



ARKANSAS HOSPICE FOUNDATION


PARTY
AT THE
PLAZA
ARKANSAS ROOTS FESTIVAL
Benefiting
The Arkansas Hospice Family of Care 

APRIL 27, 2024

**THIRD ANNUAL
MUSIC & ARTS
FESTIVAL FOR A CAUSE**

Contact:
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ABOUT THE PARTY



On April 27th, 2024 the third annual **Party at the Plaza** will rock the stage and beyond at Argenta Plaza on Main Street in North Little Rock. The 2024 festival theme is “**Arkansas Roots**”, featuring standout musical acts, visual artists, and community services that all call Arkansas home.

Centrally located in the vibrant Argenta Arts District, expect a festival of music, art, food and drinks, kids activities and a fun and informative "Care Fair" all to benefit the work of the **Arkansas Hospice Family of Care**.

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 we're excited to bring Party at the Plaza back for our third year in Argenta Plaza! This event will also raise awareness for our services and funds for the patients and families we serve.



Above: Rodney Block leads a second line through Argenta Plaza at the 2022 event

2024 FESTIVAL THEME: "ARKANSAS ROOTS"



Co-Headlining Act

BONNIE MONTGOMERY

Raised in rural Arkansas on a soundtrack of southern gospel, Texas swing, Delta blues, and Ozark bluegrass, Bonnie Montgomery trained as an opera singer before launching her award-winning career in outlaw country. She embraces that diversity with 2023's *River*, a versatile record that shows just how broad Montgomery's vision of roots music can be. Her 2018 record, *Forever*, earned her the titles of "Best Americana Artist" and "Best Female Vocalist" from the Arkansas County Music Awards.

Exclusive Sponsorship of Bonnie Montgomery:

SOLD OUT

Co-Headlining Act

TYLER KINCH

Tyler Kinch, a rising star in the country music scene, is a talented singer, songwriter and performer that's been taking the music industry by storm. Born and raised in Arkansas, Tyler's grounded and authentic roots shine through in every note he sings. As a proud family man and veteran, Tyler brings a unique and inspiring perspective to his music, blending heartfelt lyrics and soaring melodies that never fail to captivate his fans and audiences. In 2023 Tyler earned the title of "Entertainer of the Year" from the Arkansas Country Music Awards.

Exclusive Sponsorship of Tyler Kinch: **SOLD OUT**



The full festival lineup for 2024 will showcase a celebration of musicians and artists with Arkansas roots, as well as Arkansas-made sips and flavors, along with the very best Arkansas has to offer in support for patients and caregivers showcased at the 2024 Care Fair.

2024 FESTIVAL THEME: "ARKANSAS ROOTS"



Featured Act

MAC ROYALS

Little Rock native Mac Royals was most recently seen as a finalist on NBC's The Voice. Fans will also recognize Mac as a Top 10 male vocalist from season 13 of American Idol. Mac Royals is an internationally recognized creative- singer, songwriter. His vocal talent and love for music has landed gigs that include working alongside legendary artists such as John Legend, Stevie Wonder, P. Diddy, Silk, and Andre Harrell. Mac was also the featured vocalist in Apple's official MACBOOK commercial.

Exclusive Sponsorship of Mac Royals: **SOLD OUT**

Featured Act

BIAS

BIAS, an Arkansas native who achieved being a Top 9 finalist in Season 24 of NBC's The Voice, has dazzled audiences all over the world with his vocal growth and charisma during the entire series of the show. BIAS demonstrated to the world the title of the "Country Soul Preacher" that his coach, Gwen Stefani, bestowed upon him. John Legend described BIAS as one he "couldn't take [his] eyes off of". BIAS now pursues writing his own original music that he hopes to share with his new fans he has gained from the success of the show.

Exclusive Sponsorship of BIAS: \$7,500



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2024 FESTIVAL THEME: "ARKANSAS ROOTS"



Official House Band of Party at the Plaza

THE ROCKTOWN SPARKS

The Rocktown Sparks! return for their 3rd year as the Official House Band of Party at the Plaza. The Sparks can be found rocking crowds with a mix of music ranging from vinyl classics to the newest streaming hits. Their unique brand of entertainment brings to life the songs you know by the likes of Tom Petty, REO Speedwagon, Peter Gabriel, and more. Everyone in the band lends their own vocal style and crowd engagement; always ensuring everyone hears something they enjoy that will make you want to get up with dance or make new friends.

Exclusive Sponsorship of The Rocktown Sparks:

SOLD OUT

Featured Act

BIJOUX

Bijoux, a native of Little Rock, AR, is a sultry soul singer adept in various styles. The daughter of West African parents, Bijoux grew up in a household exposed to differing genres of music including folk, classic rock and roll, makossa, country, and R&B. Recently, Bijoux performed as a featured artist in the Arkansas Rep's sold-out run of A Very Motown Christmas. Bijoux's jovial spirit, endearing vocals, vibrant entertaining, and musical versatility make her a perfect artist for any event or atmosphere!

Exclusive Sponsorship of Bijoux: \$3,000



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FESTIVAL FEATURES



There's something for everyone at this spring's best party! A variety of musical acts will take the mainstage throughout the day, food and beverages are available all day, and a wide range of activities, information and artisan wares will keep the whole family entertained between acts!



World Class Musical Acts

A Day of Free Concerts

The Grammy Award Winning Rebirth Brass Band performs as the headlining act for the 2023 Festival



Arkansas Hospice Care Fair

Connects People with Services

Arkansas Palliative Care shares information with the at the 2023 Care Fair, which features multiple service and support providers



Artists on the Avenue

Handmade Artisan Treasures

An eclectic array of visual artists, crafters and artisans display their locally produced wares for purchase



Kids Zone

Fun for the Whole Family

Family fun with face painting, chalk-the-walk, games, and performing artists for the whole family

A FESTIVAL FOR A CAUSE



The Arkansas Hospice Family of Care is committed to providing expert care where you are. Our services extend well beyond what many people know or expect of hospice care, as we now offer primary care, palliative care for those battling serious illness, and in-home senior care. In addition our community-based grief support program is available to ALL Arkansans, whether their loved one was in the care of Arkansas Hospice or not.



Our Family of Care

ARKANSAS
HOSPICE

ARKANSAS
PALLIATIVE CARE

ARKANSAS
ADVANCED CARE

FIRST CHOICE
SENIOR CARE

As the state's leading nonprofit provider of hospice care, we are honored to serve Arkansans in their homes, in nursing homes and assisted living facilities and in hospitals and in-patient hospice settings across the state. In 2023 the Arkansas Hospice care map extended to five more counties in south central Arkansas when we grew to include Lifetouch Hospice of El Dorado. We are proud to say that we now care for Arkansans across 48 Arkansas counties!

Funding generated by Party at the Plaza goes directly to addressing the greatest needs in support of the mission of Arkansas Hospice.



VIP EXPERIENCE



Sponsors and donors will be treated to the VIP Experience at Party at the Plaza, which includes a private VIP tent with complimentary food, beer, wine and signature cocktails for the duration of the all-day festival. Lounge in the shade while you take in a lineup of top tier musical acts, or cool off after you tour the Artists on the Avenue Market and Care Fair, and take home complimentary VIP swag from us!



VIP's can relax at Dottie's Front Porch to enjoy all the festival has to offer



VIP's enjoy an excellent view of the Mainstage. Above: American Idol Winner Kris Allen performs in 2022



Fun and fellowship is on the agenda in the VIP tent!



Delicious complimentary catering is provided in the VIP lounge



Expertly crafted cocktails, wine, beer and soft drinks are available to all VIPs



THE MISSION of Arkansas Hospice 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



GET INVOLVED

There are so many ways to get involved as a supporter of Party at the Plaza 2024! From our Presenting Sponsor to our Argenta Angels, plus multiple exclusive underwriting opportunities and ticket options to suit your specific interests.

Sponsorship of Party at the Plaza is an active way to show your commitment to the well being of Arkansans and aligns your brand with support for the mission of Arkansas Hospice, the state's largest nonprofit provider of care for those facing life-limiting illness.

Your generosity helps provide financial support for our pediatric concurrent hospice care program, non-medical compassionate care needs for patients, community-based grief support, minority and rural outreach, and uncompensated care - because Arkansas Hospice is committed to caring for Arkansans regardless of their ability to pay.



Above: The Rocktown Sparks get the crowd moving at Party at the Plaza 2023

SPONSORSHIP LEVELS



Sponsorship pledge payments may be billed in a single invoice, or over multiple payments between October 1, 2023 and August 1, 2024.

Additional underwriting opportunities will also be available. Watch our forthcoming concert lineup for details.

Available	Sponsorship Level	Pledge Amount
1 (exclusive)	Presenting Sponsor	\$50,000
2 Spots left!	Plaza Partner	\$25,000
3 Spots left!	Festival Friend	\$10,000
1 (exclusive)	Employee Appreciation Tent Sponsor	SOLD OUT
1 (exclusive)	VIP Tent Sponsor	SOLD OUT
1 (exclusive)	Kids Zone Sponsor	SOLD OUT
5 Spots left!	Main Street Supporter	\$5,000
8 Spots left!	Sidewalk sustainer	\$2,500
12 Spots left!	Argenta Angel	\$1,000
Multiple	Exclusive festival underwriting opportunities	Price Varies, Contact for details.

Contact Laura Grimes lgrimes@arkansashospice.org for more information.

SPONSORSHIP BENEFITS



In addition to generous VIP Perks, sponsors will also receive outstanding recognition across all event marketing channels.

Sponsorship Level	Pledge Amount
Presenting Sponsor <ul style="list-style-type: none"> Your Name/Logo included as Presenting Sponsor on all marketing materials including broadcast media, digital, print, jumbo video wall, posters and banners 50 VIP Tickets for all-day access to VIP Area Event signage Live mentions throughout the event Booth space for your company and option to include a marketing item in VIP bags 	\$50,000
Plaza Partner <ul style="list-style-type: none"> Your Name/Logo included as Plaza Partner on marketing materials including broadcast media, digital, print, jumbo video wall, posters and banners 20 VIP Tickets for all-day access to VIP Area and VIP bags for all attendees Live mentions throughout the event Booth space for your company and option to include a marketing item in VIP bags 	\$25,000
Festival Friend <ul style="list-style-type: none"> Your Name/Logo included as Festival Friend on select marketing materials including broadcast media, digital, print, jumbo video wall, posters and banners 10 VIP Tickets for all-day access to VIP Area, and VIP bags for all attendees Live mentions throughout the event Option to include a marketing item in VIP bags 	\$10,000
Employee Appreciation Tent Sponsor <ul style="list-style-type: none"> Your Name/Logo included as Employee Appreciation Sponsor on select marketing materials Exclusive signage in and around the Employee Appreciation Tent and recognition on video wall Your logo included on employee appreciation gift, with option to include a marketing item in employee gift bags 6 VIP Tickets for all-day access to VIP Area, and VIP bags for all attendees 	SOLD OUT
VIP Tent Sponsor <ul style="list-style-type: none"> Your Name/Logo included as VIP Sponsor on select marketing materials Exclusive signage in and around the VIP Tent and recognition on video wall 10 VIP Tickets for all-day access to VIP Area, and VIP bags for all attendees with option to include a marketing item in VIP gift bags 	SOLD OUT
Kids Zone Sponsor <ul style="list-style-type: none"> Your Name/Logo included as Kids Zone Sponsor on select marketing materials Exclusive signage in and around the Kids Zone and recognition on video wall 6 VIP Tickets for all-day access to VIP Area, and VIP bags for all attendees 	SOLD OUT

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Sponsorship Level		Pledge Amount
Main Street Supporter		\$5,000
<ul style="list-style-type: none"> Your Name/Logo included as Main Street Supporter on select marketing materials 6 VIP Tickets for all-day access to VIP Area 		
Sidewalk Sustainer		\$2,500
<ul style="list-style-type: none"> Your Name/Logo included as Sidewalk Sustainer on select marketing materials 4 VIP Tickets for all-day access to VIP Area 		
Argenta Angel		\$1,000
<ul style="list-style-type: none"> Your Name/Logo included as Argenta Angel on select marketing materials 2 VIP Tickets for all-day access to VIP Area 		
Multiple	Exclusive festival underwriting opportunities	Price Varies, Contact for details.
<p>Individuals and companies can choose to underwrite other festival attractions like musical acts (range from \$2,500-\$10,000), Artists on the Avenue market, the Kids Zone, the Care Fair and the jumbo Party at the Plaza video wall, food and beverage areas, and more. Please contact Laura Grimes for more information on underwriting opportunities at lgrimes@arkansashospice.org</p>		

Make your Party at the Plaza Pledge today!

To enter your sponsorship pledge for Party at the Plaza 2024, please contact:

Kim Kirkman, Chief Philanthropy Officer
kkirkman@arkansashospice.org

Laura Grimes, Communications and Events Coordinator
lgrimes@arkansashospice.org

or visit: www.arkansashospice.org/plaza2024



ARKANSAS HOSPICE FOUNDATION

SEE YOU
AT THE PARTY!

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