



Rochester A.B.O.V.E
(Achieving and Bringing Our Vision to Excellence)

Rochester A.B.O.V.E. is pleased to present its sixth annual African American Festival, Saturday, August 4th, 2012 from 11pm to 9pm at the Highland Bowl Park in Rochester, New York.

The purpose of the festival is to bring the diverse community together to celebrate and share the African/African American Heritage and Culture through Education, Music, Dance, Spoken Word, Art, Health & Wellness and more.

There will be an area for children that will include face painting, pony rides, carnival games, and storytelling from 12-5pm. In addition to the children's area we will have an obesity prevention program with fun activities for kids that encourage exercise, including an obstacle course and fun, healthy snacks!

2012 marks the 6th Anniversary for the African American Festival. Although the festival is still in its young stage, it has drawn an average of seven to eight thousand people in the last two years and continues to grow. Rochester A.B.O.V.E. is proud to announce that we will be including a national recording artist in the line-up this year along with the inclusion of a "Roc The Runway" fashion show!

Now coming up on our sixth year in 2012, Rochester A.B.O.V.E. is requesting support of corporate sponsors and the community in order to continue the success of the festival. Sponsorship/Marketing benefits are as follows:

P.O. Box 26242 ▪ Rochester, NY 14626 ▪ Phone (585) 576-2471 ▪ Fax (585) 563-7155

"No Oceans Can Separate Our Blood and Our Cultures"

Website: www.rochesterabove.org Email: info@rochesterabove.org

Platinum - \$5,000

- Opportunity to welcome festival goers onstage
- VIP Seating and parking at the festival with 4 additional VIP tickets
- 10 x 10 exhibit area at festival for product sampling, giveaways, sales, etc.
- Logo/Name stage banners
- Live mention of company's sponsorship at festival; recognition by MC
- Logo/Name on 50 Volunteer T-shirts
- Listed as sponsor in all ad mediums including radio, TV, print, posters and flyers
- Full page color ad in festival program
- Website identification with link to company's website

Gold - \$2,500

- VIP Seating and parking at the festival with 2 additional VIP tickets
- 10 x 10 exhibit area at festival for product sampling, giveaways, sales, etc.
- Live mention of company's sponsorship at festival; recognition by MC
- Listed as sponsor in all ad mediums including radio, TV, print, posters and flyers
- Full page color ad in festival program
- Website identification with link to company's website

Silver - \$1,000

- VIP Seating and parking at the festival
- Live mention of company's sponsorship at festival; recognition by MC
- Listed as sponsor in all radio, poster and flyer ads
- Full page color ad in festival program
- Website identification

Bronze - \$500

- VIP Seating and parking at the festival
- Recognition by MC at the festival

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Website: www.rochesterabove.org Email: info@rochesterabove.org

- Listed as sponsor in all poster and flyer ads
- Half page color ad in festival program
- Website identification

Contributing - \$250

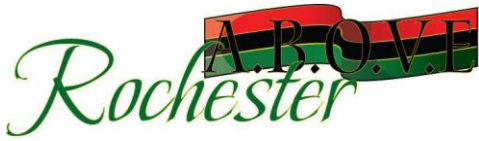
- Listed as sponsor in all poster and flyer ads
- Half page color ad in festival program
- Website identification

In-Kind

- Half page color ad in festival program
- Website identification

Media

- VIP Seating and parking at the festival
- 10 x 10 exhibit area at festival for product sampling, giveaways, sales, etc.
- Opportunity to distribute promotional items at the festival
- Live mention of company's sponsorship at festival; recognition by MC
- Full page color ad in festival program
- Website identification with link to company's website



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Company/Individual Name _____

Contact Information:

Name _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

Signature _____ Date _____

My Signature indicates authorization to make this commitment on behalf of my company

YES! We want to support Rochester A.B.O.V.E. African/African-American Festival on Saturday, August 6, 2011.

Platinum	(\$5,000)	_____	Gold	(\$2,500)	_____
Silver	(\$1,000)	_____	Bronze	(\$500)	_____
Contributing	(\$250)	_____	In-Kind		_____
Media		_____			

Sponsorship should be paid in full no later than June 1, 2012

Please make checks payable to and mail this form to:

Rochester A.B.O.V.E.
PO Box 26242
Rochester, NY 14626

*Thank you for your contribution!
This contribution qualifies for a charitable tax deduction.*

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