

# 2018 Sponsorship Package

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The Fourth-Annual

## AlterNatives' Bluegrass & Brews

Saturday, May 12<sup>th</sup>, 2018

1pm-7pm

Located at and Presented by  
**AlterNatives Boutique** (3320 W. Cary St.)  
Carytown, Richmond, VA 23221



A Fundraising Music  
Festival  
Benefiting  
**Highland Support  
Project**

**Highland Support Project (HSP)** is a 501(c)(3) nonprofit organization based in Richmond, VA (RVA) that **serves Indigenous peoples of the Americas through many transformational partnerships**, including the community of RVA and HSP's **sister organization in Guatemala, AMA** (Asociacion de Mujeres del Altiplano – Association of Highland Women). Through such, **AlterNatives Boutique helps facilitate in direct trade** from the handmade products of indigenous communities affiliated with HSP and AMA and also offers multiple fair trade products from artisans worldwide.

[www.rvabluegrassandbrews.com](http://www.rvabluegrassandbrews.com)

[www.highlandsupportproject.org](http://www.highlandsupportproject.org)

[alternatives.boutique](http://alternatives.boutique)

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AlterNatives' Bluegrass & Brews

[rvabluegrassandbrews@gmail.com](mailto:rvabluegrassandbrews@gmail.com)

@BGandBrewsFest

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## What is the GOAL of AlterNatives' BG&B?

Throughout more than two decades of partnership with representatives of the White Mountain Apache Tribe, we have been privileged to direct resources to a number of programs supporting tribal sovereignty and individual agency. These have ranged from food security and sustainable agriculture education through N'dee Bikiyaa, the people's farm, to behavioral health programming and mentorship for Apache youth.

Beginning in 2018 we are supporting the new initiative "Apache Build," a green building program founded to provide sustainable and affordable housing in a manner directed by the community with resources and labor sourced from the community all while providing employment and skilled labor training to community members.

**AlterNatives' Bluegrass & Brews (BG&B) 2018 aims to raise enough money by Saturday, May 12<sup>th</sup>, 2018 to fund the community training and construction for the first "Apache Build" structure on the N'dee Bikiyaa People's Farm. Due to generous volunteers this will only cost us \$5000!**

## Magazine Ad Sponsor - \$500 (2 Available)

- Three on-stage promotions during Event
- Business logo, address, and link mentioned on 'Sponsor' page on BG&B Website (<http://www.rvbluegrassandbrews.com>)
- Your Business mentioned and /or Business' Logo placed in all calendar listings, publications, promotional events, handouts, and posters affiliated with BG&B 2018 (*outreach approximated @ 30,000+ people*)
- Specific mentioning of your Business for ads in publications
- Exclusive Social Media Promotions/Postings of your Business in relation to the Event on Facebook (HSP(2), AlterNatives(2), and BG&B(3)), Instagram(3), and Twitter(3)
- Quarter-Page Ad/Logo placement in BG&B Event Brochure
- Opportunity to address the crowd during Event
- Right to utilize AlterNatives' Bluegrass & Brews Logo for promotional purposes

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Under what name would you like your sponsorship to be listed on all promotional materials?

\_\_\_\_\_

Your Name \_\_\_\_\_

Your Title \_\_\_\_\_

Primary Contact (if different than above) \_\_\_\_\_

Company Name

\_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip Code \_\_\_\_\_

Email \_\_\_\_\_

Phone Number \_\_\_\_\_

Fax Number \_\_\_\_\_

**How would you like to handle payment for your sponsorship?  
Please check the appropriate space below:**

\_\_\_\_\_ **Invoice** (Will invoice to the address listed above)

\_\_\_\_\_ **Check Enclosed** (Make check payable to "Highland Support Project")

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**HSP Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

This form may be returned via email to [rvabluegrassandbrews@gmail.com](mailto:rvabluegrassandbrews@gmail.com)  
Or by mail to the attention of Aaron Stspel at P.O. Box 7185, Richmond, VA 23221 Or,  
visit [www.rvabluegrassandbrews.com](http://www.rvabluegrassandbrews.com) and complete the online sponsorship form.

HSP Tax ID/EIN #: 54-1681703

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@BGandBrewsFest