



# EVENT

Streaming live from Central Texas

**HEARDEVENT.COM**  
HeardEvent@3e-events.com

**OCTOBER 22, 2020**





# BOUT HEARD



Since the early 1900's, music and sports have been able to bring people from different backgrounds together through their shared love and appreciation for entertainment and art. Despite our current climate of doubt and uncertainty, the 2020 HEARD Event will embody how teamwork, friendships, and a collective empathy for one another can unite our communities and help us begin to understand one another.



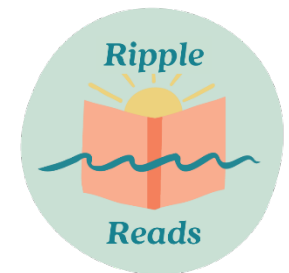
Streaming LIVE from Central Texas on October 22<sup>nd</sup> from 7:00pm – 8:30pm, the 2020 HEARD Event will showcase performances and testimonials by Central Texas-based athletes, musicians, advocates, and entrepreneurs of color who all share one thing in common: a desire to help bridge the gaps towards racial equality.

By partnering with Notley, funds from this event will be distributed to various non-profits focused on tackling issues of racial inequalities and injustices – from those combating racial and economic disparities to educating young people to stand up against racial injustice.

## 2020 NON-PROFIT PARTNERS



NOTLEY



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# EVENT INFO

OCTOBER

22

2020

STREAMING  
CENTRAL TX

7:00PM

MUSICIANS

ATHLETES

ADVOCATES

- ✚ **90 MINUTES** of testimonials & performances led by well-known athletes, musicians, advocates, & entrepreneurs of color, based in Central Texas
- ✚ **ATHLETES** Derrick Johnson, Vince Young, Will Matthews & more
- ✚ **MUSICIANS** Performances by Patrice Pike, Malford Milligan, Kalu and the Electric Joint & more
- ✚ **WORDS** from a diverse line-up of participants & advocates for social equality
- ✚ **OPPORTUNITY** to promote your business or brand through various advertising options
- ✚ **RAIN OR SHINE** Live Streaming event viewing from social media channels



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# PONSORSHIPS

## WHY SPONSOR

### Awareness

Generates awareness around your brand and gives additional exposure through various media channels

### Action

Networks you with individuals and companies who can work together for both social reform and in your business

### Change

Raises the funding needed to bridge the gap towards social equality and bring real change to our communities

- ✚ **\$15,000 PRESENTING SPONSOR** Company Name/Logo with "Presents" on Event Website ~ Sponsor One-Minute pre-recorded commercial/message played during the event ~ Sponsor Logo on Welcome Message sent to all attendees ~ Hosted VIP Post Event Virtual Gathering with invited Event talents (max 8 Sponsor guests) ~ Sponsor promoted on Social Media Posts ~ Invitation to Private In-Person VIP Event Spring 2021 ~ Special Delivery from Heard Event on October 22nd
- ✚ **\$10,000 AWARENESS SPONSOR** Company Name/Logo with "Awareness Sponsor" on Event Website ~ Sponsor Logo on Virtual Event Platform ~ Hosted VIP Post Event Virtual Gathering with invited Event talents (max 6 Sponsor guests) ~ Sponsor promoted on Social Media Posts ~ Branded Transitional Slide during the event ~ Invitation to Private In-Person VIP Event Spring 2021 ~ Special Delivery from Heard Event on October 22nd
- ✚ **\$7,500 ACTION SPONSOR** Company Name/Logo with "Action Sponsor" on Event Website ~ Sponsor Logo on Virtual Event Page ~ Hosted VIP Post Event Virtual Gathering with invited talents (max 4 Sponsor guests) ~ Sponsor branded on Website, Virtual Site and Social Media ~ Branded Transitional Slide during the event ~ Special Delivery from Heard Event on October 22nd
- ✚ **\$5,000 CHANGE SPONSOR** Company Name/Logo with "Change Sponsor" on Event Website ~ Sponsor Logo on Virtual Registration Page ~ Sponsor branded on Website, Virtual Site and Social Media ~ Branded Transitional Slide during the event ~ Special Delivery from Heard Event on October 22nd
- ✚ **\$2,500 TEAMWORK SPONSOR** Company Name/Logo with "Teamwork Sponsor" branded on Event Website ~ Sponsor branded on Website, Virtual Site and Social Media ~ Branded Transitional Slide during the event
- ✚ **\$1,000 FRIENDSHIP SPONSOR** Sponsor branded on Website, Virtual Site and Social Media ~ Branded Transitional Slide during the event

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# SPONSORSHIP COMMITMENT

**YES!** I wish to make a commitment to bridging the gap towards racial equality.

- \$15,000**    **\$10,000**    **\$7,500**    **\$5,000**    **\$2,500**    **\$1,000**
- PRESENTING SPONSOR   AWARENESS SPONSOR   ACTION SPONSOR   CHANGE SPONSOR   TEAMWORK SPONSOR   FRIENDSHIP SPONSOR

## SPONSOR INFORMATION

Name.....  
Company.....  
Address.....  
City..... State..... Zip.....  
Work Phone..... Cell Phone ..... Fax.....  
Email.....

## ALTERNATIVE INFORMATION

I am regretfully unable to attend, but enclosed is a donation of: \$.....  
I am interested in other sponsorship opportunities. Contact me at:  
Phone.....  
Email.....

## PAYMENT INFORMATION

Check Enclosed..... Invoice me.....  
Pay by Major Credit Card (please only check one):   Mastercard   Visa   American Express   Discover  
Account Number: ..... Expiration Date: ..... CVV: .....  
Signature..... Date.....



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PLEASE MAIL OR EMAIL THIS INFO TO [heardevent@3e-events.com](mailto:heardevent@3e-events.com)

# DONATION FORM

**YES!** I would love to donate to the Live and/or Silent Auction. I wish to make the following commitment to make a difference.

## DONOR INFORMATION

Donor Name .....

Company Name .....

Address .....

City ..... State ..... Zip .....

Work Phone ..... Cell Phone ..... Fax .....

Email .....

Brief Description of Item to be Donated .....

Fair Market Value (Suggested Auction Price) .....

***Please check one:***

- Item is enclosed
- Please contact me to arrange for item pick-up



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