



The Summer Music Games of Southwest Virginia

Sponsorship Package

20th Anniversary Platinum Show

Event Date: August 2, 2011

August 2, 2011 will mark the 20th consecutive year that the Salem Band Boosters have sponsored the Summer Music Games of Southwest Virginia. Members of nine elite drum and bugle corps will compete and perform at Salem Stadium. Due to the success of our show, we have expanded from our normal seven Corps to nine for 2011.

This event has grown to be a sell-out the last two years. People start planning to attend this event over six months in advance. Our web site has a constant stream of visitors due to the high popularity of our event. We call it an event because the power and intensity of these great performers is not sufficiently described by saying it is a show. Please visit our web site to get a better feel of what we are all about. Better yet, become a part of it and see it firsthand. Once you have been there, you will be a part of it forever!

Drum Corps International exists to showcase the very best in musical arts and pageantry. Members of the corps spend hours each day to achieve perfection and participate in a six week tour of the United States, culminating in the 2011 DCI World Championships which will be held in Indianapolis, Indiana.

Corps from Japan, Holland, California, South Carolina, Florida, New Jersey, Pennsylvania, Illinois, Colorado and Ohio have all participated over the past 19 years in Salem at the Summer Music Games of Southwest Virginia. This year's show will include the talents of youth from California, South Carolina, Washington, Iowa, Texas, Ohio and New Jersey. Their music will range from jazz to classical to contemporary music, and will be enjoyed by a crowd of over 5,000.

Do not miss out on your opportunity to celebrate our 20th anniversary with us. Our audience is very loyal to those organizations that support Drum Corps and will remember your participation. Come be a part of our family!

Respectfully,

Will Perkinson
Marketing
540-597-3199
www.summermusicgames.org

Event Information:

- **Last Year's Show was a Sellout. Over 5,000 people attended.**
- **The 2010 show sold out two weeks in advance.**
- Location: Salem Stadium
- Title Sponsor: WDBJ7
- Event is approximately four hours long
- Average attendance for last three years approximately 4,300
- Promotional material for the event will be mailed to over 12,000 people in the Roanoke Valley
- Event Posters will be displayed in local businesses
- *We have the opportunity to expand the show to nine corps for our 20th anniversary.*

Corp Sponsor (\$1,000) (Nine slots available)

- Your company name will be associated with one of the performing Corps. The Corps will be announced as, "Presented by <Company Name>, now performing <Corp Name>...."
- Full page advertisement in the event program directly across from the Corps you sponsor.
- Your sign or banner at designated areas in the stadium.
- Ten complimentary reserved seating tickets
- Your company announced as a supporter during the event. This is in addition to you being announced as a corps sponsor.
- Your company logo associated with the corps you sponsor on the summermusicgames.org website.

Supporting Sponsor (\$500)

- Your company name announced live during the event. (At least three times)
- Full Page advertisement in the event program
- Six complimentary reserved seating tickets

Participating Sponsor (\$250)

- Full page advertisement in event program.
- Two complimentary reserved seating tickets.

Other

- Please contact Will Perkinson by phone at 540-597-3199
- **Other options can be discussed as to how you would like to be a part of this great show!!**



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I hereby agree to support The Summer Music Games of Southwest Virginia by electing the following:

- Corp Sponsor \$1,000
- Supporting Sponsor \$500
- Participating Sponsor \$250

As a duly recognized agent of the below listed company/organization, I hereby sign stating acceptance of the above chosen sponsor level:

| | |
|---------------|--|
| Printed Name: | |
| Signature: | |
| Title: | |
| Company Name: | |
| Date: | |

Accepting for the Summer Music Games of Southwest Virginia:

| | |
|---------------|--|
| Printed Name: | |
| Signature: | |
| Date: | |

Sponsor is responsible for supplying their ad for the event program. Additional fee will be charged for creating the advertisement for the event program.