

MISSISSIPPI BOULEVARD CHRISTIAN CHURCH

**HOLIDAYS AT THE BLVD
“GREAT JOY”**

ADVERTISING RATES AND SPONSORSHIP PACKAGES



**ASSISTING FOUNDATIONS SUPPORTING
SICKLE CELL DISEASE EDUCATION, TESTING, RESEARCH
AND TREATMENT**

**CHRISTMAS CONCERT
DECEMBER 14, 2008**



**MISSISSIPPI BOULEVARD CHRISTIAN CHURCH
70 NORTH BELLEVUE
MEMPHIS, TN 38104**

October 6, 2008

Dear Business Owner,

The Mississippi Boulevard Christian Church (The Blvd) is pleased to present its annual Christmas Concert titled this year "**Great Joy.**" Our program will be held on **Sunday, December 14, 2008** at **4:00** p.m. This year's program will highlight the Grammy, Stellar and Dove award-winning performer, **Donnie McClurkin**, along with our own celebrated choirs accompanied by an orchestra. We know that "**Great Joy**" will be a joyous occasion and a phenomenal opportunity for us to share the love of the season with the community through this presentation of great music and songs.

In addition to our Christmas concert, we will continue our focus on supporting the community by donating a portion of the proceeds from this event to foundations supporting research and treatment of **Sickle Cell Disease**. Sickle Cell Disease (SCD) impacts 1 in 350 African-Americans. It is a debilitating disease that attacks blood cells making them "sickle in shape" which prevents them from nourishing the body like normal blood cells do. Without proper treatment, many patients live in tremendous pain with many restrictions placed on their lives. Therefore, we are honored to be supporting the Methodist Sickle Cell Comprehensive 24-Hour Treatment Program, Diggs-Kraus Sickle Cell Center, Urevbu Foundation and Life Blood to ensure that their programs around research, education, testing and treatment go forth.

We would like for you to participate in the success of this event and "help the cause" by becoming a sponsor or advertising your product or service in our program booklet or giving a donation. Attached is our sponsorship and advertising package for you to review and consider. This event will be one of the great highlights of the year, and our event program booklet will be seen by over 5,000 people during the holiday season. You will see that our advertising and sponsorship packages offer a variety of opportunities for you to show your community commitment to a large audience while displaying your products/services.

If you are interested in sponsorship, advertising opportunities or simply want to make a donation for our Christmas Concert to help us support Sickle Cell, please complete the attached form and send to the attention of Bettye Boone. If you have questions or want to discuss this further, please contact me or Bettye Boone at 901-729-6222 or by email at boone.bettye@theblvd.org.

We thank you for your generosity and look forward to your support of this event and Sickle Cell.

Sincerely,

Frank A. Thomas
Senior Servant

Bettye Boone
Stewardship Program Coordinator

Attachments



**Mississippi Boulevard Christian Church - Christmas Concert 2008
December 14, 2008 – 4:00 P.M.**

Event Sponsorship Package

Sponsorship with Ad - Payment and Ad due by November 7, 2008
Sponsorship without Ad – Payment due by November 17, 2008

Level	Amount	Sponsorship Packages
Corporate	\$5,000	<ul style="list-style-type: none"> Listed in Program Event Booklet as Corporate Sponsor Full page color advertisement in program event booklet (if applicable) Six reserved seat tickets at concert featuring “Donnie McClurkin” Company Logo included on program booklet in support of Sickle Cell Disease efforts Recognition through a 60 Second commercial during intermission at the program (if applicable)
Platinum	\$4,000	<ul style="list-style-type: none"> Listed in Program Event Booklet as Platinum Sponsor Half-page color advertisement in program book (if applicable) Five reserved seat tickets at the concert featuring “Donnie McClurkin” Company logo included on program booklet in support of Sickle Cell Disease efforts Recognition through a 30-second commercial during intermission at the program (if applicable)
Gold	\$3,000	<ul style="list-style-type: none"> Listed in Program Event Booklet as Gold Sponsor One-Fourth page color advertisement in program book (if applicable) Four reserved seat tickets at concert featuring “Donnie McClurkin” Company Logo included on program booklet in support of Sickle Cell Disease efforts Company recognized during intermission
Silver	\$2,000	<ul style="list-style-type: none"> Listed in Program Event Booklet as Silver Sponsor Half-page black and white advertisement in program book (if applicable) Three reserved seat tickets at concert featuring “Donnie McClurkin” Company Logo included on program booklet in support of Sickle Cell Disease efforts Company recognized during intermission
Bronze	\$1,000	<ul style="list-style-type: none"> Listed in Program Event Book as Bronze Sponsor Two reserved seat tickets at the concert featuring “Donnie McClurkin” One-Fourth page black and white advertisement in program book (if applicable)
Partner Donation	\$999 to \$500	<ul style="list-style-type: none"> Listed in Program Event Book as Partner Sponsor One reserved seat ticket at the concert featuring “Donnie McClurkin”
General Patron	\$499 to \$100	<ul style="list-style-type: none"> Listed in Program Event Book as general patron donor

- All donations will be acknowledged, appreciated and accepted. Due to program booklet page limitations only donations in amounts listed above can be listed in the program booklet.
- Program event booklet will be distributed on December 14th at Sunday worship service and at the concert in the afternoon. We will also share this booklet with local businesses and organizations in our area during the holidays.



Mississippi Boulevard Christian Church - Christmas Concert 2008
December 14, 2008 – 4:00 P.M.
Concert Advertising Package

Program Booklet Advertising Rates & Submission Form

Program Booklet Projected Audience – 5000+ Audience

<u>Color</u>		<u>Black & White</u>	
___ Full Page)	\$700	___ Full Page	\$600
___ Half-Page	\$500	___ Half-Page	\$400
___ One-Fourth	\$300	___ One-Fourth	\$200

ADVERTISING SUBMISSION AND PAYMENT FORM

Payment and Ads due: November 7, 2008

- All Ads should be camera ready and emailed in file extension .tiff, EPS, or PDF or mailed in a high-quality scannable format to the address below. If ad is not camera ready please add a set-up fee of \$75 to price of ad.
- **Ad Dimensions are: Full Page = 8 ½ H x 5 ½ W; Half-Page = 4 ¼ H x 5 ½ W; One-Fourth = 4 ¼ H x 2 ¾ W**
- Full payment is due when ad is submitted or in accordance with pre-arranged agreements. Payment for all ads should be made by November 7, 2008 by 5:00 p.m.
- Please return the Advertising Request Form along with your camera ready ad and payment to:
 Mississippi Blvd Christian Church
 Attn: Bettye Boone
 70 North Bellevue Blvd
 Memphis, TN 38104
- Make check payable to: **Mississippi Blvd Christian Church** or complete Credit Card Payment Form below.

Program Booklet – Advertising Request Form

Return this portion with payment and camera ready ad

Due Date: November 7, 2008

(Please print clearly and legibly)

Company Name: _____ Contact Person _____

Business Phone _____ Alternate Phone _____

Email Address _____

Address: _____ City/State/Zip _____

Ad Selection Category _____ Check Money Order Credit Card Check # _____
 (Example: Full Page Color)

Amount Owed _____ Amount Paid _____ Balance Due _____
 (Include Ad set-up fee if applicable)

Signature of Approval _____ Date _____

CREDIT CARD PAYMENT INFORMATION

Visa MasterCard Discover _____ (Card Number) _____ (Expiration Date)

Name on Account _____ (Please print)

Signature of Cardholder _____

Amount Owed: _____ Amount Charged: _____
 (Include Ad set-up fee, if applicable)

Mississippi Blvd Christian Church - Christmas Concert

Sponsorship Submission Form

Sponsorship Submission with Ad due by: November 7, 2008

Sponsorship Submission without Ad needs due by: November 17, 2008

Sponsorship Submission Form

___ Yes, I/my organization will support "**Great Joy**" Christmas Concert benefiting **Sickle Cell Foundations**. The Sponsorship level I/my company will support is _____.

Enclosed is my contribution of _____ for the sponsorship. Acknowledgement of the contribution can be sent to the follow address below:

Name _____

Organization _____

Address _____ City/State/Zip _____

Email _____

Telephone _____ Cell _____

___ My camera ready ad is enclosed. (If applicable) – **All Ads due November 7, 2008**

___ My camera ready ad will be provided no later than _____.

Please contact _____ on _____ for assistance with ad and other matters.

Donation Submission

___ No, I am unable to be a sponsor for the "**Great Joy**" Christmas Concert benefiting **Sickle Cell Foundations**. However, I am enclosing a contribution to support the program. My contribution amount is _____. My mailing address for acknowledgement and contribution listing in the program event booklet, as appropriate, is as follows:

Name _____

Organization _____

Address _____ City/State/Zip _____

Email _____

Telephone _____ Cell _____

If additional information is needed, please contact _____ on _____ for assistance.
(Telephone #)

CREDIT CARD PAYMENT INFORMATION

Visa MasterCard Discover _____
(Card Number) (Expiration Date)

Name on Account _____
(Please print)

Signature of Cardholder _____

Amount Owed: _____ Amount Charged: _____
(Include Ad set-up fee, if applicable)