



# 3<sup>rd</sup> Annual San Diego Praise Fest

*Together We Can Change the Atmosphere Of Our Communities*

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*Hello Supporter,*

I am writing today to invite you to partner with M.A.N.D.A.T.E. Records, Inc. and Shabk, Inc. to inspire our community toward healthy living, education, and spirituality. On Saturday, September 18, 2010 M.A.N.D.A.T.E. Record, Inc. and Shabk, Inc. will present the 3rd Annual San Diego Praise Fest. The San Diego Praise Fest is a unique opportunity to spark a positive atmosphere and promote change in the community at the ground level.

The mission of the Praise Fest is to unite faith-based organizations with healthcare and business agencies to educate our community on living a full and healthy lifestyle. Through the attraction of great gospel music, the Praise Fest hopes to spread the word about resources and information on topics such as healthy eating, healthy cooking, fitness and health awareness. The Praise Fest will also advocate for education in our community by providing resources and contact with educational institutions and professionals.

While the inaugural San Diego Praise Fest attracted more than 6,000 attendants, the 2010 San Diego Praise Fest hopes to attract 15,000 people to the Webster community. Located centrally in the City of San Diego, the street festival styled-Praise Fest will feature an Open-Air Marketplace, 3 live music stages, a Mentorship Recruitment Zone, a Kids Zone, and a Health Pavilion. There will also be a Food Court and an Educational Row.

- The food court will feature traditional festival food, in addition to healthy and international food.
- The Open-Air Marketplace will feature a farmers market with fresh and organic fruits and vegetables.
- The Mentorship Recruitment Zone will seek out to recruit over 200 potential adults who are willing to mentor a child, ages ranging from 5 - 17.
- The Kids Zone will feature health and fitness activities for the youth.
- The music stages will feature the best in local and international talent.

There are a variety of sponsorship opportunities with the 3rd Annual San Diego Praise Fest. As a major sponsor, you will receive prominent recognition during the festival, as well as acknowledgement in all promotional and media materials leading up to the event. We will also place your logo (with a web link) on the Praise Fest website and you will receive a booth in the area of your choosing. Please take a look at the next few pages to see the benefits of sponsorship for your organization.

We hope that you make it a priority to support the 3rd Annual San Diego Praise Fest by providing, a major sponsorship. Your financial support will help us to begin a new tradition of healthy living, education, and spirituality in the San Diego community. And just as important, your commitment will encourage others to support efforts, as well.

Please refer to the following pages for more information on the levels of sponsorship available. Should you have any questions, please contact Leonard Thompson at 858-650-3190 or via email at [thompson@mandaterecords.com](mailto:thompson@mandaterecords.com). Thank you for your consideration and generosity!

Sincerely,

*Leonard J. Thompson III*

Leonard J. Thompson, III  
President & CEO  
M.A.N.D.A.T.E. Records, Inc.

*Dr. Netreia Carroll*

Dr. Netreia Carroll  
Executive Director  
Shabk, Inc.



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On Saturday, September 18, 2010, San Diego will experience the synergy of music, health, open-air market, and education. The 3<sup>rd</sup> Annual San Diego Praise Fest is designed to provide an opportunity for the San Diego community to come together in promoting a healthy lifestyle and education. Under the soulful sound of gospel music, community business, educators, and health organizations will be able to reach out to a growing demographic.

Presented by M.A.N.D.A.T.E. Records, Inc. and Shabk Inc., the 3<sup>rd</sup> Annual San Diego Praise Fest will take place in the Webster Community of San Diego on Federal Avenue between Euclid and 47<sup>th</sup> street. It will utilize a traditional street festival style and layout. The streets will be barricaded providing an open pedestrian area lined with an open-air market place, Mentorship Zone, Food Court, and Educational Row. There will also be a Kids Zone, 3 live music stages, and Health Pavilion.

## **Music** (naming opportunity)

The music stages will feature live performances from the best talent in urban contemporary and traditional gospel music.

- The *Main Stage* will feature headlining gospel artists.
- The *Church House Stage* will feature choirs from the Southern California area.
- The *Urban Youth Stage* will feature contemporary positive music artists, as well as dance and praise teams from the region.

## **Open-Air Marketplace** (naming opportunity)

Community entrepreneurs and businesses will have the opportunity to engage with festivalgoers providing information and products for sale.

- Farmers Market (featuring fresh vegetables and fruits with a focus on organic)
- Authors and Booksellers
- Home Improvement Resources
- General Wares

## **Kids Zone** (naming opportunity)

An area dedicated to youth and small child activities. The area will feature rides and activities that provide excitement and thrill to attract younger community members.



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## **Education Row** (naming opportunity)

This area will offer educational institutions, professionals, and service organizations the opportunity to engage the festivalgoers, providing information on their services, programs, and campuses. This is a critical time for students as it is the beginning of the school year; high school seniors are beginning their college search and parents are seeking academic support services for their children.

- Colleges and Universities
- Charter, Public, and Private Schools
- Alternative Educational Support (tutoring, enhancement programs, after-school programs, etc.)

## **Food Court** (naming opportunity)

The Food court will feature the traditional festival foods. Local food vendors will ensure that festival patrons have access to a wide selection of quality prepared foods. In addition to the Food Court, a major focus in the Health Pavilion will be on healthy food alternatives.

- Vegetarian/Vegan Foods
- Meat Alternatives
- Raw Foods

## **Health Pavilion** (naming opportunity)

This area will focus on providing information, resources, and screenings to the community. This is a critical time as students are returning to school and need health screenings and immunizations.

- Health Exams
- HIV/Aids Testing (w/on-site notification)
- Blood Drive & Blood Pressure
- Diabetes Screening

## **Mentorship Recruitment Zone** (naming opportunity)

Our goal in the Mentorship Recruitment Zone is to recruit over 200 potential adults who are willing to mentor a child, ages ranging from 5 - 17. We also want to register children who are interested in having a mentor.



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## **Corporate Sponsorship Opportunities**

### **Title Sponsorship: \$25,000.00**

This sponsorship entitles your organization to the following:

- Your Company's name in the title:

M.A.N.D.A.T.E. Records Inc. and Shabk Inc.

**Present the "Your Company's Name"**

**"3rd Annual San Diego Praise Fest"**

Together We Can Change the Atmosphere Of Our Communities

- Included on all television & radio commercials (6 week campaign)
- Logo on all print media (e.g. 20,000 Post Cards, 300 Posters, 10,000 Schedules for the day)
- Multiple Signage throughout the festival on the day of the event.
- Logo on the front of the volunteer T-Shirt
- Included on website with link to your company's site
- Acknowledgement on the day of the event
- Two booths

### **Corporate Partner Sponsorship: \$10,000.00**

- Inclusion in all media (television & radio) commercials, ads, and marketing (6-8 week campaign)
- Logo on all print media (e.g. 20,000 Post Cards, 300 Posters, 10,000 Schedules for the Day)
- Exclusive Signage on one of the three stage areas (i.e. Main Stage, Urban Gospel Stage or The Church House Stage)
- 2 inch logo on the back of the volunteer T-Shirt
- Included on website with link to your company's site
- Acknowledgement on the day of the event
- One booth

### **Diamond Sponsorship: \$7,500.00**

- Logo on all print media (e.g. 20,000 Post Cards, 300 Posters, 10,000 Schedules for the Day)
- Exclusive Signage on one of the five event areas (i.e. Health Corner, Education Row, The Fun Zone, Mentorship Recruitment Zone or Food Pavilion)
- 1 3/4 inch logo on the back of the volunteer T-Shirt
- Included on website with link to your company's site
- Acknowledgement on the day of the event
- One booth

### **Platinum Sponsorship: \$5,000.00**

- Logo on all print media (e.g. 300 Posters, 10,000 Schedules for the Day)
- 1 1/2 inch logo on the back of the volunteer T-Shirt
- Included on website with link to your company's site.
- Acknowledgement on the day of the event.
- One booth.



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## **Gold Sponsorship: \$2,500.00**

- Signage opportunities
- 1 inch logo on the back of the volunteer T-Shirt
- Logo included on (e.g. 10,000 Schedules for the Day)
- Included on website with link to your company's site.
- Acknowledgement on the day of the event.
- One booth.

## **Silver Sponsorship: \$1,500.00**

- 3/4 inch logo on the back of the volunteer T-Shirt
- Logo included on (e.g. 10,000 Schedules for the Day)
- Included on website with link to your company's site.
- Acknowledgement on the day of the event.
- One booth.

## **Foundation Sponsorship: \$1,000.00**

- 1/2 inch logo included on (e.g. 10,000 Schedules for the Day)
- Included on website with link to your organization's site.
- Acknowledgement on the day of the event.
- One booth.

## **Cornerstone Sponsorship: \$500.00**

- Included on website with link to your organization's site.
- Acknowledgement on the day of the event.
- One booth (**non food**)

## **Gateway: \$250.00**

- Acknowledgement on the day of the event.
- One booth (**non food**)

## **Pillar: \$100.00**

- For individuals who want to help.



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## Corporate Sponsorship Selection

- **Title Sponsorship:** \$25,000.00
- **Corporate Partner Sponsorship:** \$10,000.00
- **Diamond Sponsorship:** \$7,500.00
- **Platinum Sponsorship:** \$5,000.00
- **Gold Sponsorship:** \$2,500.00
- **Silver Sponsorship:** \$1,500.00
- **Foundation Sponsorship:** \$1,000.00
- **Cornerstone Sponsorship:** \$500.00
- **Gateway Sponsorship:** \$250.00
- **Pillar Sponsorship:** \$100.00

## **PAYMENT INFORMATION**

*Please print this page, complete the section below, and return with your payment to  
MANDATE Records, Inc., 8333 Claremont Mesa Blvd, Ste 200/San Diego, CA 92111*

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Name/Title

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Company/Organization

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Address

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City

State

Zip

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Email

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Telephone

Fax #

**Total Due \$** \_\_\_\_\_

**Amount Enclosed \$** \_\_\_\_\_

Thank you for your contribution. Please make check payable to "San Diego Praise Fest." Tax ID 31-1705326.  
Contributions to the San Diego Praise Fest are tax-deductible.