



5th Annual SEA LEVEL SINGER/SONGWRITER FESTIVAL April 5-7, 2012

Tidewater Arts Outreach (TAO) presents the only singer/songwriter festival in Southeastern Virginia. The festival appeals cross-culturally to adults in the 25+ age range. And, the festival draws audiences from across the region. The weekend activities include a **headliner concert**, **Merrill guitar raffle**, **Instruments of Art** silent auction, **Emerging Artist Showcase** and **concerts** by local singer/songwriters throughout the weekend at neighborhood restaurants and venues.

HEADLINER CONCERT

The festival's main event is a ticketed concert featuring international recording artist Shelby Lynne on Thursday evening, April 5, at the **Naro Expanded Cinema**. The concert kicks off the festival weekend.

The Naro, located in the heart of Ghent, (Norfolk) is an ideal, intimate venue that seats 530. The Naro is transformed to a concert hall with professional sound and light systems. Adult beverages, concert shirts and artist CDs are sold before and after the concert. Tickets are \$30 in advance.

Shelby Lynne is a genre-defying American singer/ songwriter with 13 albums to her credit. With the critical success and recognition of her 1999 album *I Am Shelby Lynne*, she was awarded the Best New Artist Grammy Award in 2000. Her high-charting 2008 album *Just a Little Lovin'* paid tribute to Dusty Springfield and established Lynne's talents as a song interpreter as well as a writer. She has since started her own independent record label, Everso Records, and has released three albums: *Tears, Lies and Alibis*, *Merry Christmas*, and her most recent work, *Revelation Road*.

EMERGING ARTIST SHOWCASE

The Emerging Artist Showcase features the top 10 winners of the Sea Level Singer/Songwriter Festival Emerging Artist songwriting contest. The Showcase is one of the Festival's highlights; drawing hundreds of enthusiastic supporters and music lovers. This year's Showcase will be held at the Kaufman Theatre in the Chrysler Museum on Saturday, April 7. Area songwriters will perform their songs live, before a panel of judges; winners receive media attention, local radio and TV airtime and more.

LIVE PERFORMANCES BY REGIONAL MUSICIANS

The eclectic, popular and well-visited Ghent neighborhood, and its restaurants, shops and burgeoning nightlife, is the backdrop for a weekend of music involving soloists and ensembles of our area's finest acoustic artists in concert. These Thursday through Saturday night concerts, in addition to shopping and restaurant specials that are advertised in our Festival program, draw people to Ghent and downtown Norfolk. The area comes alive all weekend with scheduled concerts and street performers.

INSTRUMENTS OF ART SILENT AUCTION

Regional visual artists of note create works of art on musical instruments for sale during a silent auction. Most artwork will be median \$250 value, but a range of work is available for purchase. The silent auction kicks off with a reception, and the Instruments of Art are on display starting March 22 at NYFO Boutique in Norfolk.

GUITAR AUCTION

A custom Merrill guitar is being created specifically for the Sea Level Singer/Songwriter Festival. The guitar retails for \$9,995, and a maximum of 1500 raffle tickets will be sold for \$10 each.

MEDIA RECOGNITION

The 2011 Festival was featured as a cover story in the *Virginian-Pilot's Pulse*. Articles and photos appeared in *Veer Magazine*, *altdaily.com*, *Hampton Roads Magazine*, *Distinction* and *The Daily Press*. Sinclair Stations was a media sponsor and promoted the Festival on Bob FM, WNIS, WTAR, US106 and 96X. Interviews were conducted on *WHRV* radio, and television coverage included WAVY TV, WVEC and Fox 43.

2012 Sea Level Singer/Songwriter Festival Sponsorship Opportunities

TITLE SPONSOR \$10,000

- The Title sponsor's name listed on all collateral before 'Sea Level Singer/Songwriter Festival'
- We will customize a sponsor program to promote your participation, drive traffic to your business and to maximize this relationship throughout the TAO program year
- Ten preferred seating tickets to the Naro headliner concert and Emerging Artist Showcase
- Double truck ad in Festival program book
- All other benefits listed below for Major Sponsor (ad space is listed below)

MAJOR SPONSOR \$5,000 (3 max; no industry overlap)

- Inclusion in Sinclair Station radio spots. The Festival will be promoted by Sinclair stations including: WNIS AM 790, WROX 93.7 BOB FM, and WTAR 850 AM.
- On-location advertising at the venues and through e-mail blast to TAO and Ghent mailing lists
- Opportunity to drive traffic to your retail location for ticket purchases
- Sponsor recognition in TAO's spring newsletter
- Sponsor logo on Festival posters, posted throughout Hampton Roads at restaurants, retail, business locations and more
- Six preferred seating tickets to Naro headliner concert and the Emerging Artist Showcase
- Sponsor recognition in all press releases to be distributed to newspapers, magazines, web calendars and TV stations
- Listings in area event website calendars: pilotonline.com, hamptonroads.com; WTAR.com, WVEC.com, WAVY.com, Cultural Alliance, Tidewater Arts Outreach, destinationghent.com and Facebook
- Full-page ad in Festival program book
- Name and logo on all print and promotional materials
- Link from TAO web site to your company's site
- Sponsor representative involved in Naro headliner concert on-stage remarks
- Sponsor slide show at Naro and Kaufman Theatre

GOLD SPONSOR \$3,500 (5 max)

- Listings on poster, news releases, TAO website and newsletter
- Link from TAO web site to your company site
- Four tickets in preferred seating at Naro headliner concert and Emerging Artist Showcase
- Three-quarter page ad in Festival program book
- Sponsor slide show at Naro and Kaufman Theatre

SILVER SPONSOR \$2,000

- Level-appropriate listing on poster, news release, TAO website and newsletter
- Link from TAO web site to your company site
- Half-page ad in Festival program book
- Three tickets in preferred seating for Naro headliner concert and Emerging Artist Showcase
- Sponsor slide show at Naro and Kaufman Theatre

EMERGING ARTIST SHOWCASE SPONSOR \$1,000

- Level-appropriate listing on poster, news release, TAO website and newsletter
- Link from TAO web site to your company site
- Quarter-page ad in Festival program book
- Two tickets in preferred seating for Naro headliner concert
- Six tickets in preferred seating for Emerging Artist Showcase
- Signage at Emerging Artist Showcase
- Sponsor slide show at Naro and Kaufman Theatre

INSTRUMENTS OF ART SPONSOR \$1,000

- Level-appropriate listing on poster, news release, TAO website and newsletter
- Link from TAO web site to your company site
- Quarter-page ad in Festival program book
- Two tickets in preferred seating for Naro concert and Emerging Artist Showcase
- Signage at Instruments of Art events
- Sponsor slide show at Naro and Kaufman Theatre

AFFILIATE CONCERT SPONSOR \$400

- TAO will organize a “Happy Hour” or “After Dinner” concert featuring a mutually agreed-upon local artist at your venue – musician(s) will provide all sound equipment necessary and we will have a volunteer at your venue to assist with production
- Concert listing on poster, news release, TAO web site and newsletter
- Link from TAO web site to your company site
- Quarter page ad in Festival program book

FRIEND OF THE FESTIVAL/TAO \$100

- Level-appropriate listing in Festival program book and on TAO website event page
- 1 general admission ticket

2012 SEA LEVEL SINGER/SONGWRITER FESTIVAL ADVERTISING OPPORTUNITIES

Promote your business or service -- or just show your support of Tidewater Arts Outreach—by placing an ad in the Festival program book.

1/4 page for \$250	1/2 page for \$350	3/4 Page for \$450	Full page for \$600
2.5"W x 4"H or 5"W x 2" H	5"W x 4"H	5"W x 6"H	5"W x 8"H

Thank you for your consideration and support!



Tidewater Arts Outreach

The instruments to heal are in our hands.



Tidewater Arts Outreach is a nonprofit organization founded in 2003 to bring music and arts to hospitals, retirement homes, rehabilitation centers, homeless shelters and other facilities throughout Hampton Roads. Our mission is to share quality arts experiences with people who have limited access to the arts due to health, economic or social circumstance to promote healing, interaction and joy.

The benefits of arts in healthcare are many:

- Reduces anxiety and pain
- Enhances the connection to community
- Helps staff connect with patients
- Fosters the healing process

In 2010, Tidewater Arts Outreach produced 250 music, spoken word, performing and visual arts programs and workshops and served more than 7700 clients at 67 locations in seven Hampton Roads cities. More than 230 artists shared their talents through 1200 service hours. Our volunteers contributed close to 4,000 hours to support the organization and its programs.

The organization works hard to fund its programs through a variety of activities. In the spring, Tidewater Arts Outreach presents the Sea Level Singer/Songwriter Festival with concerts, contests, workshops and street buskers throughout the April weekend in Ghent. In October, the agency hosts the Twilight Golf Tournament in Portsmouth, and house concerts featuring TAO artists and guest musicians are held throughout the year.

For more information about Tidewater Arts Outreach or for opportunities to support or volunteer, go to TWartsOutreach.org.