

CHATT*TOWN**

Chattown Stages

www.chattown.art

Sponsor Invitation

Announcing the launch of Chattown Stages; an innovative adaption to the global health crises providing Chattanooga's musical artists and writers an online venue for meeting, competing, and thriving. The online events operated by Chattown Stages are simple and fun: artists submit a profile including a link to their entry song. The formats for each contest vary but typically include both judge's choice and people's vote. Therefore the website becomes a hub of activity as contestants upload their profile and video link for the public to view. The contestant publicizes their profile on social media soliciting supporters to vote for them in the voting period. The result is high volume of local traffic on a website where your brand may be featured as a sponsor of a very popular event. We need financial support for operations, and we need to increase the awards package by offering sponsor products. This could be a great match for your business.

Online and In Person Events

As the global health crisis eases and we can safely resume gathering in large groups, Chattown Stages will continue operating as the initial launch of contests but each contest series will also contain in person aspects including the finale. We invite our sponsors to host these events in their own restaurant, coffee shop, bar, or other venue.

Demographics:

Chattown Stages operates multiple events, each with their own demographic set: Songwriters Stage, Poets Stage, Bands on Stage, and the Chattown Lowdown – Rappers. Contestants must be local, providing an address within a 70 mile radius of Chattanooga.

Sponsor Package Options 2021: (adjustments made annually)

Major Sponsors:

- + **Exclusive sponsor:** finances each contest series for \$1000- plus merchandise awards packages. The exclusive sponsor purchases the right to dominate the event and not share advertising space with other sponsors. Exclusive sponsor's logo is featured on all promotional material.
- + **Four sponsors:** share the event for investments of \$300- each plus merchandise awards packages. Sponsors receive advertisement on the opening page of the contest, their logo on each page of the contest where artist profiles are listed, and all other posters and promotional materials.
- + **Multiple event sponsors:** Finally, we are open to discussion with sponsors who may see the value of investing in multiple events to support the Chattown Stages project.
- + **Merchandise investment:** In addition to financial investment we need merchandise credits of minimum \$20- each for contest winners and for the judges. Sponsors that provide products to the awards package receive great publicity as those items are publicized with great enthusiasm.

Invitation: I feel incredibly blessed to have fallen into the midst of this creative community that we call Chattanooga. Our beautiful city has risen from ashes to become a symbol of what creative innovation can accomplish. This project is full of the type of innovation necessary to help people do more than barely survive during the current health crises; this project is designed for thriving. Please consider being part of this.

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