WHISTLESTOP’S BENEFIT CONCERT • AN ISLAND OF BLUES IN THE HEART OF MARIN

WHISTLESTOP

SATURDAY SEPTEMBER 29

2018 BUSINESS MARKETING and SPONSORSHIP OPPORTUNITIES
**THE OPPORTUNITY**

You can make a difference in the lives of Marin’s older adults by making a tax deductible gift as a sponsor. Your sponsorship comes with numerous benefits, and it helps change people’s lives for the positive.

**THE EVENT**

A fun day of rockin’ Blues, dancing and giving!

*Saturday, Sept. 29, 2018
Fairgrounds Island – Marin Center
10 Avenue of the Flags
San Rafael*

**BACKGROUND + DESCRIPTION**

Whistlestock has a reputation for a not-to-be-missed event! This year’s concert will feature Grammy award-nominee Elvin Bishop’s Big Fun Trio, BB King Entertainer of the Year Tommy Castro and the Pain Killers, and young rising stars Matt Jaffe and Bella B. They will be performing outdoors under a shaded tent at the fabulous Fairground Island at the Marin Center. Join over 600 guests as they enjoy great music, food and drinks, dancing and fun.

Whistlestop was voted BEST NONPROFIT and BEST SENIOR SERVICES in the Pacific Sun 2018 Reader’s Poll.
PROMOTION BENEFITS FOR SPONSORS

RHYTHM & BLUES PRESENTING SPONSOR $25K

BEFORE WHISTLESTOCK
- Top billing as the Presenting Sponsor in all event media (only one per industry)
- Top logo placement on 8’ Whistlestock poster displayed at the Marin Center Box Office
- Feature article in the Whistlestop Express full-color September Music Issue: 20,000 copies inserted into the Marin U, 20,000 into the Pacific Sun, and 15,000 into MarinScopes newspapers (readership over 430,000)
- Logo on Whistlestock print promotions in Marin Magazine (September Hot Ticket), Whistlestop Express and Marin U (readership over 397,000)
- Four-color Whistlestop Bus Back on 7 buses for 3 months
- Top logo placement on Whistlestock poster
- Top logo placement on Whistlestock promotions banner

AT WHISTLESTOCK
- Reserved parking area for 20 Guests
- Exclusive, reserved, shaded seating at TWO tables of 10, including lunch and two beverages for each guest
- Table signs with company name
- Stage Acknowledgement
- Company banner prominently displayed at Whistlestock entrance
- Top logo placement on event front-of-stage banner or video screen
- Company logo on event: All Access lanyards
- Option for company branded product placement
- Option for branded T-shirts

AFTER WHISTLESTOCK
- All sponsors will be acknowledged in the November issue of Whistlestop Express (readership: 70,000)

What better way for me to give back to my community than to help support those who cannot afford the services of At Home Caregivers? That is why I am proud to be a presenting sponsor at this year’s Whistlestock.”

— Peter Rubens, Owner, At Home Caregivers

LEGENDARY SPONSOR $15K

BEFORE WHISTLESTOCK
- Acknowledged as the event underwriting sponsor(s) in all event media
- Logo placement on 8’ Whistlestock poster displayed at the Marin Center Box Office
- Acknowledgment in the Whistlestop Express full-color September Music Issue: 20,000 copies inserted into the Marin U, 20,000 into the Pacific Sun, and 15,000 into MarinScopes newspapers (readership over 430,000)
- Logo on Whistlestock print promotions in Marin Magazine (September Hot Ticket), Whistlestop Express and Marin U (readership over 397,000)
- Four-color Whistlestop Bus Back on 4 buses for 3 months
- Prominent logo placement on Whistlestock poster

AT WHISTLESTOCK
- Reserved parking area for 10 Guests
- Exclusive, reserved, shaded seating at ONE table of 10, including lunch and two beverages for each guest
- Table sign with company name
- Logo placement on event front-of-stage banner or video screen

AFTER WHISTLESTOCK
- All sponsors will be acknowledged in the November issue of Whistlestop Express (readership: 70,000)

BEBOP SPONSOR $10K

BEFORE WHISTLESTOCK
- Logo placement on 8’ Whistlestock poster displayed at the Marin Center Box Office
- Acknowledgment in the Whistlestop Express full-color September Music Issue: 20,000 copies inserted into the Marin U, 20,000 into the Pacific Sun, and 15,000 into MarinScopes newspapers (readership over 430,000)
- Logo on Whistlestock print promotions in Marin Magazine (September Hot Ticket), Whistlestop Express and Marin U (readership over 397,000)
- Four-color Whistlestop Bus Back on 3 buses for 3 months
- Logo placement on Whistlestock poster

AT WHISTLESTOCK
- Reserved parking area for 10 Guests
- Exclusive, reserved, shaded seating at ONE table of 10, including lunch and two beverages for each guest
- Table sign with company name
- Logo placement on event front-of-stage banner or video screen

AFTER WHISTLESTOCK
- All sponsors will be acknowledged in the November issue of Whistlestop Express (readership: 70,000)

COOL CAT SPONSOR $5K

BEFORE WHISTLESTOCK
- Logo placement on 8’ Whistlestock poster displayed at the Marin Center Box Office
- Acknowledgment in the Whistlestop Express full-color September Music Issue: 20,000 copies inserted into the Marin U, 22,000 into the Pacific Sun, and 15,000 into MarinScopes newspapers (readership over 430,000)
- Four-color Whistlestop Bus Back on 2 buses for 3 months
- Logo placement on Whistlestock poster

AT WHISTLESTOCK
- Exclusive, reserved, shaded seating at ONE table of 10, including lunch and two beverages for each guest
- Table sign with company name
- Name placement on event front-of-stage banner or video screen

AFTER WHISTLESTOCK
- All sponsors will be acknowledged in the November issue of Whistlestop Express (readership: 70,000)

HIP SPONSOR $2.5K

BEFORE WHISTLESTOCK
- Acknowledgment in the Whistlestop Express full-color September Music Issue: 20,000 copies inserted into the Marin U, 20,000 into the Pacific Sun, and 15,000 into MarinScopes newspapers (readership over 430,000)
- Four-color Whistlestop Bus Back on 1 bus for 3 months

AT WHISTLESTOCK
- Exclusive, reserved, shaded seating at ONE table of 10, including lunch and two beverages for each guest
- Table sign with company name
- Name placement on event front-of-stage banner or video screen

AFTER WHISTLESTOCK
- All sponsors will be acknowledged in the November issue of Whistlestop Express (readership: 70,000)
We are eager to help our sponsors achieve their marketing goals by offering opportunities for high visibility and positive community relations across a variety of platforms.

Promotional opportunities vary by Sponsorship Level. See chart for details.

### SPONSORSHIP LEVELS

<table>
<thead>
<tr>
<th>Level</th>
<th>Amount</th>
<th>Presenting Sponsor: Top Billing in All Media</th>
<th>Feature Article in Whistlestop Express Newsletter (Music Issue)</th>
<th>Placement Opportunity for Guest Gift</th>
<th>Event Stage Acknowledgement (Verbal)</th>
<th>Marin Magazine Hot Ticket (Sept) &amp; 2 Ads in the Marin IJ</th>
<th>Event Stage Acknowledgement (Logo on Box Office Poster)</th>
<th>Logo on Poster</th>
<th>Reserved Parking Area for: Marin Magazine Hot Ticket (Sept) &amp; 2 Ads in the Marin IJ</th>
<th>Reserved Seating and 2 Beverages Included</th>
<th>Company or Individual Name on Table Sign</th>
<th>Event Stage Acknowledgement (Group Banner or AV)</th>
<th>After Event: Nov Media Gratitude: Into Marin IJ, Pacific Sun &amp; MarinScope</th>
<th>Bus Back Acknowledgment</th>
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<td>Rhythm &amp; Blues</td>
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<td>1 Bus, 3 Mos</td>
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**Whistlestop bus back acknowledgment on multiple buses for 3 months on Marin, San Francisco and inter-county routes.**

48” x 16” full color design with company logo and message.

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We believe that we share a responsibility to ensure that our older adults age with dignity, independence, and grace. We help them find the services that they need, learn new things, have fun and be active community members for as long as possible.” — Joe O’Hehir, CEO
SPONSORSHIP RESPONSE FORM

Contact Name ________________________________________________
Address ____________________________________________________
Phone __________________________________________________________________
Email _________________________________________________________
I/We would like to be listed as __________________________________________
Name on Table Sign ____________________________________________

❏ I will not be attending and would like to donate my table back to Whistlestop

❏ I have enclosed a check payable to Whistlestop; Tax ID 94-1422463

❏ Please Charge my Credit Card: ☐ MasterCard ☐ Visa

Name on Card ____________________________________________________
Card Number ____________________________________________________
Expiration Date ______/_______ 3-Digit Code__________
Signature _______________________________________________________

Please print and SUBMIT this form ASAP:

By Mail: Whistlestop
c/o Mia Edwards
930 Tamalpais Ave, San Rafael 94901
Email: medwards@whistlestop.org
Fax: 415-456-1581
Tel: 510-529-6132

WHISTLESTOCK
Whistlestop’s Benefit Concert
WHISTLESTOCK.COM | 415-456-9062
Since 1954 Whistlestop has been leading the effort to ensure that all older adults in Marin age with dignity, independence, and grace. Whistlestop offers solutions to loneliness, isolation, and hunger. Every day we connect older adults and people living with disabilities to a hub of essential services that promote aging vibrantly.

### Whistlestop’s Community Impact

#### Transportation

**Jimmie**

*I have five doctors in five different locations. With Whistlestop I have the ability to get there without tying up my daughter and everything that affects her life. Whistlestop makes me feel more independent and good about myself. Whistlestop is a saving grace for people like me.*

**Over 351,000** rides each year for older adults and people with disabilities

#### Meals

**Rita**

*I’m here (home) by myself most of the day. The people from Whistlestop that deliver (Meals on Wheels) are concerned about me. They are friendly and I can talk about anything to them, and if I have a problem they will help me.*

[Rita was paralyzed years ago and is in a wheelchair. She is fiercely independent.]

**Over 117,000** meals provided each year

#### Social Interactions

**Larry**

*I am alone during the week. Whistlestop has introduced me to people with whom I can be friends. I feel like Whistlestop is a lifeline to me. It helps me feel part of a community, to feel useful, and to feel needed, and that is important to me.*

Whistlestop has been Larry’s means of getting out in the world and being with other people. That’s huge! To have a non-profit like Whistlestop means the world to me, and I am very grateful.

— Alison Kreshin, Larry’s daughter.

**Over 11,000** individuals served by all of Whistlestop’s programs each year