



*2011*

*Sponsorship Opportunities*

# ***DREAMS IN COLOR***

**Benefit Concert Tour**

WE ARE GRATEFUL FOR YOUR SPONSORSHIP, PARTICIPATION AND SUPPORT.

DO Foundation is a 501(c)3 organization designated by the Internal Revenue Code.  
All donations are tax-deductible

Dear Sponsor,

As you may or may not be aware, homelessness is an ever increasing epidemic plaguing our country. Current economic downfalls have caused many families to lose their homes due to job loss, the mortgage crisis and more. Not to mention the lack of resources available to help these people and/or families sustain a home or life of self-sufficiency. *DO Foundation* works diligently with many organizations to help alleviate this problem, starting first with the community in which our organization was developed. We are an organization dedicated to improving lives, with an emphasis on the economically challenged and the culturally disadvantaged. *DO Foundation* in partnership with BCO Media, Inc. have come together in a collaborative effort to bring about a positive change in Detroit and other communities across our country and around the world. We are striving to improve the lives of homeless or displaced individuals, families, veterans and teens, by providing immediate assistance, transitional housing, restoration of abandoned properties to be used for housing and programs developed to aid and assist in regaining a life of self sufficiency. Thus, we have put together an event that will assist us in achieving that goal.

For this reason, the *DO Foundation* invites you to participate as a sponsor at our **2011 DREAMS IN COLOR Benefit Concert Tour**. Our concert tour is working to showcase talents such as: **Stevie Wonder, Najee, Brian O'Neal, Anita Baker, Jill Scott, Will Downing** and more. In addition to a line up of great musical talent, we will showcase comedians, athletes and local talent from around the country. Touring cities will include: Detroit, Atlanta, Washington DC, Philadelphia, Denver, Minneapolis, Miami, New Orleans, Las Vegas, Los Angeles, San Diego, San Francisco, Dallas, Chicago, and Seattle.

**2011 DREAMS IN COLOR Benefit Concert Tour** reflects a call to action within our communities that will aid and assist in creating affordable and/or transitional housing, programs and services to prevent homelessness across the board, and outreach based on the *DO Foundation's* philosophy: "All people, no matter their walk in life, are entitled to dignity, respect and community assistance while trying to realize a life of self-sufficiency."

*DO Foundation* is currently seeking local and national corporate sponsors that will assist us in covering the expenses associated with the benefit concerts and events, including but not limited to securing radio and newspaper advertisements, venues, and artists procurement. *DO Foundation* is a 501(c)3 organization designated by the Internal Revenue Code. All contributions are tax-deductible.

As a Sponsor, your organization will receive invaluable community recognition and support, including your branded name and logo at all events included in the tour, and VIP Sponsor Tickets. Available sponsorship levels include: Presenting Sponsor, Host Sponsor, Co-Host Sponsor or Partner, In-Kind Sponsor and Platinum thru Copper Sponsors. See attached Sponsorship Agreement for additional details.

All event proceeds will be used to continue to fund *DO Foundation* programs and many other community projects and events nationwide.

Thank you for your time,

Kelly Adolph  
Co-Founder/CEO

# DO FOUNDATION, INC.

- ▶ **DO Foundation** holds the essential belief that ALL PEOPLE, no matter their walk in life, are entitled to dignity, respect and the opportunity to realize or regain a life of self-sufficiency through community involvement and assistance as opposed to living in an unsheltered state of homelessness.
- ▶ The mission of the **DO Foundation** is to connect directly with the homeless for a personal account of their immediate needs and to generate community support in conjunction with implementing cost-effective programs to aid and assist them with meeting those needs. Homelessness is indiscriminate. And likewise, the **DO Foundation** will remain open to the needs of those who are homeless whether their state of homelessness is due to financial hardship, mental health related issues, addiction, flight from abusive circumstances, or lack of support as is often the case with Veterans and former inmates transitioning back into the community.
- ▶ The **DO Foundation** was founded by Brian O'Neal and Kelly Adolph, and was named after the artist's late grandmother Daisy O'Neal. The Foundation focuses on providing immediate relief to the homeless by going to the streets and distributing food cards, personal care items, clothing, and other necessities. The Foundation's tagline, "**Humans Helping Humans!**", calls people to action and encourages them to address homelessness in their communities. O'Neal dedicated his latest single and music video, *Dreams In Color*, to spreading the word about homelessness. BCO Media, Inc., O'Neal's 10 year independent label, which provides artist development, management, booking, multi-media, etc. wrote and produced the song's music video that encourages people to "*Stand together and Do Something!*".
- ▶ After a two-week homeless experience in September, O'Neal went back to the streets of Detroit in January 2010, for a 48-hour stay. This time, he spent two days and nights searching for food and shelter in frigid temperatures, attracting media attention from Detroit's [FOX 2 News](#). On a mission to understand this growing epidemic, O'Neal lived among the homeless to learn about their everyday challenge to survive. This experience has put the **DO Foundation** in a better position of understanding so that they are better equipped to do something!!"
- ▶ The goal of the **DO Foundation** is to affect the lives of the economically challenged by promoting self-awareness, self-worth, self-sufficiency and respect within their communities and society; to bring communities and organizations together in alleviating this growing epidemic; to create affordable and/or transitional housing by utilizing abandoned and unused property; to implement programs that will allow individuals a chance to regain and sustain a life of self sufficiency, through job training programs, financial management programs, educational and medical programs, etc.



## DO Foundation

18820 Woodward Avenue  
Suite 101

Detroit, MI 48203

Email: [info@dofoundation.net](mailto:info@dofoundation.net)

Phone: 855-9-DOHELP

Fax: 313-893-2644

Web: [www.dofoundation.net](http://www.dofoundation.net)  
[www.facebook.com/dofoundation](http://www.facebook.com/dofoundation)  
[www.youtube.com/thedofoundation](http://www.youtube.com/thedofoundation)  
[www.twitter.com/dofoundation](http://www.twitter.com/dofoundation)

## Board of Directors

Brian O'Neal

Kelly Adolph

Ernestine Venable

Nicole Lancaster

Dana Johnson

Shirley Austin





# Extending a Helping Hand *DO Foundation* “Hits The Streets For The Homeless”



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[www.facebook.com/dofoundation](https://www.facebook.com/dofoundation)

[www.youtube.com/thedofoundation](https://www.youtube.com/thedofoundation)

[www.twitter.com/dofoundation](https://www.twitter.com/dofoundation)

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# A COLORFUL TOMORROW

In order to make this tour a huge success, DO Foundation is working to increase our sponsorship appeal, and reach out to a wider/diverse audience in each city, by:

- Increased Corporate Visibility, Partnership and Collaboration. For sponsors who support the Dreams In Color Benefit Concert Tour, we promise creative collaboration and flexibility. We believe in working to back our sponsors efforts at raising their visibility and connection to their target audiences.
- Various genres of musical talent, Jazz, R&B, Rock, Christian & Gospel, Rhythm and Blues, etc. We believe this will increase our attendance by at least 40%.
- We are working to take our tour around the world and plan to market in European countries as well. This is an effort to attract attention for future performances in various countries and to entice international travelers to our national events.
- Community involvement in each city we visit. DOF plans to engage community organizations in involving themselves in our benefit concert tour in an effort to work together to bring awareness of the ever rising homeless population.







**FOUNDATION**  
"HUMANS HELPING HUMANS"

[www.DOFFOUNDATION.net](http://www.DOFFOUNDATION.net)



# THE GOAL

DO Foundation's goal is to raise \$1,000,000 for our Prevention, Resource Day/Night Centers, Outreach, and Intake/Assessment Programs.

During these tough economic times, we here at DOF feel that we can continue to make a difference in the lives of thousands of individuals across our country in sustaining and regaining a self-sufficient life. With your help, not only can DO Foundation emerge as a one stop place for human services, you can help us bring awareness and educate generations of people for many years to come.

## Sponsorship Levels:

Presenting Sponsor (\$50,000) - Exclusive

Host Sponsor (\$25,000) – Four Available

Partner Sponsorship (\$10,000) – Six Available

Platinum Sponsorship (\$5,000) – Eight Available

Gold Sponsorship (\$2,500) – Ten Available

Silver Sponsorship (\$1,500) – Fifteen Available

Bronze Sponsorship (\$500) – Twenty Available

Copper Sponsorship \$250) – Twenty-Five Available

Media In-Kind Sponsorship (\$10,000) – Unlimited

## Bullet Points:

- A twenty city concert Tour
- 2,500 – 10,000 in attendance per city
- Increase attendance by 40% through television, internet and other media outlets.
- DO Foundation is a 501(c)3 non-profit organization helping the homeless across the country.
- Seeking to work with youth in each city.
- Hundreds of volunteers to donate their time and talent to make the concert tour a success.

# SPONSORSHIP LEVELS

## **PRESENTING SPONSOR - \$50,000.00 (*Exclusive*)**

The Presenting Sponsor's name is incorporated into the name of the event, providing the greatest level of community exposure for the sponsor. For instance, if ABC Company is a Presenting Sponsor of "DREAMS IN COLOR" Benefit Concert Tour, promotional materials would read "DO Foundation's DREAMS IN COLOR Benefit Concert Tour presented by ABC Company." Proceeds to benefit the DO Foundation in support of the homeless. The Presenting Sponsor receives the most promotional and marketing exposure, including all of the following:

- Acknowledgement as the "Presenting Sponsor" in ALL press releases, printed media, website and radio ads.
- Marquis sign or banner with logo
- 20 Tickets to the concert VIP seating.
- Inside front cover, full page log Ad in the printed program
- Name/Logo prominently printed on material, signage tickets and all marketing materials.
- 5 minute time on stage
- Sponsorship acknowledgment from the stage in each city.
- Space for marketing/sales of your product or service.
- 20 Free **"DREAMS IN COLOR!"** concert T-shirts
- Opportunity to include branded items for concert attendees

(The funds are used to pay for "DREAMS IN COLOR" artist expenses, venue procurement, event planning expenses.)

## Host Sponsor-\$25,000.00 (1 Available)

- Inclusion in all printed materials related to the event(s)
- Logo and link on **“DREAMS IN COLOR!”** concert and “DO Foundation” websites
- Logo on pre- and post-show email blast
- Logo inclusion on all social networks connected to DO Foundation and Brian O’Neal
- 10 Free **“DREAMS IN COLOR!”** concert
- T-shirts
- Full page Ad in Concert Program plus recognition
- 10 VIP Seat Passes

## Co-Host Sponsor- \$25,000.00 (1 Available)

- Inclusion in all printed materials related to the event(s)
- Logo and link on **“DREAMS IN COLOR!”** concert and “DO Foundation” websites
- Logo on pre- and post-show email blast
- Logo inclusion on all social networks connected to DO Foundation and Brian O’Neal
- 10 Free **“DREAMS IN COLOR!”** concert
- T-shirts
- Full Page Ad in Concert Program plus recognition
- 10 VIP Seat Passes

## Partner Sponsorship

### Products/Services - \$10,000.00 (Unlimited)

- \* Logo and link on “DREAMS IN COLOR! concert website
- \* Logo inclusion and/or Name inclusion on pre- and post-show email blast
- \*8 Free **“DREAMS IN COLOR!”** Concert T-shirts
- \* 1/2 Page Ad in Concert Program
- \*8 VIP Seat Passes with Backstage Access



# Media In-Kind Sponsorship \$10,000

Sponsoring **“DREAMS IN COLOR!”** benefit concerts is a great way to secure long term viewer and/or readership, generate goodwill, and create ambassadors for your media outlet by supporting such a worthy cause; thus increasing exposure to your target market.

## What you will receive:

- Distribution of newspapers/flyers/magazines at the event(s)
- Signage at the event(s)
- Hotlink on **“DREAMS IN COLOR!”** concert and **“DO Foundation”** websites
- Live announcement during the event(s)
- 4 VIP Seat Passes with access to VIP Dinner Reception and Backstage
- 4 Free **“DREAMS IN COLOR!”** concert T-shirts

## What you can provide:

- Ad space in newspapers/magazines/free circulars/radio/PSA to help promote the event and sell sponsorship
- Copies of newspapers/magazines/free circulars for distribution to event participants
- Blast email to announce sponsorship to your email list
- Listing on media outlet website, calendar of events
- On air announcements
- Personalities/Journalist to appear at the event

## *PLATINUM PACKAGE \$5,000*

- 8 VIP Seat Passes and Access to VIP Reception
- 8 “DREAMS IN COLOR” T-Shirts
- Logo inclusion on signage throughout the concert
- Quarter Ad in Concert Program

### *GOLD PACKAGE \$2,500*

- 6 VIP Seat Passes
- 6 “DREAMS IN COLOR” T-Shirts
- Recognition in Concert Program
- Business Card AD in Concert Program

### *SILVER PACKAGE \$1,500*

- 4 VIP Seat Passes
- 4 “DREAMS IN COLOR” T-Shirts
- Recognition in Concert Program

### *BRONZE PACKAGE \$500*

- 2 Tickets To Concert
- Recognition in Concert Program

### *COPPER PACKAGE \$250*

- 2 Tickets to Concert
- 2 “DREAMS IN COLOR” T-Shirts
- Certificate of Appreciation



2011 *Sponsorship Opportunities*  
**DREAMS IN COLOR**  
**BENEFIT CONCERT TOUR**

## Sponsorship Information

<b>Company Name</b>	
<b>Contact Name</b>	
<b>Address</b>	
<b>City/State/Zip</b>	
<b>Phone</b>	<b>Fax</b>
<b>Email</b>	
<b>Web</b>	
<b>Payments Method</b>	
<input type="checkbox"/> Bill Me (Invoice will be mailed to address listed above.) <input type="checkbox"/> Payment Enclosed:	
Please make checks payable to DO Foundation and mail to: DO Foundation, 18820 Woodward Avenue, Suite 101, Detroit, MI 48203 Enclosed is my check for \$_____	
Signature (I agree to purchase the sponsorship package as outlined) _____	
Credit Card Payments can be made online at <a href="http://www.dofoundation.net">www.dofoundation.net</a> Or Card No: _____ Exp date _____ CW Code _____ Authorized Cardholder Name(Please Print): _____ Authorized Signature: _____	

<input type="checkbox"/> Presenting Sponsor (Exclusive)	\$50,000
<input type="checkbox"/> Host Sponsor (2)	\$25,000
<input type="checkbox"/> Partner Sponsor (Unlimited)	\$10,000
<input type="checkbox"/> Media (In-Kind)	\$10,000
<input type="checkbox"/> Platinum Package	\$5000
<input type="checkbox"/> Gold Package	\$2500
<input type="checkbox"/> Silver Package	\$1500
<input type="checkbox"/> Bronze Package	\$500
<input type="checkbox"/> Copper Package	\$250

Program Guide AD  
 Full Page (7.5"X10") \$500  
 1/2 Page (H/7.5"X 5" 1/2) \$250  
 1/4 Page (H/3.75"X5" 1/4) \$125  
 Business Card (H/3.75 X2.5") \$75  
 Name \$25

Formats: JPEG, TIFF, PDF (300 DPI minimum resolution)  
 Only files in the above specified format will be accepted.  
 Deadlines:  
 Poster/Marketing Material – TBD

Artwork requirements:  
 When supplying ads on CD or Zip Disc, please include a clean laser printout for reference.  
 PDF files that have been stuffed to a file size of 10 megabytes or less can be emailed directly to: [info@dofoundation.net](mailto:info@dofoundation.net) .  
 For best reproduction quality, please supply artwork for ads digitally.  
 If you cannot supply digital art, please make sure artwork is black and white and as clean as possible.  
 Basic art ad can be created if no artwork is available.\*  
 Artwork needs to be submitted electronically to [info@dofoundation.net](mailto:info@dofoundation.net) .  
 \*Design Fees  
 All artwork not Camera Ready is subject to a Design Fee. All Design Fees will vary due to the amount of time necessary to prepare the ad. Fee will be set and agreed to before work commences.

*Office use only*  
 Received by \_\_\_\_\_  
 Cash Amount \_\_\_\_\_ Online Amount \_\_\_\_\_  
 Check Amount \_\_\_\_\_ Check # \_\_\_\_\_