



SPONSORSHIP OPPORTUNITIES

Pennsylvania Avenue Main Street is pleased to announce the 2019 Billie Holiday Music & Arts Festival August 30 - 31, 2019. Highlights of the two-day event along the Pennsylvania Avenue Corridor include the screening of *Lady Sings the Blues* on Friday, August 30th; On Saturday, August 31st get ready for the return of the Pennsylvania Avenue Cadillac and Auto Parade; the Billie Holiday Performance Stage featuring live jazz and soul greats; and the Pennsylvania Avenue Market Art Gallery featuring renown artisans. The weekend will include a host of first-class arts and entertainment activities. We hope that you will join us by sponsoring these exciting events and activities!

SIGNATURE EVENTS:

- ❖ **The Cadillac Auto Parade:** A parade that celebrates the beauty of historic automobiles that moves down Pennsylvania Avenue from North Avenue to Dolphin Street featuring vintage cars, marching bands, dance troops, steppers, and more.
- ❖ **Pennsylvania Avenue Market Soul of the African American artist:** An extensive art exhibition featuring local, regional and national artisans that celebrate the Diaspora. Sounds of the Youth will be featured on that stage in the Avenue Market along with live entertainment.
- ❖ **Billie Holiday Performance Stage:** A music festival at the Robert C. Marshall Field that features top performers in the jazz and entertainment community.

PREMIER EVENTS:

- ❖ **Salute to Nat King Cole:** A music and spoken word event at the Arch Social Club that celebrates the 100th Birthday of Nat King Cole.
- ❖ **Boxing History Exhibit:** An exhibit that Salutes African America Boxers and Baltimore's rich boxing history at the Upton Boxing Gym.
- ❖ **Jazz in the Street:** An outdoor music event featuring John Wesley and up and coming musical artists at the Pennsylvania Avenue Bakery.
- ❖ **Black Ink:** Black Authors, Black Books, Black Life will be featured in the Billie Holiday Room at Shake and Bake Family Fun Center on Pennsylvania Avenue.
- ❖ **Black Like Me Films:** Films featuring African American actors will be shown in the Furman L. Templeton School auditorium. Screenings will include *Stormy Weather*; *Carmen Jones* and *Idlewild*

PRESENTING EVENTS:

- ❖ **Penn. Avenue Cinema:** An outdoor event on Friday, August 30, 2019 that will feature the screening of Lady Sings The Blues on the Robert C. Marshall Field.
- ❖ **Black History Chalk Plaza:** A celebration of the greats that played and entertained along the Pennsylvania Avenue on the Chitterling Circuit. Rhonda Robinson Jazz Band will play at the Upton Triangle Park.
- ❖ **Dance, Chat & Chew:** Jubilee Arts will host dance classes, tours, and talks at their offices in the nineteen hundred block of Pennsylvania Avenue.
- ❖ **Spoken Words of the Youth:** No Boundaries Coalition of West Baltimore present spoken word artists and youthful voices on the Avenue.
- ❖ **Baltimore's Children Celebration:** All day youth-oriented activities at the Shake & Bake Skating and Bowling Family Fun Center including skating and bowling.

SPONSORSHIP LEVELS

DIAMOND SPONSOR **\$25,000**

Benefits include opportunity to brand one of the **signature events**, recognition at all events, name on sponsor banner, sponsorship listing on web site, advertisement in event program, VIP Event access (10 tickets), booth and table at the Avenue Market. On stage mention as Diamond Sponsor during the welcome and closing remarks, Company logo on all marketing materials, Company logo on signage at signature event, Company recognition and logo on all E-news blasts.

PLATINUM SPONSOR **\$20,000**

Benefits include, opportunity to brand one of the **premier events**, recognition at all events, name on sponsor banner, sponsorship listing on web site, advertisement in event program, VIP Event access (8 tickets), booth and table at the Avenue Market. On stage mention as Platinum Sponsor during the welcome and closing remarks, Company logo on all marketing materials, Company logo on signage at premier event, Company recognition and logo on all E-news blasts.

GOLD SPONSOR **\$15,000**

Benefits include, opportunity to brand one of the **presenting events**, recognition at all events, name on sponsor banner, sponsorship listing on web site, advertisement in event program, VIP Event access (6 tickets), booth and table at the Avenue Market. On stage mention as Gold Sponsor during the welcome and closing remarks, Company logo on all marketing materials, Company logo on signage at presenting event, Company recognition and logo on all E-news blasts.

SILVER SPONSOR **\$10,000**

Benefits include, recognition at all Presenting and Premier events, name on sponsor banner, sponsorship listing on web site, advertisement in event program, VIP Event access (4 tickets), booth and table at the Avenue Market. On stage mention as Silver Sponsor during the welcome and closing remarks, Company logo on all marketing materials, Company logo on signage at event, Company logo on website, Company recognition and logo on all E-news blasts.

BRONZE SPONSOR **\$5,000**

Benefits include, recognition at all Presenting and Premier events, name on sponsor banner, sponsorship listing on web site, advertisement in event program, VIP Event access (2 tickets), booth and table at the Avenue Market. On stage mention as Bronze Sponsor during the welcome and closing remarks, Company logo on all marketing materials, Company logo on signage at events, Company recognition and logo on all E-news blasts.

SUPPORTER SPONSOR **\$3,500**

Benefits include, name on sponsor banner, sponsorship listing on web site, half-page advertisement in event program, VIP Event access (2 tickets), booth and table at the Avenue Market. Company recognition and logo on all E-news blasts.

PATRON **\$1,000**

Benefits include, name in event program, and listing on web site.



Sponsorship Request

- Diamond \$25,000
 Platinum \$20,000
 Gold \$15,000
 Silver \$10,000
 Bronze \$5,000
 Supporter \$3,500
 Patron up to \$1000
 I am unable to sponsor; enclosed is a contribution in the amount of \$ _____

Name _____ Organization _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

My check in the amount of \$ _____ is enclosed payable to: **Upton Planning Committee**

- Please send me an invoice.
 Please charge my: VISA / MasterCard / Discover / American Express in the amount of \$ _____
 Credit Card #: _____ Exp. Date ____/____ Security Code _____
 Name on Card _____
 Signature _____

UPTON PLANNING COMMITTEE
Pennsylvania Avenue Main Street
2019 Billie Holiday Music & Arts Festival
828 N. Carrollton Avenue or P.O. Box 16433 * Baltimore, MD 21217
Email: InfoBillieHolidayMusicFestival@gmail.com
For further information contact Michael Johnson at (443) 531-1922 or
Wanda Watts at (410) 929-0515

Upton Planning Committee is a 501(c)3 organization and donations are tax deductible.