

HEART *to* HEART Concert



SPONSORSHIP OPPORTUNITIES

SATURDAY, SEPTEMBER 7, 2019 • 6:00PM–9:00PM

NEW YORK CITY'S PREMIER EVENT FOR AUTHENTIC TRADITIONAL / CONTEMPORARY GOSPEL MUSIC!

PETER NORTON
symphonyspace

2537 BROADWAY AT 95TH STREET, NEW YORK, NY

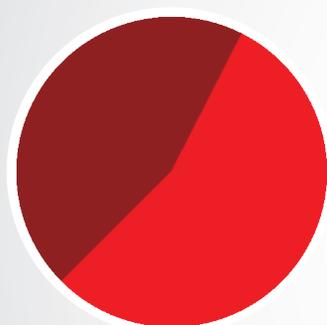
The Heart to Heart Concert – “Healthy Praise for Healthy Hearts” – 25% of net income will support The American Heart Association.

ABOUT US

THE LABOR OF LOVE ASSOCIATION, INC. is a not-for-profit 501(c)(3) charitable foundation that produces musical (Gospel) concerts as a vehicle for fundraising in order to provide support towards **research for the cure and care of life threatening diseases, support for animals in medical emergencies, aid to special crisis needs and the development of scholarships to be awarded to minority children desiring to enter college.** Your support of this year’s concert will enable us to continue our mission and the work we do to provide outreach and services in these key areas. To learn more about us visit us at: www.laborofloveassoc.org.

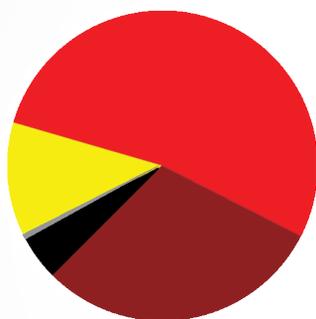
HEART TO HEART ATTENDANCE DEMOGRAPHICS

GENDER



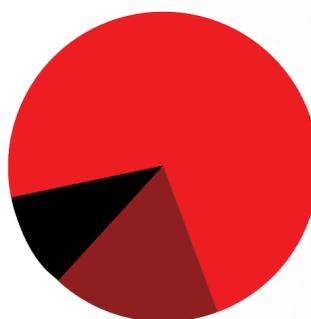
- 45% Male
- 55% Female

AGE



- 5% 18-24
- 12% 25-34
- 18% 35-44
- 35% 45-54
- 30% 55 and Older

INCOME



- 0% Under \$24,999
- 10% \$25,000-49,000
- 80% \$50,000-99,000
- 10% Over \$100,000

EDUCATION



- 10% High School/Vocational
- 20% Some College
- 50% College Degree
- 20% Post Graduate



EVENT DETAILS

Date: Saturday, September 7, 2019
Time: 6:00PM to 9:00PM
Location: Peter Norton Symphony Space, New York, NY
Attendance: 600+

2019 SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR: \$7,500

- (4) Complimentary tickets to event
- (4) Backstage Access Passes to green room, meet/greet, and photo ops with artists
- (1) 72" x 30" table in the lobby to provide marketing materials
- Complimentary and professionally edited CD of the concert
- Opportunity to welcome audience or offer remarks after intermission before Part II
- Company name and logo on event website with link to sponsor website for one-year
- Logo included in program book (8.5"x11" folded, "playbill" size)
- Logo/Gobo projected on wall during concert
- Logo included on continuous loop during walk-in/intermission
- Logo on event signage in lobby
- Mention in all media promotions, outlets
- Opportunity to include promotional item/giveaway in concert tote bag
- Opportunity to provide a raffle item and be onstage and participate during the drawing
- Opportunity to cross-promote with other event sponsors

GOLD SPONSOR: \$5,000

- (3) Complimentary tickets to event
- (3) Backstage Access Passes to green room, meet/greet, and photo ops with artists
- (1) 72" x 30" table in the lobby to provide marketing materials
- Complimentary and professionally edited CD of the concert
- Company name and logo on event website with link to sponsor website for one-year
- Logo included in program book (8.5"x11" folded, "playbill" size)
- Logo included on continuous loop during walk-in/intermission
- Logo on event signage in lobby
- Mention in all media promotions, outlets
- Opportunity to include promotional item/giveaway in concert tote bag
- Opportunity to provide a raffle item and be on stage and participate during the drawing
- Opportunity to cross-promote with other event sponsors

SILVER SPONSOR: \$2,500

- (2) Complimentary tickets to event
- Logo included in program book (8.5"x11" folded, "playbill" size)
- Company name and logo on event website with link to sponsor website for six-months
- Logo on event signage in lobby
- Opportunity to include promotional item/giveaway in concert tote bag

BRONZE SPONSOR: \$1,000

- (2) Complimentary tickets to event
- Logo included in program book (8.5"x11" folded, "playbill" size)
- Company name and logo on event website with link to sponsor website for six-months
- Logo on event signage in lobby

ABOUT OUR 2019 BENEFIT RECIPIENT: THE AMERICAN HEART ASSOCIATION

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 are 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. Operations H.E.L.P. allows the Williams Brothers and Blackberry Records to access, and then assists 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.

IF YOU ARE READY TO SIGN UP FOR SPONSORSHIP OR HAVE QUESTIONS, PLEASE CONTACT:

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www.heart2hearthealthypraise.com