



[www.SpiritFest.co](http://www.SpiritFest.co)

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

# SPIRITFEST 2012

**SPIRIT**  
*fest*



**SpiritFest 2012** is the 21<sup>st</sup> Anniversary – This unique sponsorship opportunity is Labor Day Weekend, **September 2,** For All Gospel Music Lovers featuring the Nation's Top Talent in The Gospel Genre.

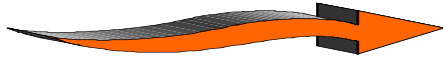
# SPIRITFEST



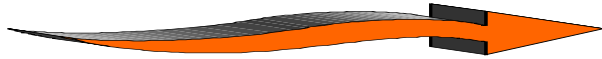
## HISTORY



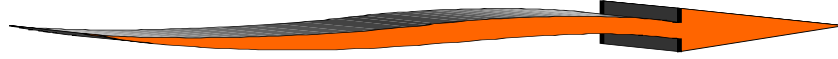
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Shirley Caesar ♦ Kirk Franklin ♦ The Williams Brothers



Lee Williams ♦ Vickie Winans ♦ The Mighty Clouds of Joy



Hezekiah Walker ♦ Kurt Carr ♦ Fred Hammond



The Canton Spirituals ♦ Marvin Sapp ♦ Mary Mary



Tye Tribbett & GA ♦ Donald Lawrence ♦ The Rance Allen Group

# COMMENTS/MEDIA QUOTES

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The Rance Allen Group echoes praises for the 2010 SpiritFest. No one does it like the SpiritFest/ERay Promotions team--bar none! You all should teach classes on how to facilitate events, the right way. We count it an honor and a joy to have been a part of the event.

- Rance Allen, Stellar Award Winner, 2010 SpiritFest Artist (10)

What you are doing is great. I'm hearing about the event 3 to 4 months in advance. I have attended SpiritFest for the last 5 years and it keeps getting better and better each year.

- B. Clowney (Survey/08)

For many people, gospel music is deeply intertwined with their identities, their very souls. And nowhere is gospel's influence more apparent than SpiritFest Concert, a longstanding Labor Day weekend tradition in Greenville.

- Donna Isbell Walker (The Greenville News/07)

# 2011 MARKETING FACTS



 **Radio**      Minimum advertising value of \$60,000

- a) WJMZ 107.3 Greenville, SC schedule from May – September 4 with \$50,000 value
- b) WFGN Gaffney, SC
- c) WLBG Laurens, SC
- d) WPJM Greer, SC
- e) WCZZ Greenwood, SC
- f) WJNI Charleston, SC
- g) 94.7FM Aiken, SC
- h) WFMV Columbia, SC
- i) WRES Asheville, SC

 **Flyers & Posters** over 50,000 circulated

# 2011 MARKETING FACTS



Minimum advertising value of \$60,000

- ♪ **Television**
  - a) WB & BET schedule valued at \$7,000
  - b) WYFF & WGGs ran feature segments of the 2010 SpiritFest Legend
  - c) SpiritFest Legends were featured on Gospel Touch
  - d) WSPA & FOX Carolina ran blurbs on SpiritFest
  
- ♪ **Internet**
  - a) Nationwide campaigns that reach at least 150,000 contacts
  - b) ERayPromotions.com featured links to sponsor websites and was included on all marketing efforts

# 2011 MARKETING FACTS



Minimum advertising value of \$60,000

## Church

- a) Two mailings to over 400 churches
- b) Flyers distributed at Churches and Christian events
- c) Targeted email campaign

## Newspaper/Magazine

- a) Greenville News ran articles on SpiritFest & SpiritFest Legend and numerous PSA's
- b) Linen Magazine
- c) The Community Informer

# SPIRIT *fest*



**CATCH THE SPIRIT!**

# Sponsorship Level

♪ SpiritFest

\$20,000.00

## PLATINUM LEVEL

- ♪ Your company will receive presenting partner status & brand exclusivity
- ♪ Your company logo on all printed material related to **SpiritFest**
- ♪ Your company will be mentioned from the stage during the **SpiritFest Legend** finale and the **SpiritFest Concert**
- ♪ Your company name on all radio and logo on television commercial spots
- ♪ Your company name and logo on the **SpiritFest** website
- ♪ Your company name on the 107.3 JAMZ website – **SpiritFest** page
- ♪ Your company advertisement banner on the **SpiritFest** website
- ♪ Your company banner on stage at **SpiritFest Legend** audition and finale and the **SpiritFest Concert**
- ♪ Your company booth at the **SpiritFest Legend** finale and **SpiritFest Concert**
- ♪ Full page color ad in the souvenir book (Prominent placement)
- ♪ 20 tickets for your company to the **SpiritFest Legend Finale** and the **SpiritFest Concert**

**CATCH THE SPIRIT!**

# Sponsorship Level

♪ SpiritFest

\$10,000.00

**GOLD LEVEL**

- ♪ Your company logo on printed materials related to **SpiritFest**
- ♪ Your company name mentioned on all radio commercials
- ♪ Your company name and logo on the **SpiritFest** website
- ♪ Your company advertisement banner on the **SpiritFest** website
- ♪ Your company banner on stage at **SpiritFest Legend** Finale and the **SpiritFest Concert**
- ♪ Your company booth at the **SpiritFest Concert**
- ♪ Full page ad in the souvenir book
- ♪ 10 tickets for your company to the **SpiritFest Legend** finale and the **SpiritFest Concert**

**CATCH THE SPIRIT!**

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# Sponsorship Level

♪ **SpiritFest**

**BRONZE LEVEL**

**\$5,000.00**

- ♪ Your company logo on flyers for **SpiritFest**
- ♪ Your company name and logo on the **SpiritFest** website
- ♪ 1/2 page ad in the souvenir book
- ♪ 5 tickets for your company to the **SpiritFest Legend** finale and the **SpiritFest Concert**

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**CATCH THE SPIRIT!**

# **SPIRITFEST OFFERS YOUR ORGANIZATION A UNIQUE BRANDING OPPORTUNITY**

**SpiritFest** will be promoted with a minimum marketing value of \$60,000 as a community event – A Concert with a Conscience, with SpiritFest Legend launching a community member's music career, scholarships to deserving youth of the community and the uplifting, life-changing Gospel music of the SpiritFest Concert.

**Elijah Ray (864) 420-2656**

**SpiritFest@ERayPromotions.com**

**www.ERayPromotions.com**

**www.SpiritFest.co**



**CATCH THE SPIRIT!**

# Sponsorship Form



## ERay Promotions SpiritFest Sponsorship Form *(Please Print)*

Organization's Name		Contact Person's Name	
Mailing Address			
City	State	Zip Code	
Phone #	Email Address		

**Sponsorship 2012** *(Check the sponsorship level) Please note that the Platinum level is limited to 1 organization and is accepted based on the date of submission of completed form and full payment*

Platinum \$20,000 *ad 7 x 10*    Gold \$10,000 *ad 7 x 10*    Bronze \$5,000 *ad 7 x 5*  
*(Submit Ad by August 1, 2012)*

Please email a hi-res Jpeg of your organization's logo and the ad to [SpiritFest@ERayPromotions.com](mailto:SpiritFest@ERayPromotions.com) and mail the sponsorship form with payment to ERay Promotions 342 Crepe Myrtle Dr. Greer, SC 29651

*I understand that my signature below authorizes ERay Promotions to add my organization as a SpiritFest 2012 sponsor*

\_\_\_\_\_ *Organization's Contact Person Signature*