exposure to thousands of people and individuals get a charitable tax deduction.

We hope you'll join our list of honored sponsors, some of whom include North Bay Vitreoretinal Consultants, Exchange Bank, Abbey, Weitzenberg, Warren & Emery, Eye Care Institute, Kaiser Permanente, Hopmonk Tavern, KRSH Wine Country Radio, Luther Burbank Savings, Montgomery Village Lions, North Bay Insurance, Safeway Foundation, Wright Contracting, and Soroptimist International of Santa Rosa.

Last year, Lucinda Williams, The Mavericks, and The Paladins rocked the stage. This year, Los Lobos will lead the pack. We'll also hear the California Honeydrops and more great bands to be announced. Now squarely on the radar of music lovers and musicians alike, EarleFest 2017 will draw even more visitors than previous years. That means more visibility and exposure for our sponsors, and we truly hope you'll be one of them!

Sponsorship levels begin at \$1,000 and range to \$25,000 and above. You can choose the level that feels right for you and your business and feel good about helping people in Sonoma, Lake, Mendocino, and Napa Counties. These are your friends, families, and neighbors and they need us to keep expanding and contributing to their worlds. Someday you may need help with your vision, and we plan to be there for you!

Attached you'll find a sponsorship package showing the details for EarleFest 2017. We look forward to chatting with you about becoming a sponsor and how we can mutually benefit from the experience. Please don't hesitate to contact me directly, for any reason.

Sincerely,

Daniel Needham
President/CEO
needham@earlebaum.org
(707) 523-3222



EARLE BAUM CENTER

Serving the Blind and Visually Impaired



SEPTEMBER 23, 2017

*Shine the spotlight on
your business as a leading
supporter of this highly
respected organization.*

EARLEFEST 2017 SPONSOR BENEFITS

\$ 25,000 and Above – Major Sponsor

- Banner displayed at the event
- Booth space at the event (10x10')
- Logo in all print advertising
- Logo on event poster
- Logo and link on the EarleFest.com website
- Name in event Sponsor Listing
- 14 event tickets

\$ 10,000 Sponsor

- Banner displayed at the event
- Logo in all print advertising
- Logo on event poster
- Logo on the EarleFest.com website
- Name in event Sponsor Listing
- 12 event tickets

\$ 5,000 Sponsor

- Logo on event poster
- Logo on the EarleFest.com website
- Name in event Sponsor Listing
- 10 event tickets

\$ 2,500 Sponsor

- Logo on the EarleFest.com website
- Name in event Sponsor Listing
- 8 event tickets

\$ 1,000 Sponsor

- Name on the EarleFest.com website
- Name in event Sponsor Listing
- 6 event tickets



EARLE BAUM CENTER

Serving the Blind and Visually Impaired



We are pleased to Sponsor EarleFest and support the work of the Earle Baum Center – to benefit people with sight loss throughout Northern California.

- \$ 25,000 and Above – Major Sponsor
- \$ 10,000 Sponsor
- \$ 5,000 Sponsor
- \$ 2,500 Sponsor
- \$ 1,000 Sponsor

Company Name _____ Contact Person _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

- Check enclosed
- Please bill me
- Please charge my Mastercard Visa American Express

Name on Credit Card _____

Card # _____ Expiration Date _____ CVS # on Card Back _____

Signature _____ Date _____

Sponsorship Deadline - June 15, 2017

Your logo will be included in event publicity as soon as possible following receipt of your check

- Please do not include our Sponsorship in event publicity.

Please fax completed form to Earle Baum Center 707-636-2768 or mail to the address below.



EARLE BAUM CENTER

Serving the Blind and Visually Impaired