

FOOD ART MUSIC FAMILY FUN

**PARTY**

AT THE

**PLAZA**

BENEFITING

**ARKANSAS HOSPICE**

**APRIL 22, 2023**

**SPONSORSHIP OPPORTUNITIES**

Contact:  
[lgrimes@arkansashospice.org](mailto:lgrimes@arkansashospice.org)

# ABOUT THE PARTY

ARKANSAS HOSPICE  
FOUNDATION



Saturday, April 22, 2023

Argenta Plaza

Main Street, North Little Rock, AR

2:30 P.M. - 9:30 P.M.



<https://qrco.de/partysponsor>

On April 22, the Second Annual **Party at the Plaza** will explode on the scene at the Argenta Plaza on Main Street in North Little Rock.



Centrally located in the vibrant Argenta Arts District, expect a festival of music, arts, food and drinks to benefit the work of Arkansas Hospice.



We hope you'll be a part of this community celebration for all ages! Arkansas Hospice is honored to serve Arkansans wherever we are needed and excited to present Party at the Plaza for the enjoyment of our community. The event will also raise awareness of our services and funds for patients and families we serve.



# PARTY FOR A PURPOSE



**Your sponsorship promotes your brand while benefiting Arkansas Hospice. Our mission is to enhance the quality of life for those facing serious illness and loss by surrounding them with love and embracing them with the best in physical, emotional and spiritual care.**



### ***Committed to Veterans***

One out of four dying Americans is a veteran. Through the Arkansas Hospice Committed to Veterans program, your support not only helps veterans receive the care they deserve, but also raises awareness of veterans causes through media campaigns and ceremonies to honor veterans across Arkansas.



### ***Grief Support***

The cost of bereavement care is not included in the Medicare reimbursement formula. As a nonprofit care provider, Arkansas Hospice offers this service free of charge to anyone who has experienced loss in the communities we serve.



### ***Minority Outreach***

Minority families do not utilize hospice care at the same rate as non-minority families. Thanks to your support, Arkansas Hospice is reaching out to black, Hispanic, and other ethnic communities to increase access, educate and bring cultural awareness of the benefits of hospice care.



### ***Specialized Pediatric Care***

Arkansas Hospice has a dedicated pediatric care team and serves more pediatric patients than any other hospice provider in Arkansas.



THE STATE'S LARGEST  
NONPROFIT PROVIDER OF  
HOSPICE CARE.

MORE THAN 3,000  
PATIENTS AND THEIR  
FAMILIES SERVED  
EACH YEAR.

NEARLY 8,000 BEREAVED  
CARED FOR ANNUALLY  
THROUGH COMMUNITY-  
BASED GRIEF SUPPORT.

EXPANDED PALLIATIVE  
CARE PROGRAMS FOR  
PATIENTS WITH  
LIFE-LIMITING ILLNESSES.

# THE MAIN EVENT



LIVE MUSIC, ART AND FAMILY ACTIVITIES  
WILL ROCK THE PLAZA on APRIL 22 2:00 p.m. - 9:30 p.m.

BACK AND BIGGER FOR 2023!

**SATURDAY, APRIL 22**

ARGENTA ARTS DISTRICT, NORTH LITTLE ROCK

SCHEDULED TO APPEAR

FEATURING

GRAMMY AWARD WINNING

REBIRTH RBB  
REBIRTH BRASS BAND  
A NEW ORLEANS TRADITION SINCE 1960

DIZZY

Logan...e

Shannon Bashers Band

Silas Carpenter

THE Rocktown Sparks!

FREE FESTIVAL

**PARTY AT THE PLAZA**

BENEFITING ARKANSAS HOSPICE

FOOD TRUCKS \* FAMILY FRIENDLY FUN  
A CELEBRATION OF ARTS AND MORE!

ArkansasHospice.org/plaza2023

Sponsorships still available!

Contact: lgrimes@arkansashospice.org



# THE MAIN EVENT

ARKANSAS HOSPICE  
FOUNDATION

LIVE MUSIC WILL ROCK THE PLAZA on APRIL 22  
2:00 p.m. - 9:30 p.m.  
2023 Lineup Just Announced!



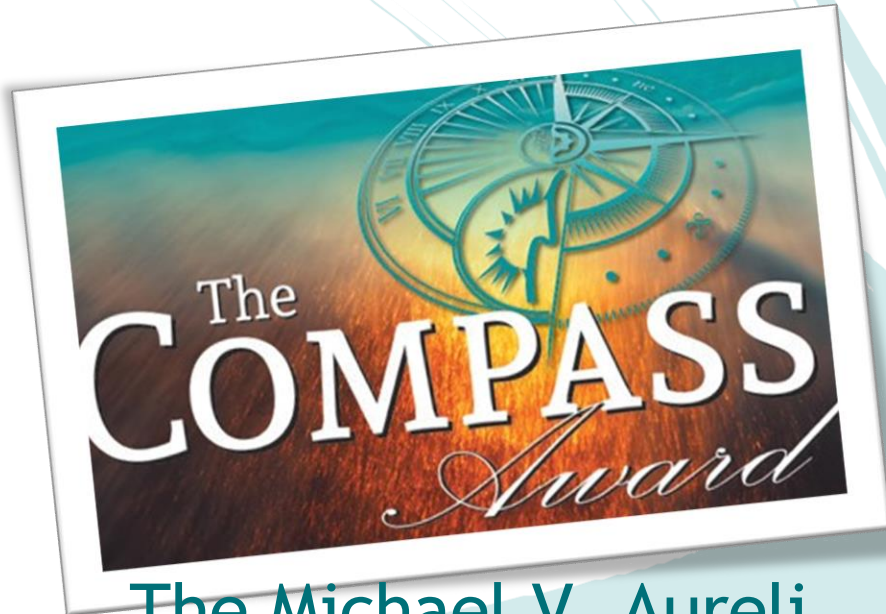
*Musical Acts from 2022 included: American Idol Winner Kris Allen, Jason D. Williams, The Rodney Block Collective, The Salty Dogs, The Rocktown Sparks and The B Flats*

# THE MAIN EVENT



## Sponsor VIP Area

Sponsors will have access to extra perks at the FRONT PORCH VIP TENT.



## The Michael V. Aureli Compass Award Honoring Dee Brazil Dale

Selected by the boards of Arkansas Hospice and Arkansas Hospice Foundation, the second annual Michael V. Aureli Compass Award will be presented to Arkansas Hospice Co-Founder **Dee Brazil Dale** at Party at the Plaza 2023!

Named in memory of Arkansas Hospice Co-Founder Michael V. Aureli, The Compass Award will honor the recipient's advocacy and commitment to the mission of Arkansas Hospice.



### The Front Porch VIP Tent - AVAILABLE ALL DAY

A near front-row concert experience at the Argenta Plaza's "Front Porch" pavilion that will include a shaded, tented area with dedicated seating and refreshments.

Mix and mingle with family, friends, clients and supporters of Arkansas Hospice while you enjoy the party of the year with live entertainment, and complimentary food and drink.



Beat the heat with a cool beverage, shaded seating and a fantastic view for great concerts, award presentations and more community fun!



# THE MAIN EVENT

## A Celebration of Arts

In addition to stellar live music and entertainment, be sure to check out unique art and handmade items from local artists and artisans!



## Food & Beverage

The best in food trucks and vendors from around the state of Arkansas join the party for 2023, with adult beverages and soft drinks also available for purchase onsite. Sponsors will also be treated to complimentary food and beverage in the "Front Porch" VIP area.

## Family-Friendly Fun

The Party at the Plaza Kids Zone showcases family-friendly fun for all ages! From favorite characters to hands-on experiences and engaging exhibitions, there's something for everyone in the Kids Zone.

# SPONSORSHIP BENEFITS



## How do I, my company or organization benefit from being a sponsor?

1. Sponsorship of this event is an active way to show your commitment to the wellbeing of your fellow Arkansans.
2. Sponsorship aligns your brand with support for the mission of Arkansas Hospice, the state's largest nonprofit provider of care for those who are aging and facing serious or life-limiting illnesses.
3. Your sponsorship helps provide additional support for our pediatric hospice program, Veterans programs, community-based grief support, minority outreach, rural care, and uncompensated care.

## Projected Brand Impact of your Sponsorship:

- Brand inclusion in social media, digital, on-site signage and radio promotions
- Paid radio schedule targeting the attractive spending power demographic of women 40+, delivering hundreds of thousands of impressions
- 100,000 or more impressions on social media
- Thousands of visits to our dedicated event pages on ArkansasHospice.com
- Coverage in statewide society publications and newsmedia
- Musical Acts promoting event and sponsors on their own digital platforms
- Continued impressions from t-shirts and other wearables and specialty items
- Your brand in rotation on video monitors and screens at the event





# SPONSORSHIP LEVELS

## Presenting Sponsor (Exclusive) - \$50,000

- Logo included as **Presenting Sponsor** on all marketing collateral, including broadcast media, digital media, press release, video screens, print, posters, banners, including exclusive placement on the mainstage banner
- Option to show sponsor promo content on video wall during event (sponsor must provide content)
- 40 VIP tickets for all-access to VIP Front Porch (all day)
- 20 VIP tickets to VIP After-Party
- Signage at the event
- Live mentions at the event
- Booth space at event



## Plaza Partners - \$20,000

- Logo included as **Plaza Partner** on marketing collateral, including broadcast media, digital media, press release, video screens, print, posters, banners
- 20 VIP tickets for all-access to VIP Front Porch (all day)
- 10 VIP tickets to VIP After-Party
- Signage at the event
- Live mentions at the event
- Booth space at event



## Festival Friends - \$10,000

- Logo included as **Festival Friend Sponsor** on marketing collateral, including broadcast media, digital media, press release, video screens, and selected print, posters & banners
- 10 VIP tickets for all-access to Front Porch (all day)
- 4 VIP tickets to VIP After-Party



# SPONSORSHIP LEVELS

## VIP After-Party Sponsor (Exclusive) - \$5,000

- Exclusive Sponsor of VIP After Party at The Arkansas Repertory Theatre April 25th showing of *Little Shop of Horrors*
- 6 VIP tickets for all-access to Front Porch VIP area

SOLD  
OUT!



## Employee Appreciation Tent Sponsor (Exclusive) - \$5,000

- Logo included as Employee Appreciation Tent Sponsor on select marketing collateral
- 6 VIP tickets for all-access to Front Porch VIP area
- 2 tickets to VIP After-Party

SOLD  
OUT!



## Main Street Supporters - \$5,000

- Logo included as Main Street Supporter on select marketing collateral
- 6 VIP tickets for all-access to Front Porch VIP area
- 2 tickets to VIP After-Party

## Sidewalk Sustainers - \$2,500

- Included as Sidewalk Sustainers on select marketing collateral
- 4 VIP tickets for all-access to Front Porch VIP area

## Argenta Angels - \$1,000

- Listed as an Argenta Angel on select marketing collateral
- 2 VIP tickets for all-access to Front Porch VIP area





# SPONSORSHIP LEVELS

## Musical Act Presenting Sponsors (Limited Availability) - \$1,000 - \$15,000

- Logo included as **Band Sponsor** on select marketing collateral
- Exclusive mentions from stage as band's presenting sponsor
- VIP tickets for all-access to Front Porch VIP area (quantity varies)
- Tickets to VIP After-Party (quantity varies)

## Musical Acts Available For Sponsorship:

- **HEADLINING ACT:**  
*Grammy Award-Winning* Rebirth Brass Band  
\$15,000 (can be split between up to three sponsors)
- Silas Carpenter - \$1,000
- The Rocktown Sparks - \$2,500
- The Dizzy 7 - \$3,500
- Lagniappe **SOLD OUT!**
- The Shannon Boshears Band **SOLD OUT!**



# SIGN UP NOW



## Yes, I want to help Arkansas Hospice!

Name or Organization's Name & Representative (Please print all information clearly.)

Address

City

State

ZIP

Phone

Email

On the line below, please list exactly how you want your sponsorship name to be recognized:

Signature

Date

**Do you have a logo you can send us?**

Please send organizational logo (300 dpi quality) to Laura Grimes at [lgrimes@arkansashospice.org](mailto:lgrimes@arkansashospice.org)

*Deadline for your logo or name to be included on printed materials is Feb 1, 2023*

You can also register as a sponsor online at: <https://qrco.de/partysponsor>





# SIGN UP NOW



Please select your sponsorship level and other add-ons for the event:



- Presenting Sponsor (Exclusive) \$50,000
- Plaza Partners - \$20,000
- Grammy Award-Winning Rebirth Brass Band Sponsor (Exclusive) - \$15,000 (please indicate sponsorship amount)
- Festival Friends - \$10,000
- \$5,000 Main Street Supporters - \$5,000
- The Dizzy 7 Sponsor (Exclusive) - \$3,500
- Sidewalk Sustainers - \$2,500
- The Rocktown Sparks Sponsor (Exclusive) - \$2500
- Argenta Angels - \$1,000
- Silas Carpenter Sponsor (Exclusive) - \$1,000
- Other - \$\_\_\_\_\_

My Sponsorship Amount \$\_\_\_\_\_

Add-On: Friends of Compass Award Winner Dee Brazil Dale Listing - \$100

I cannot sponsor but would like to donate \$\_\_\_\_\_

TOTAL: \$\_\_\_\_\_

I would like to pay in a single installment

I would like to pay in 4 payments between today and April 22, 2023

I would like to pay in monthly installments between today and September 15, 2023

Funds generated by Party at the Plaza will be allocated to support the greatest need in support of the mission of Arkansas Hospice

As a 501(c)(3) nonprofit organization, your gifts to Arkansas Hospice Foundation are tax deductible to the fullest extent of the law. The tax deduction is limited to the excess of the contribution of the fair market value (FMV) of any items received in exchange for the donation. The FMV of each Front Porch or Skybox VIP area tickets are valued at \$50 each. The FMV of each ACANSA/ACT ticket is \$30. Arkansas Hospice Foundation Inc. EIN #71-0846826

You can also register as a sponsor online at: <https://qrco.de/partysponsor>

# SIGN UP NOW



Please check one of the following payment options:

- I will pay online at: <https://grco.de/partysponsor>
- Invoice me at:
  - Same address used on previous page
  - Address below:



\_\_\_\_\_  
**Name (Please print all information clearly.)**

\_\_\_\_\_  
**Address** **City** **State** **ZIP**

- Bill my credit card (Circle One: VISA MC AMEX)**

\_\_\_\_\_  
**Name on Card (Please print all information clearly.)**

\_\_\_\_\_  
**Card Number** **Exp. Date** **3-digit Code**

\_\_\_\_\_  
**Address** **City** **State** **ZIP**

- I will complete my sponsorship order by mail

*Please complete the sponsorship forms on the previous pages along with a check payable to Arkansas Hospice Foundation and mail to:*

**Laura Grimes**  
**Arkansas Hospice Foundation**  
**14 Parkstone Circle**  
**North Little Rock, AR 72116**