

# SUMMER COOLER™

## PRIMARY



# Sponsorship Opportunities

3650 Suder Ave.

Toledo, OH 43611

W: [My5teryMusic.com](http://My5teryMusic.com)

T: (937) 536-2704

E: [Arts@My5teryMusic.com](mailto:Arts@My5teryMusic.com)



*"Unveiling the wonderful world  
of musical my5tery within you™"*

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Greetings, Potential Sponsor!

It is a very special time of the year for the My5tery Music™ Family, and we invite you to join us as one of our *Team of Sponsors* for our flagship event, the Annual **SUMMER COOLER™** Extravaganza!

If you don't already know, My5tery Music™ is a one-stop shop for 3<sup>rd</sup>- through 12<sup>th</sup>-grade collaborative musical and performance excellence in several performing arts fields which we call our **5 Musical My5teries™** Performing Arts Programs, which consist of:

- 1.) Drumline
- 2.) Step Team
- 3.) Pitched Instrument Training
- 4.) Vocal Performance Training
- 5.) Theatrical Etiquette Training

During this time we take two terms, up-to two hours per Session, and use performing arts to teach students the tools to manage their discipline and social skills. This translates fantastically to classrooms and assists teachers greatly in better classroom management, and thereby greater learning for their students.



And, at the end of the fiscal year, all of these students' hard work and sacrifice culminates into our highly-anticipated, end-of-year **SUMMER COOLER™** collaborative performing arts event that I birthed almost two decades ago.

**This is where we need you.**

General assistance normally goes a long way in helping us to create new generations of young people who achieve their short and long-term goals. However, with your *sponsorship funding*, we will *also* be able to help the youth in our community achieve improved social and academic life skills, and other achievements, along with a healthier appreciation for the performing arts.

As a father, a husband, and a business owner, I *truly* understand the value of time, so I thank you kindly for your time and your sponsorship consideration. Let's change these children's lives and our community together!

Sincerely,

**Errick Dixon, Executive Director**  
My5tery Music™ Performing Arts Programs



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## Performer Data



Our overall student performer data was gathered from pre- and post-evaluation forms filled out by both the teachers and the parents of the students in the My5tery Music™ performing arts programs. The "Start" numbers denote the averages of the parents' and teachers' observations of the students' character in those specific categories *before* they joined My5tery Music's performing arts programs.

The "Finish" numbers denote the averages of the parents' and teachers' observations of the students' character in those specific categories *after* they joined My5tery Music's performing arts programs. **Did the students regress or progress?** The numbers in the blue cells are the percentage changes for all documented schools from 'Start' to 'Finish.' The higher the percentage, the better the students' character traits:

ALL CATEGORIES Start-to-Finish PROGRESS PERCENTAGE		+27.70%	ALL STUDENTS' Start-to-Finish PROGRESS Percentage		+28.49%	All Average Student Character POINT INCREASES		+19.59%
Start:	69.446	Finish:	88.686	Start:	68.747	Finish:	88.336	

1 = Cooperativeness			+34.82%	2 = Attitude			+31.87%	3 = Class Activity/Prep			+31.01%
Start:	61.980	Finish:	83.560	Start:	67.562	Finish:	89.093	Start:	65.913	Finish:	86.356

4 = Attendance			+4.50%	5 = Leadership			+43.08%	6 = Reactionary Discipline			+41.29%
Start:	90.310	Finish:	94.375	Start:	60.711	Finish:	86.866	Start:	59.163	Finish:	83.591

7 = Performance Discipline			+44.56%	8 = Respect			+15.32%	9 = Honor			+15.76%
Start:	63.779	Finish:	92.202	Start:	79.502	Finish:	91.685	Start:	80.812	Finish:	93.544

10 = Kindness			+19.06%	11 = Patience			+43.81%
Start:	75.480	Finish:	89.865	Start:	58.691	Finish:	84.406

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## Sponsorship Opportunities

(Deadline: On or before April 27th. Size specifications are *width -x- height*. JPG, PNG, or PDF format only.)

SPONSORSHIP PERKS	A. Platinum \$7,000.00	B. Gold \$3,500.00	C. Silver \$2,000.00	D. Bronze \$1,000.00	E. Blue Carpet \$2,500.00	F. Booklet \$1,500.00
1. National press release	✓	✗	✗	✗	✗	✗
2. Media interview mentions	✓	✗	✗	✗	✗	✗
3. Video ad mentions	✓	✗	✗	✗	✗	✗
4. Logo on official event backdrop	✓	✗	✗	✗	✗	✗
5. Display table	✓ (Large)	✓ (Standard)	✗	✗	✓	✗
6. Vertical display banners	✓ (2 Ex-Large)	✓ (1 Large)	✗	✗	✓ (2 Large)	✗
7. Website widget (side)	✓ (1 <sup>st</sup> Slot)	✓ (2 <sup>nd</sup> Slot)	✗	✗	✓ (3 <sup>rd</sup> Slot)	✗
8. Event banner(s) logo sponsor slot	✓ (Title Slot)	✓ (Event Slot)	✓ (Event Slot)	✗	✗	✗
9. Complimentary B&W souvenir booklet ad	✓ (Full Pg)	✓ (3/4 <sup>th</sup> Pg)	✓ (1/2 Pg)	✓ (1/4 <sup>th</sup> Pg)	✓ (3/4 <sup>th</sup> Pg)	✓ (Full Color Pg.)
10. Complimentary event ticket(s)	<b>6 Tickets</b>	<b>4 Tickets</b>	<b>3 Tickets</b>	<b>2 Tickets</b>	<b>2 Tickets</b>	<b>3 Tickets</b>
11. Social media Sponsor mentions	✓ (Title Mentions)	✓	✓	✓	✓	✓
12. Logo on printed advertisement	✓	✓ (No e-mail)	✓ (No e-mail)	✓ (No e-mail)	✓ (No e-mail)	✓ (No e-mail)
13. Clickable logo link on official website	✓	✓	✓	✓	✓	✓

Email your 'hi-res' banner, logo, and/or ad graphics in jpg, png, or pdf format only to:

**[Arts@My5teryMusic.com](mailto:Arts@My5teryMusic.com) - Attn: Errick Dixon**

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## Event Data

### Type of Attendees:

**Ethnically-diverse parents and grandparents of children 8-18 years of age**

**Number of SUMMER COOLERS Held:**

**17**

**Average Number of Performers:**

**100**

**Average Number of Attendees:**

**542.3**



**Average Venue Capacity:**

**624.7**

**Average Venue Fill Rate:**

**86.8%**

PLEASE NOTE: The above-listed event numbers were achieved *with no designated or significant advertising campaigns!*

This fiscal year, we are looking to increase average attendance with a *massive* advertising campaign, **and this is where we need you.**

Your selfless sponsorship(s) will take us to the next level and give the city something to talk about for months, while spreading your brand throughout Toledo, OH and over our web network!

**Interested in Title or Other Sponsorship?**

**Contact [Arts@My5teryMusic.com](mailto:Arts@My5teryMusic.com) - Attn: Errick Dixon**

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## SUMMER COOLER™ Letter of Intent (PRIMARY)

This Letter of Intent is to tentatively secure the signer's sponsorship placement for the SUMMER COOLER™ Event. Please complete this form immediately and return it via email to: [Arts@MySteryMusic.com](mailto:Arts@MySteryMusic.com). NOTE: This L.O.I. is for sponsorship agreement only. No payment needs to accompany this form at this time. **Payments can be made up to the due date listed within the PRIMARY Sponsorship Opportunities packet, unless otherwise specified in writing.** Acceptable payment methods: PayPal®, Cash App, Check, Money Order, or Cashier's Check. **If you are asked to pay cash by anyone other than MyStery Music's Executive Director, please inform MyStery Music™ IMMEDIATELY.**

**PayPal®: [Arts@MySteryMusic.com](mailto:Arts@MySteryMusic.com) and Cash App: \$MySteryMusic (Must add 4% to your payment[s])**

Mail checks, money orders, and cashier's checks to: MyStery Music LLC - 3650 Suder Ave. - Toledo, OH 43611

**"I/We wish to participate in the upcoming SUMMER COOLER™ Event as a sponsor at or above the sponsorship level(s) that I mark within this Letter of Intent." ~**

(Sponsor's Authorized Representative's Full Name)

**SPONSORSHIP LEVELS** - Instructions: Check the box(es) and initial on the line(s) next to the sponsorship(s) you are giving.

☐ **Platinum (Title): \$7,000.00** \_\_\_\_\_ (Initial)

☐ **Gold: \$3,500.00** \_\_\_\_\_ (Initial)

☐ **Blue Carpet: \$2,500.00** \_\_\_\_\_ (Initial)

☐ **Silver: \$2,000.00** \_\_\_\_\_ (Initial)

☐ **Souvenir Booklet: \$1,500.00** \_\_\_\_\_ (Initial)

☐ **Bronze: \$1,000.00** \_\_\_\_\_ (Initial)

By signing and returning this Letter of Intent, you understand that this is a legally binding agreement and are committing to being a sponsor for the above stated \_\_\_\_\_ (year) SUMMER COOLER™ Event(s) at or above the sponsorship level(s) marked and initialed above.\* As a sponsor, you/your entity are/is committed to the total amount due, as stated above in finality, and will submit your full sponsorship payment before the due date listed in the appropriate companion sponsorship packet. We appreciate your immediate response and thank you for joining our sponsorship team!

\_\_\_\_\_  
Authorized Representative's Name (Please Print CLEARLY)

\_\_\_\_\_  
Name of Entity You Are Representing (If applicable)

\_\_\_\_\_  
Authorized Representative's SIGNATURE

\_\_\_\_\_  
Agreement Date

\*Approved sponsorship is final and payment is required on or before the due date listed in the appropriate sponsorship opportunities companion packet. You must add 4% for processing fees to all PayPal® and Cash App payments, and you signing this agreement means you understand and agree to this if you use this/these payment methods. PLEASE NOTE: 'Printed materials/correspondence' does not include clothing. Sponsorship slots are limited, so 'first contracted, first served.' This means that the eligible individual(s)/entity(s) who/that submit their sponsorship monies first will receive placement in the open sponsorship slots. If no slots remain, the monies will be returned to the individual(s)/entity(s) who/that sent them, with no damage, especially financial, being incurred by either party(s), and you filling out and signing this or any other related form states that you understand and irrevocably agree to this and all terms stated herein.