

# The Change of Heart Music Festival

AUGUST 17TH, 2013

## SMALL BUSINESS, CORPORATE, NOT FOR PROFIT PARTNERSHIP AGREEMENT

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

FAX #: \_\_\_\_\_ Size of Banners Provided by Company: \_\_\_\_\_

\* All Partnerships can be an In-Kind donation equivalent to a Partnership Level  
\*\* Please indicate sponsorship level. See attached page for details of each partnership package  
\*\*\* We are a 501(c) 3 organization and all partnerships are tax deductible.

### Partnership Levels

- Diamond - \$10,000
- Platinum - \$2,500
- Gold - \$1,000
- Silver - \$500
- Bronze - \$250
- Direct Partnership

### Direct Partnership Areas

- Kid Zone - \$1500
- Featured Comedian(s) - \$1500
- Featured Performance Painter(s) - \$1500
- Youth Baseball Tournament - \$1000
- Co-Ed Softball Tournament - \$1000
- Grand Door Prize - \$1000
- Car Show - \$500
- Community Yard Sale - \$500

Open Partnership: \$ \_\_\_\_\_

\* Partnership of any monetary amount less than bronze package will be accepted, sponsor will be acknowledged in event program.

### Method of Payment

Check (Enclosed)

Money Order

\* Make all checks & money orders payable to: One Way Church.  
\*\* For drop-off payments please use our locked drop box located at the front entrance or our church  
(Please add your business, contact and event information in the memo area when sending your payment)  
\*\*\*\* You will still need to sign and mail or drop off copies of these forms to the address below

\_\_\_\_\_  
Signature of Authorized Representative

\_\_\_\_\_  
Date

Submit to: One Way Church  
P.O. Box 627  
Crawfordsville, IN 47933  
Phone: 765.364.1421  
newharvest2013@gmail.com

#### Show Management Only

Date Received: \_\_\_\_\_

Check/ Receipt #: \_\_\_\_\_

Booth Assignment (if applicable)

EMF: \_ \_\_\_\_\_

### **Diamond Partnership - \$10,000**

- Banners Displayed at the Festival - Up to 10 banners (premium locations)
- Festival Program - large size logo placement on the front cover
- 2 Free 10x10 Booth Spaces - located in premium area next to the stage
- Verbal Recognition during the Show (beginning/intermissions/end)
- Newspaper Advertisements - large logo placement in all newspaper ads
- Flyer Advertisements - large logo placement on all flyers
- Poster Advertisements - large logo placement on all posters
- Radio Advertisements - verbal recognition (main sponsor) on all radio ads
- Email Campaign - mentioned as diamond sponsor in emails
- Web Site - logo placement with link on festival web site for one year

\*All advertisements, promotions and marketing material will read as follows  
One Way Church & "Your Company Name" presents....  
The 1<sup>st</sup> Annual Change of Heart Music Festival

### **Platinum Partnership - \$2,500**

- 4 Banners Displayed at the Festival (premium locations)
- Festival Program - large size logo placement on the back page
- 2 Free 10x10 Booth Spaces - located in exclusive area
- Verbal Recognition during the Show (beginning/intermissions/end)
- Newspaper Advertisements - large logo placement in all newspaper ads
- Flyer Advertisements - large logo placement on all flyers
- Poster Advertisements - large logo placement on all posters
- Radio Advertisements - verbal recognition on all radio ads
- Email Campaign - mentioned as platinum sponsor in emails
- Web Site - logo placement with link on festival web site for one year

### **Gold Partnership - \$1,000**

- 3 Banners Displayed at the Festival
- Festival Program - medium size logo placement on the back page
- 2 Free 10x10 Booth Spaces - located in vendors area
- Verbal Recognition during the Show (intermissions)
- Newspaper Ads - small logo placement in all newspaper ads
- Flyer Advertisements - small logo placement on all flyers
- Poster Advertisements - small logo placements on all posters

### **Silver Partnership - \$500**

- 2 Banners Displayed at the Festival
- Festival Program - medium size logo placement on the back page
- 1 Free 10x10 Booth Space - located in the vendors area
- Verbal Recognition during the Show (intermissions)

### **Bronze Partnership - \$250**

- 1 Banner displayed at festival
- Festival Program - small logo placement on the back page

### **Direct Partnership - \$500 to \$1500**

- **Kids Zone Area:** Games, Face Painting, Bounce Houses, Sumo Wrestling Suits, Slide, Bungee Run, Basketball Hoops  
Sponsor will receive the Gold Package with this sponsorship
- **Featured Comedian(s):** 1-2 Christian comedians to perform a 15-30min set each during the music festival.  
Sponsor will receive the Gold Package with this sponsorship
- **Featured Performance Painter:** Marc Eckel will perform a LIVE set and create original Christian art work on canvas with his bare hands. View Marc on [www.splatexperience.com](http://www.splatexperience.com)  
Sponsor will receive the Gold Package with this sponsorship
- **Youth Baseball Tournament:** All-Star youth baseball tournament to be held at Fishero Baseball Park in Crawfordsville, Indiana. Teams in this tournament will be from all across Central Indiana. Trophies and medals with the sponsor's name on them will be available to winners and runner-ups. Sponsor will receive the Gold Package with this sponsorship
- **Coed Softball Tournament:** Softball tournament to be held at Elston Softball Park in Crawfordsville, Indiana. Teams in this tournament will be from across Central Indiana. Trophies and Medals with sponsors name on them available to winners and runner-ups.  
Sponsor will receive the Gold Package with this sponsorship
- **Car Show:** Custom, Hot Rod, Classic, Antique, and Motorcycles. Judges will select the winner for each category. Prizes will include plaques and trophies with sponsors name on them.  
Sponsor will receive the Gold Package for this sponsorship
- **Door Prizes:** Monetary donation to purchase multiple or 1 item(s) given away as raffle prizes to festival goers. e.g. flat screen t.v./ gift cards  
Sponsor will receive Gold Package for this sponsorship
- **Community Yard Sale:** Designated area where individuals from the community purchase booth space to sell various items similar to any other yard sale. Sponsor will receive Silver Package for this sponsorship.

### **Media Focus**

**Radio Stations:** 103.9fm, 106.3fm, 1550am, 1310am "The Light", [walkwithchristgospelradio.com](http://walkwithchristgospelradio.com) = (up to 1 million listeners)

**Newspapers (County):** Journal Review (Montgomery), The Paper (Montgomery), Journal & Courier (Tippecanoe), Banner Graphic (Putnam), The Messenger (Fountain), The Reporter (Boone), Sentinel (Park) = (151,500 total subscribers)

**Flyers:** a minimum of 2,400 postcard flyers distributed in 4 area counties

**Posters:** a minimum of 250 posters placed in businesses in 4 area counties

## TERMS AND CONDITIONS

WHEREAS, ONE WAY CHURCH (its outreach coordinator and board of directors) is organizing and producing the Annual Change of Heart Music Festival, which will be held on August 17th, 2013, at The Lane Place, 212 S. Water St., Crawfordsville, Indiana and

WHEREAS, ONE WAY CHURCH (its outreach coordinator and board of directors) is selling advertising in the form of PARTNERSHIP LEVEL to small businesses, corporations and not for profit organizations and

WHEREAS, PARTNER and ONE WAY CHURCH (its outreach coordinator and board of directors) have deemed it to be mutually beneficial to each party for PARTNER to purchase advertising in the form of a PARTNERSHIP LEVEL(s) related to the Annual Change of Heart Music Festival.

NOW THEREFORE, in consideration of the payment by PARTNER to ONE WAY CHURCH, in the sum of the following \$ \_\_\_\_\_, ONE WAY CHURCH agrees to provide to PARTNER the following \_\_\_\_\_ PARTNERSHIP LEVEL(s) as part of ONE WAY CHURCH's media package relative to the Annual Change of Heart Music Festival.

### LIABILITY AND LAWFUL OPERATION -

ONE WAY CHURCH, CRAWFORDSVILLE, INDIANA, MONTGOMERY COUNTY, its board of directors, will assume no responsibility for damaged, lost or stolen property. Insurance on PARTNER'S property is the responsibility of the PARTNER.

24-hour security will be provided the night before and the day of the show.

PARTNER shall comply with all federal, state and municipal laws and administrative rules, including but not limited to those relating to licenses and permits, ordinances and regulations applicable.

### INDEMNIFICATION -

Any damage to premises is the responsibility of the PARTNER causing the damage. Any restitution for such damage remains PARTNER'S responsibility. PARTNER

Agrees to hold ONE WAY CHURCH, CRAWFORDSVILLE, INDIANA, MONTGOMERY COUNTY, its board of Directors free and harmless of any liability, injury or damage to persons or property that may arise out of the use of the premises by the SPONSOR pursuant to this agreement.

PARTNER agrees to hold harmless and indemnify ONE WAY CHURCH, CRAWFORDSVILLE, INDIANA, MONTGOMERY COUNTY, its board of directors against all actions, liabilities, damages, losses, expenses, debts, taxes, fees, charges, assessments and other claims which may be caused by, arise out of, or are in any way associated with or contributed to, directly or indirectly, by any act, omission, negligence, fault, or violation of any law or regulation by the PARTNER or any of the PARTNER'S officers, employees, agents, independent contractors, volunteers, guests, or visitors including but not limited to the costs of investigating, processing, litigating, or settling any such claim against ONE WAY CHURCH'S reasonable attorney fees. Any matters not herein provided for shall be at the discretion of ONE WAY CHURCH. The laws of the State of INDIANA shall govern this contract. If any action is brought with respect to this contract, it shall be brought in the courts of Montgomery County, State of Indiana.

### AGREEMENT -

PARTNER understands, acknowledges and agrees that the annual Change of Heart Music Festival is intended to be held in an open air venue which is subject to inclement weather, and other acts of God, as well as civil unrest or other unforeseen events. Although this event will be held rain or shine the potential of cancellation as the result of the above, PARTNER agrees that ONE WAY CHURCH, their officers, members, agents, employees and assigns shall not be liable or responsible to PARTNER in any respect as the result of PARTNER'S payment to ONE WAY CHURCH for PARTNERSHIP money in the event the event is cancelled due to some unforeseen reason which is out of the control of ONE WAY CHURCH.

PARTNER further agrees and acknowledges that in the event the event is cancelled for any reason which is out of the control of ONE WAY CHURCH, that PARTNER shall not be entitled to the refund of any monies paid to ONE WAY CHURCH for any PARTNERSHIP LEVEL related to said event.

Agreed and Accepted

On this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_.

PARTNER

\_\_\_\_\_  
By \_\_\_\_\_

It's authorized agent and as the act  
and deed of the SPONSOR

ONE WAY CHURCH

\_\_\_\_\_  
By \_\_\_\_\_

its authorized agent and as the act  
and deed of ONE WAY CHURCH



April 2, 2013

Greetings in the precious name of our Lord and Savior Jesus Christ!

First, I would like to take this time to introduce who we are. We are One Way Church of Crawfordsville Indiana. We have been a ministry for over 25 years that has served the community in many different capacities that include a food bank, clothing closet, and Thanksgiving meal give-away just to name a few.

After much prayer, we are going to be hosting The Change of Heart Music Festival in Crawfordsville on August 17th at The Lane Place. The mission of The Change of Heart Music Festival is to share the love of Christ & to empower our youth and families by raising funds for current and future character development ministries. These ministries will help provide a platform for learning & applying life skills that focus on problem solving & prevention. Our communities are under attack and we, as believers are united in Christ to restore the broken and reach the lost by supporting this annual music festival with our attendance, volunteerism and finances. "Create in me a clean heart, O God; and renew a right spirit within me." Psalms 51:10

This letter is to present you with an opportunity to join our community in this endeavor. We have attached a partnership contract to help you with making that decision.

Thanks again for your time and attention. We look forward to partnering with you to help make our community the place we know it can be!

With much appreciation,

The Change of Heart Music Festival Committee