



September 21, 2010

Dear Prospective Sponsor:

On April 30, 2011, The New England Urban Music Awards (NEUMA) will celebrate its 6th annual music and diversity award show at the Strand Theatre in Dorchester. NEUMA is an event for all communities, allowing families and friends to gather together to enjoy a night of musical celebration. Join the NEUMA as we celebrate "A Tribute to Women in Music" We anticipate a sold out event of 1,400 attendees, which include, community and business leaders, industry professionals, and elected officials.

The New England Urban Music Awards is an outstanding opportunity to support and showcase New England's artists, producers, and promoters by recognizing their skills and awarding their artistic talents. Music is the greatest ambassador for joining people irrespective of culture or race. Content submitted to the NEUMA is evaluated on its originality as well as its ability to be innovative and decent also offering a sense of empowerment.

We invite you to take advantage of this marketing opportunity by becoming a sponsor. Our sponsor kit has been designed to offer exposure for your business that will: increase brand loyalty, change and/or reinforce image, entertain clients, and showcase community responsibility. Details of all the benefits are included in the sponsor kit, although we will gladly customize a benefits package specific to your marketing goals.

We are writing to ask you to make a commitment to sponsor the 6th Annual New England Urban Music Award. All contributions are 100% TAX DEDUCTIBLE. We envision building upon our collaborative success by developing our special programs with you. Feel free to contact us via email at sponsorship@urbanmusicawards.org or by phone at (617) 686-1377. If interested in sponsoring this spectacular event, please contact us no later than March 25, 2010. Be a part of the 6th Annual New England Urban Music Awards as we pay "A Tribute to Women in Music" and present awards to the New England's top entertainers on Saturday April 30, 2011. Thank you in advance for your time and consideration.

Respectfully,

Charles L. Clemons, Jr., Founder
New England Urban Music Awards



Fact Sheet

- Who:** NEUMA will host a special evening as we pay “A Tribute to Women in Music.”
- What:** 6th Annual New England Urban Music Awards (NEUMA)
-NEUMA Awards Ceremony
-An array of home-grown performances
- Location:** Strand Theatre 543 Columbia Road, Dorchester, MA 02125
- Date:** Saturday, April 30, 2011
5:30 p.m. Urban Music Awards Red Carpet
6:00 p.m. Urban Music Awards Show
- Tickets:** General Admission \$30-\$40. Tickets can be purchased at A Nubian Notion Inc., Skippy White, Kings and Queens, Mattapan’s Finest Barbershop and the Strand Theatre Box Office. Also through www.touchfm.org and www.urbanmusicawards.org
- Benefits:** The NEUMA is a celebration of the best in New England’s urban music industry. The awards ceremony recognizes artists, producers, DJs, promoters and radio personalities who are a product of the current urban music scene.
- Attendees:** We anticipate 1,400 attendees who are NEUMA supporters, business & community leaders, industry professionals, families, New England’s local and regional media outlets.
- Past Performers:** Amhir, Andre Ward, K’Loni Sky, Bobby Stevenson, DJ Normadik, Elan Trotman, Nichelle Mungo, Origination Inc., Usual Suspectz, Harmonizing Star, Keisha Dream and many more...
- Categories:** R & B and Rap (Male/Female/Band/Group), Gospel (Worship /Traditional/Urban/Contemporary), Jazz, Latin,Dance, Blues, DJ, Radio Personality and Spoken Word (Male/Female), Caribbean (Male/Female/Band), Promoter and Producer (Male/Female/Company),
- Website:** www.UrbanMusicAwards.org



Title Sponsor \$4,000

- Present award to honoree
- Radio commercials on TOUCH 106.1 FM
- On screen logo display
- Recognition as Sponsor (Honoree is sponsored by _____)
- Placement of logo on the “save the date” flyers
- Logo on NEUMA website for a full year
- Full page ad on front of the program book
- Stand up banner (provided by sponsor) at Red Carpet
- 12 complimentary & after party tickets
- VIP seating

Platinum Sponsor \$3000

- Radio commercials on TOUCH 106.1 FM
- On screen logo display
- Recognition as Sponsor (NEUMA sponsored by _____)
- Placement of logo on the “save the date” flyers
- Logo on NEUMA website for a full year
- Full page ad in event book
- 6 comp tickets (seating)

Diamond Sponsor \$2,500 (Music Category)

- Radio commercials on TOUCH 106.1 FM
- On screen logo display
- Recognition as Sponsor (the Jazz category is sponsored by _____)
- Placement of logo on the “save the date” flyers
- Logo on NEUMA website for a full year
- Full page ad in event program book
- 6 complimentary tickets

Ruby Sponsor \$2,000 (Red Carpet)

- Recognition as Sponsor
- On screen logo display
- Stand up banner (provided by sponsor)
- Placement of logo on the “save the date” flyers
- Logo on NEUMA website for a full year
- Full page ad in event program book
- 6 complimentary tickets



Gold Sponsor \$1,500 (Food & Beverage)

- cover cost of food and beverages
- Hang banner at after party
- 1/2 page ad in event program book
- Logo on NEUMA website for 6 months
- 4 complimentary tickets

Silver Sponsor \$1000 (After Party)

- Hang banner at after party
- Responsible for hall rental
- 1/2 page ad in event program book
- Logo on NEUMA website for 6 months
- 2 complimentary tickets

Bronze Sponsor \$500 (T-shirt)

- Sponsor's promotional material package with T-shirt
- Logo on NEUMA website for 3 months year
- 2 complimentary tickets

Tin Sponsor \$250 (Vendor) ~

- Vendor table
- 1/4 Ad in program book

Vendor \$175

- Vendor table only

-Friend \$155

- 1/4 page ad in event program book
- 1 complimentary tickets

Supporter \$100

- Recognition on Supporter page featured on the website
- Recognition on Supporter page in event program book



For more information:

Charles Clemons, New England Urban Music Awards Director of Sponsorship (617) 686-1377
or www.urbanmusicawards.org

Sponsorship Form

Company Name:

Contact:

Address:

City,

State:

Zip:

Telephone

Fax:

Email:

Payment Method Check Money Order

Make Checks Payable to New England Urban Music Awards, and mail to: **Urban Music Awards,
P. O. Box 191363, Boston, MA 02119**

All payments are due when placing sponsorship. Sponsorships will not be approved until orders are authorized and checks & money orders are received and processed. All banners and promotional items must be provided by the client and any artwork submitted must be camera ready. The Urban Music Awards or any member of the committee will not be liable for any artwork errors, typographical or omissions, artwork that is not of quality standards or materials that are submitted late. The Urban Music Awards reserves the right to approve any and all advertisements associated with this event.

Signature

Date

NEUMA Representative

Artwork Specifications

Ad Sizes

- ¼ page – measures 2” high x 5.5” wide, color
- ½ page – measures 4” high x 5.5” wide, color
- Full page – measures 8” high x 5.5” wide, color