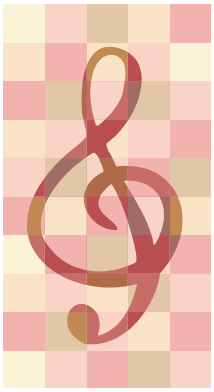
Labor of Love Association
Presents...

Healthy Praise for Healthy Hearts!

Peter Norton Symphony Space
2537 Broadway & 95th Street, NYC



Sponsorship Opportunities

For Heart to Heart Concert
Information: (212) 722-5117
www.heart2hearthealthypraise.com

Labor of Love Association - Who we are....

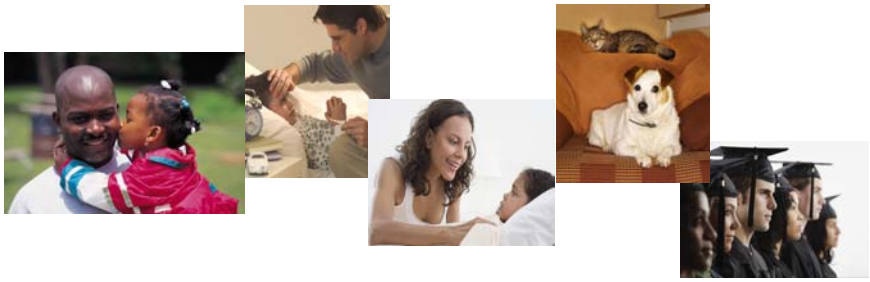
OFFICERS
Hallia Baker, President
Shkigale Baker, Treasurer
Sarah Gardner, Secretary

COMMITTEE
Denise Conyer
Shaqwan Martin
Joyce Walker

MISSION STATEMENT

The Labor of Love Association is a 501 (c) (3) not-for-profit organization that will produce musical (Gospel) concerts as a vehicle for fund raising to support research for the cure and care of childhood diseases as well as support for animals in medical emergencies. In addition, our long term goal endeavors to raise funds that will be used to award college scholarships to local minority children. (www.laborofloveassoc.org)

HEADQUARTERS
The Labor of Love Association, Inc.
57 East 126th Street, Ste. 2
New York, NY 10035
Tel.: 212-722-5117
www.laborofloveassoc.org



A MESSAGE FROM OUR PRESIDENT

Dear Partner:

The Labor of Love Association invites you to be a sponsor for our annual initiative –**The Heart to Heart Concert –"Healthy Praise for Healthy Hearts"** to be held at Peter Norton Symphony Space in New York City. This concert will focus on promoting healthy heart awareness in support of The American Heart Association. It will be an inspirational concert designed to touch the hearts of the masses. Also on the program, Labor of Love will honor selected individuals that have either survived serious heart ailment or have worked tirelessly from the heart in their various fields to make a difference in their communities.

The evening will include an exciting musical concert of uplifting songs and inspirational words that promote positive living. The concert will feature performances from professional and local talent who will entertain with a mix of inspirational, contemporary and traditional gospel music.

With this event, Labor of Love will seek to broaden awareness of heart disease by initiating dialogue beginning with the concert attendees, their families and communities. We desire to help everyone realize that "knowing what to do" can save your life. Today our energies are often directed to managing careers, business endeavors, and the many activities of a busy family life. Unfortunately, we sometimes neglect our health and physical being. Statistics show that coronary heart disease is the No. 1 killer in America. However, simply eliminating ignorance with the promotion of knowledge and development of a healthy lifestyle can stop this killer.

Labor of Love seeks sponsors and marketing partners that will join with us as we promote healthy heart awareness in an uplifting atmosphere of joyous praise. The enclosed information will outline how you can get involved in this great cause. Please be advised that wherever possible, we will customize or tailor any of these concepts more specifically to your company's philanthropic initiatives. After reviewing the enclosed materials, please contact us if you require additional information.

The Heart to Heart concert will be a "joyful event" when all of our many hands join together for this common good. It is our hope that you will be one of those hands.

Thank you.

In Appreciation for your support,

Hallia J. Baker

Hallia J. Baker, President

The Heart to Heart Concert – "Healthy Praise for Healthy Hearts" – 25% of net income will support The American Heart Association.

ABOUT OUR RECIPIENT

The American Heart Association is a national voluntary health agency whose mission is: "Building healthier lives, free of cardiovascular diseases and stroke."

The association's impact goal is to reduce coronary heart disease, stroke and risk by 25 percent by 2010.

Progress toward the goal will be measured according to these indicators:

- Reduce the death rate from coronary heart disease and stroke by 25 percent.
- Reduce the prevalence of smoking, high blood cholesterol and physical inactivity by 25 percent.
- Reduce the rate of uncontrolled high blood pressure by 25 percent.
- Eliminate the growth of obesity and diabetes.

PAST RECIPIENTS

St. Jude Children's Research Hospital is the dream of Danny Thomas. In 1962, St. Jude's doors opened and is now recognized as one of the world's premier centers for study and treatment of catastrophic diseases in children. Focusing on pediatric leukemia, solid tumor forms of cancer, and biomedical research during its first decade of existence, the hospital's curative therapies and research successes spread its fame worldwide and helped save the lives of innumerable children everywhere.

All patients accepted for treatment at St. Jude are treated without regard to the family's ability to pay. St. Jude covers all costs of treatment beyond those reimbursed by third-party insurers, and total costs when no insurance is available. It also provides assistance with transportation costs and local living expenses during treatments.

NYSAVE (NY Save Animals in Emergency) was founded in 1998 by a group of veterinarians that recognized the need for pets with medical emergencies to get the care they need regardless of their owners' ability to pay for that care. With an endorsement and a start-up loan from the Veterinary Medical Association of New York City, NY SAVE, Inc., was founded as a publicly supported, philanthropic organization to serve the pets of New York City residents living in Manhattan, Brooklyn, the Bronx, Queens, and Staten Island.

Operation H.E.L.P. (Hurricane Effort of Love Project) was organized in 2005 by The Williams Brothers and Blackberry Records of Smithdale, Mississippi, to raise funds to meet the needs of the victims of Hurricane Katrina, in the ravished regions of Louisiana and Mississippi. Operation H.E.L.P. allows the Williams Brothers and Blackberry Records to access, and then assist people in their needs that were affected by Hurricane Katrina. Through this effort, the Williams Brothers have set up a Hurricane Relief Distribution center in Terry, MS. Evacuees that are currently living with family members and in shelters have the opportunity to receive food and supplies that are needed for their day to day subsistence. The Williams Brothers have orchestrated several fund raising concerts to support the cause. To date – the work continues.

Heart to Heart Concert

About the Artists...

Evangelist Dorothy Norwood

Affectionately known as "The World's Greatest Storyteller," Dorothy Norwood's soulful vocals and uplifting delivery have made her a trailblazing pioneer and living legend of modern Gospel music. In her 36+ year career, Norwood has delivered 40 albums, five of which have been certified Gold and has garnered several Grammy nominations as well as various Stellar Award nominations.

A Soul Train Lady of Soul Award Winner, she continues to share her conviction through music with the release of her album "Stand On The Word." This 13 track collection was recorded "live" in Birmingham, Alabama, and is quite possibly the greatest of all of Evangelist Norwood's illustrious discography.

Her previous 2002 release, "Live At Home" was honored with a 2003 Grammy nomination, GMWA Excellence Award nomination and multiple 2004 Stellar Award nominations.

Evangelist Norwood has been singing most of her life. At the age of eight, she toured and performed with a family group. A move to Chicago in 1956, found her singing with Mahalia Jackson, The Caravans and Reverend James Cleveland. She launched her solo career in 1964, and was a hit from the start. Her first solo album, "Johnny and Jesus," earned her first Gold Record Award and her second, "Denied Mother," did equally as well. In 1972, Mick Jagger and The Rolling Stones invited her to do a 30 state American tour which allowed her to spread the Gospel in a mission field that was virtually closed to artists of this genre.

Evangelist Norwood signed with Malaco Records in February, 1991, and recorded "Live" with the Northern California GMWA Mass Choir. It was an immediate hit, reaching the #1 position on Billboard's Top Forty after only seven weeks. Her second project, "Better Days Ahead," earned both Stellar Award and Grammy nominations. Every album released since, has been nothing short of miraculous, propelling her further into the ranks of greatness.

Reverend Eugene Martin

Reverend Eugene (Gene) Martin, a native of Atlanta GA has been singing deliverance into the lives of thousands for over forty years. Gene has carried his message in song under huge tents, in crowded auditoriums with the late A. A. Allen, pastors such as Bishop Gilbert E. Patterson, Dr. Richard D. Henton, Bishop Michael Spires, the Hart Brothers, Bishop William Brown and so many others around this nation - - a deliverance experience like no other. His anointed ministry has been viewed and heard nationwide on television and radio not to mention the countless original songs and arrangements he has recorded on LPs, CDs and DVDs that have blessed hearts all over the world.

There is only one word to describe Gene Martin – Dynamic! To actually see him in action, you will agree with thousands of others that he is a pace setter. He is unique, dazzling, and breath taking. His ministry is a spine tingling sensation of electrifying magnitude. Gene is a Holy Ghost anointed gospel singer that is sensitive to needs of those around him and he continues to sing and preach expressions of his faith in a living God that brings deliverance and joy to everyone who hears!

Heart to Heart Concert

Become a Sponsor Today!

LABOR OF LOVE CONNECTS YOUR COMPANY TO 700+ CULTURALLY DIVERSE CONSUMERS IN THE NEW YORK CITY METROPOLITAN MARKET.

Labor of Love concerts are one of New York's premier inspirational extravaganzas reaching hundreds with melodies of riveting praise, bringing great gospel to locations in the heart of Manhattan – Miller Theatre and Peter Norton Symphony Space to name a few. ***www.laboroflove assoc.org****.*

The "Heart to Heart" Concert – Why be a part of it?

According to the American Heart Association, coronary heart disease is America's No. 1 killer. Stroke is No. 3 and a leading cause of serious disability. African-Americans are especially at risk for stroke and Alzheimer's. They have a higher risk of developing diabetes, high blood pressure and cardiovascular (heart) disease, all conditions that may damage blood vessels. The Heart to Heart Concert will be devoted to uplifting hearts with praise, while promoting healthy heart awareness. Many experts now believe that a positive attitude is a very important part of staying healthy. And what better way to begin a positive outlook on life than uplifting spirits with inspiring songs.

Demographic Profile:

Christian, Secular & Professional Community:

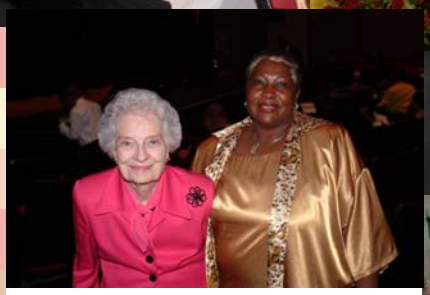
Women – Ages 35 - 60

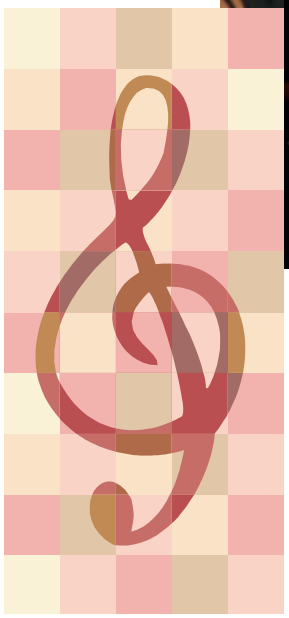
Men – Ages 40 - 60

Seniors – Ages 65 and Older

What to Expect:

Sponsors of the Heart to Heart Concert will reach a diverse mix of individuals - moderately affluent, educated and socially responsible.





We Stand out:

Our Concerts raise the bar on the traditional gospel program. The concerts are hosted at prestigious New York venues with upscale production sets that complement the performing artists. Our timely, orchestrated programs attract wider audiences.

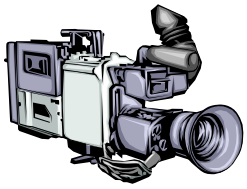
Premium Branding Opportunities:

Reach over 700 attendees through these opportunities that will strengthen your company's brand and elevate visibility at the Heart to Heart Concert.

On-Site Advertising:

Gift Bags*	$800.00
Program Book Ads*:	
- Full page, B&W	$400.00
- ½ page, B&W Horizontal	$200.00
- Full page, 4 Color	500.00
- ½ page, 4 Color Horizontal	$250.00
Logo Gobo Projection*	$675.00
Banners*	$475.00

On-Site Media:



Photography	$800.00
Video Taping	$2,500.00
Broadcast Recording	$2,500.00

On-Site Production:

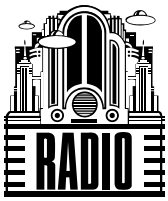
Instrument Rental	$2,500.00
Staging	$2,000.00
Sound	$2,000.00

* Fee does not include production cost – sponsor responsible for supplying.

Other Sponsorship Opportunities:

Become a sponsorship partner supporting the following categories with brand name and logo identification by helping to provide necessary services behind the scenes.

Media Advertising:



Radio Advertisement	$5,000.00
News Publication	$2,500.00
Direct Mailing	$2,000.00
Flyers/Distribution	$1,000.00

Event Production:

Professional & Local Talent ***[Single Sponsor]***	$6,000.00
Professional & Local Talent ***[3 Sponsors]***	$2,000.00 ea.
Hotel Accommodations	$3,000.00
Air/Ground Transportation	$4,000.00
Catering	$600.00

Benefit Levels:

Producer	*$5,000.00*	*–*	*$6,000.00*
Director	*$4,000.00*	*–*	*$4,999.00*
Star Level	*$3,000.00*	*–*	*$4,000.00*
Supporting Player	*$1,000.00*	*–*	*$2,500.00*
Production Assistant	*$200.00*	*–*	*$500.00*

Heart to Heart Concert

Sponsorship Benefits

PRODUCER LEVEL: ($5,000 - $6,000)

(Professional & Local Talent) – ***[Single Sponsor]***

- (2) Complimentary tickets to event
- Opportunity to welcome audience after intermission
- Table (72” x 30”) in the lobby to provide consumer materials (Limited – First come, first served)
- Backstage access to Green Room – Meet Guest Artists
- Company name & logo on Labor of Love website with link to sponsor website
- Prominent sponsor logo placement in program book

(Radio Advertisement)

- (2) Complimentary tickets to event
- Opportunity to do opening welcome remarks
- Table (72” x 30”) in the lobby to provide consumer materials (Limited – First come, first served)
- Backstage access to Green Room – Meet Guest Artists
- Company name & logo on Labor of Love website with link to sponsor website
- Prominent sponsor logo placement in program book

(News Publication)

- (2) Complimentary tickets to event
- Table (72” x 30”) in the lobby to provide consumer materials (Limited – First come, first served)
- Backstage access to Green Room – Meet Guest Artists
- Company name & logo on Labor of Love website with link to sponsor website
- Prominent sponsor logo placement in program book

(Video Taping/Broadcast Recording)

- (2) Complimentary tickets to event
- Backstage access to Green Room – Meet Guest Artists
- Company name & logo on Labor of Love website with link to sponsor website
- Prominent sponsor logo placement in program book

Heart to Heart Concert

Sponsorship Benefits

PRODUCER LEVEL CONT'D: ($5,000 - $6,000)

(Hotel Accommodations)
- (2) Complimentary tickets to event
- Table (72" x 30") in the lobby to provide consumer materials (Limited – First come, first served)
- Backstage access to Green Room – Meet Guest Artists
- Company name & logo on Labor of Love website with link to sponsor website
- Prominent sponsor logo placement in program book

DIRECTOR LEVEL: ($4,000 - $4,999)

(Air/Ground Transportation)
- (2) Complimentary tickets to event
- Backstage access to Green Room – Meet Guest Artists
- Company name & logo on Labor of Love website sponsor page
- Prominent sponsor logo placement in program book

(Gift Bags)
- (2) Complimentary tickets to event
- Company name & logo on Labor of Love website sponsor page
- Prominent sponsor logo placement in program book

STAR LEVEL: ($3,000 - $4,000)

(Professional & Local Talent) – ***[3 Sponsorships at $2,000 each]***
- (1) Complimentary ticket to event
- Company name & logo on Labor of Love website sponsor page
- Logo on sponsors page in program book

Heart to Heart Concert

Sponsorship Benefits

STAR LEVEL CONT'D ($3,000 - $4,000):

(Logo Gobo Projection/Banners)
- (1) Complimentary ticket to event
- Company name & logo on Labor of Love website sponsor page
- Logo on sponsors page in program book

(Instrument Rental/Staging/Sound)
- (1) Complimentary ticket to event
- Company name & logo on Labor of Love website sponsor page
- Logo on sponsors page in program book

(Direct Mailing/Flyer Distribution)
- (1) Complimentary ticket to event
- Company name & logo on Labor of Love website sponsor page
- Logo on sponsors page in program book

(Catering)
- (1) Complimentary ticket to event
- Company name & logo on Labor of Love website sponsor page
- Logo on sponsors page in program book

SUPPORTING PLAYER LEVEL: ($1,000 - $2,500)

(Photography)
- (1) Complimentary ticket to event
- Company name & logo on Labor of Love website sponsor page
- Logo on sponsors page in program book

PRODUCTION ASSISTANT LEVEL: ($200 - $500)

(Program Ads)
- (1) Complimentary ticket to event
- Company name & logo on Labor of Love website sponsor page
- Logo on sponsors page in program book

Heart to Heart Concert

Sponsorship Application

Company Name:_____

Contact:_____

Address: _____

City: _____State:_____Zip:_____

Phone:_____Fax: _____

Email: _____

Please list your sponsorship choices in order of preference
(Banners – indicate size [6' x 3' or 6' x 2-½' - double spaces also available] –
First come, first served). Once received LOL will contact sponsor to confirm.

1)_____

2)_____

3)_____

4)_____

Logo: ☐ On Disk ☐ Emailed ☐ Sheet ☐ No Logo

PAYMENT SCHEDULE

- Application: 50% of total promotional cost due on reservations made on/or before June 15, 2011.
- **Full payment due: June 30, 2011.** Applications after June 30 must include full payment.

To submit for this sponsorship opportunity immediately, complete the information on both sides of form and return to Hallia Baker at The Labor of Love Association, Inc. (Scan to: hallia.baker@verizon.net). Payment will be due upon signing of this agreement. You may mail a check or money order to the Attn of: Hallia Baker at The Labor of Love Association, Inc., 57 East 126th Street, Suite 2, New York, NY 10035. Pay to the order of *The Labor of Love Association, Inc.*

Name/Title:_____
Signature:_____
Total Due: $_____Deposit Amount:_____

(**Payments by check or money order only)**

PLEASE COMPLETE BOTH SIDES OF FORM

Sponsor Agreement Acceptance Form

TO BE COMPLETED BY THE SPONSOR

This Agreement shall be binding upon the parties, their successors and assignees. I / We agree to maintain in confidence the terms and conditions of the sponsor agreement, except to the extent that a proposed disclosure of any specific terms or conditions is authorized in advance by officers of The Labor of Love Association, Inc. (LOL). All payments, correspondence and any notice required or permitted to be given under this agreement shall be given by prepaid postage, and addressed to the party at the following address:

Hallia Baker, President
The Labor of Love Association, Inc.
57 East 126th Street, Suite 2
New York, NY 10035

Sponsor represents and warrants that:
(i) It has the right and legal authority to enter into and fully perform this Agreement in accordance with its terms without violating the rights of any other person;
(ii) Sponsor's Trademarks do not infringe the trademarks or trade names of any other person;
(iii) It has all government licenses, permits or other authorizations necessary to conduct its business;
(iv) All products furnished by Sponsor shall be of high quality and shall be free from product defects and shall be merchant-able and suited for their intended purpose.

I HAVE READ AND FULLY UNDERSTAND THE ABOVE REQUIREMENTS AND TERMS OF THE SPONSOR AGREEMENT AND I AGREE TO ABIDE BY THEM:

Name/Title: _____
Signature:_____
Date:_____

_____
The Labor of Love Association, Inc.
Hallia Baker, President
Date: _____

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For Heart to Heart Concert
Information: (212) 722-5117
www.heart2hearthealthypraise.com