



2010 *Sponsorship Opportunities*

DREAMS IN COLOR

TOUR

Detroit, Chicago, Philadelphia, Houston, Atlanta, San Diego, Las Vegas, San Francisco, Washington DC

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. BCO Media, Inc. has 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 1st Annual **2010 DREAMS IN COLOR Tour**. Our concerts will showcase talents such as: Stevie Wonder, Najee, Melba Moore, 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. Join us at our 9 city kickoff concert on June 26, 2010 at The Detroit Opera House hosted by comedian Damon Williams and Detroit's own Amy Lange(FOX2 News).

2010 DREAMS IN COLOR Tour reflects a call to action within our communities that will aid and assist in creating affordable and/or transitional housing, based on the ***DO Foundation*** 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 & BCO Media, Inc. are 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, such as Stevie Wonder, Jill Scott, and Najee.

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 worldwide.

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, "**DO SOMETHING!!**", 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 "*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

5074 Village Commons Dr.
West Bloomfield, MI 48322

Email: info@dofoundation.net

Office/VM: 248.325.8395

Web: www.dofoundation.net

www.facebook.com/dofoundation

Board of Directors

Brian O'Neal

Kelly Adolph

Ernestine Venable

Alise Phipps

Nicole Lancaster

Dana Johnson

Shirley Austin

Committee Members

Kim Murphy

Carlos O'Bannion



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



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SPONSORSHIP LEVELS

PRESENTING SPONSOR - \$350,000.00 (*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 "DO SOMETHING" Concert Tour 2010, promotional materials would read "DO Foundation's DO Something Concert Tour 2010 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:

- Corporate name in title of **"DO SOMETHING!"** events
- 20 Tickets to the concert (Orchestra Level Seating) & VIP Reception
- Recognition on Concert Program cover as a sponsor
- Full page AD in Concert Program
- Name/Logo prominently printed on material, signage and advertisements including tickets.
- Live recognition at concert by Emcee
- Name listed on our website for 3 months.
- Regional Media Promotion (TV, Radio & Print) Radio tagline- Presenting Sponsor of "DO SOMETHING" Concert Tour 2010.
- 20 Free **"DO SOMETHING!"** concert T-shirts
- Opportunity to include branded items for concert attendees

(The funds are used to pay for "DO SOMETHING" artist expenses, venue procurement, event planning expenses. Poster / Program printing deadline is April 16, 2010)

Host Sponsor-\$50,000.00 (1 Available/City)

- Inclusion in all printed materials related to the event(s)
- Logo and link on **“DO SOMETHING!”** 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 **“DO SOMETHING!”** concert T-shirts
- Full page Ad in Concert Program plus recognition
- 10 VIP Seat Passes with access to VIP Dinner Reception

Co-Host Sponsor- \$50,000.00 (1 Available/City)

- Inclusion in all printed materials related to the event(s)
- Logo and link on **“DO SOMETHING!”** 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 **“DO SOMETHING!”** concert T-shirts
- Full Page Ad in Concert Program plus recognition
- 10 VIP Seat Passes with access to VIP Dinner Reception

Partner Sponsorship

Products/Services - \$10,000.00-\$25,000.00 (Unlimited)

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

Media In-Kind Sponsorship \$10,000

Sponsoring **“DO SOMETHING!”** 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 **“DO SOMETHING!”** 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 **“DO SOMETHING!”** 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 \$7,500

- 8 VIP Seat Passes and Access to VIP Reception
- 8 DO SOMETHING 2010 Concert Tour T-Shirts
- Recognition in Concert Program
- Quarter Ad in Concert Program

GOLD PACKAGE \$5,000

- 6 VIP Seat Passes and Access to VIP Reception
- 6 DO SOMETHING 2010 Concert Tour T-Shirts
- Recognition in Concert Program
- Business Card AD in Concert Program

SILVER PACKAGE \$2,500

- 4 VIP Seat Passes and Access to VIP Reception
- 4 DO SOMETHING 2010 Concert Tour T-Shirts
- Recognition in Concert Program

BRONZE PACKAGE \$1,000

- 2 Tickets To Concert & Access to VIP Reception
- Recognition in Concert Program

COPPER PACKAGE \$500

- 2 Tickets to Concert
- 2 DO SOMETHING 2010 Concert Tour T-Shirts



2010 *Sponsorship Opportunities* **DREAMS IN COLOR** **TOUR**

Sponsorship Information

Company Name

Contact Name

Address

City/State/Zip

Phone

Fax

Email

Web

Payments

Please make checks payable to DO Foundation and mail to:

DO Foundation, 5074 Village Commons Dr., West Bloomfield, MI 48322

Enclosed in my check for \$ _____

Signature (I agree to purchase the sponsorship package as outlined

Credit Card Payments can be made online at www.dofoundation.net

Or

Card No: _____ Exp date _____ CW Code _____

Authorized Cardholder Name(Please Print): _____

Authorized Signature: _____

<input type="checkbox"/> Presenting Sponsor (Exclusive)	\$350,000
<input type="checkbox"/> Host Sponsor (2)	\$50,000
<input type="checkbox"/> Partner Sponsor (Unlimited)	\$10,000 - \$25,000
<input type="checkbox"/> Media (In-Kind)	\$10,000
<input type="checkbox"/> Platinum Package	\$7500
<input type="checkbox"/> Gold Package	\$5000
<input type="checkbox"/> Silver Package	\$2500
<input type="checkbox"/> Bronze Package	\$1000
<input type="checkbox"/> Copper Package	\$500

Program Guide AD

Full Page (7.5"X10")	\$500
½ Page (H/7.5"X 5" ½)	\$250
¼ Page (H/3.75"X5" ¼)	\$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 – April 16, 2010

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: kelly@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 kelly@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 # _____