



The 22nd Henry Street Heritage Festival at Elmwood Park will be held on Saturday, September 17, 2011 from 12 noon to 10:00pm. This annual event provides the primary resources to support the ongoing programs and operations of the Harrison Museum of African American Culture. It also attracts an average of 10,000 people or more from the Roanoke Valley, the East Coast and beyond. The success of this event is due to the array of diverse entertainment, educational forums, and emphasis on the African -American heritage as expressed through the performing arts, crafts, customs and merchandise.

“Rhythms of A Village” is this year’s theme, which the Henry Street Heritage Festival will showcase throughout the day. There will be many villages to explore, educate and interact in for all persons in attendance. The day’s line up of activities includes the following:

- A health village for self awareness of health prevention and healthy living;
- A children’s village for youngsters to learn and explore different ways of having wholesome fun;
- A marketplace village for purchasing retail merchandise;
- A 411 village for receiving information on jobs, continuing education, goods and services available in the Roanoke Valley
- A food village for feeding the soul with ethnic, traditional and exotic foods that will tempt all to succumb to the many alluring aromas and enticing menus.

In addition to the thematic villages, the festival will include special events such as

- The debut of “Roanoke’s Got Talent” - the finalists from a local talent search competition will perform and compete for cash prizes as the 1st, 2nd & 3rd place winner of the Roanoke’s Got Talent Show. The audience will determine the best of show.
- Launching the first annual Sweet Potato Pie Bake-off to be judged with bragging rights given to the winner of the contest during the festival.
- An evening concert under the stars with a headline act along with local/regional performing groups as entertainment

Enclosed you will find an informational packet describing the levels of sponsorships available. Whichever sponsorship level you choose, we would be grateful to have you as an investor in this adventure. Just as it takes a village to raise a child, it takes a village of sponsors, partners, and supporters to raise the Henry Street Heritage Festival to an event that has memorable moments of fun, entertainment, and awareness that adds to our Star City’s glow. We hope you will become one of the “rhythms of our village”.

Best wishes,

Charles Price, Harrison Museum Board President

Henry Street Festival Sponsorship

I/We would love to be a part of the Henry Street Heritage Festival at a sponsorship level of:

Presenting Sponsor - \$10,000 _____

Henry Street Partner - \$5,000 _____

Festival Sponsor - \$3,500 (check one, based on availability)

- Food Court
- Children's Village
- Center Stage
- Arts Village
- Health Awareness Village
- 411 Village
- Roanoke's Got Talent Contest
- The Sweet Potato Pie Bake-off
- Merchant's Village

Festival Patron - \$1,500 _____

Festival Friend \$500 _____

Festival Supporter - \$250 _____ **Other Donation** _____ **Amount** _____

****If interested in purchasing VIP Pre Festival Sunday Jazz Brunch Tickets contact Harrison Museum***

Business Name: _____ Contact Person _____

Address: _____ City _____ State _____ Zip Code _____

Telephone # _____ Email Address _____

Check one: **Sponsorship Fee Enclosed** _____ **Please Bill My Business, Payment by: July 25, 2011** _____

Make checks payable to: Harrison Museum of African American Culture

(Sponsors are responsible for providing banner to Henry Street Festival Committee 5 days prior to the festival)

BY JULY 5, 2011 SEND REPLY FORM ALONG WITH PAYMENT TO THE FOLLOWING:

Harrison Museum of African American Culture @ Center in the Square (t) 540-857-4395

One Market Square SE -5th Floor (f) 540-266-1948

Roanoke, VA 24011

(email) festival@harrisonmuseum.com

H A R R I S O N M U S E U M

HENRY STREET

HERITAGE

FESTIVAL

Harrison Museum of African American Culture's 22nd Festival: "Rhythms of a Village"

PRESENTING SPONSOR - \$10,000 (only one sponsorship available)

- Sponsor's name has business name appear on the title tag line for the festival. For example, ABC Company Presents the Harrison Museum of African American Culture's 22nd Henry Street Heritage Festival...
- Sponsor's name will be prominently displayed on all festival signage including welcoming banner
- Opportunity to display banner at the event (size and location to be determined)
- All publicity will feature the presenting sponsor's name including souvenir t-shirt design and program booklet cover page
- Reserved seating for center stage entertainment performances
- Receives 10 VIP badge(s) for the Festival that entitles sponsor representatives to free admission and access to VIP food dining area
- Presenting Sponsor of the VIP pre-festival Sunday Jazz Champagne Brunch with an opportunity to be recognized at the event. Sponsor receives up to ten complimentary tickets for the brunch (head count due by August 15, 2011)
- Sponsor appears with Museum staff at news conference announcing the 2011 Henry Street Festival
- A free full-page inside cover advertisement in the program booklet

HENRY STREET PARTNER - \$5,000 (five sponsorships available)

- All publicity will feature a listing of all Henry Street Partners' name and /or logo on souvenir t-shirt and back cover page of program booklet
- Opportunity to display banner at the event (size and location to be determined)
- Receives 8 VIP badge(s) for the Festival that entitles sponsor representatives to free admission and access to VIP food dining area
- Four complimentary tickets for the VIP pre festival Sunday Jazz Champagne Brunch
- A free full-page advertisement in the program booklet

H A R R I S O N M U S E U M

HENRY STREET

HERITAGE

FESTIVAL

Harrison Museum of African American Culture's 22nd Festival: "Rhythms of a Village"

FESTIVAL SPONSOR - \$3,500 (Eight sponsorships available)

- A festival sponsor receives an exclusive opportunity to be a title named sponsor for one of the following venues:
 - Food Court
 - Children's Village
 - Center Stage
 - Health Awareness Village
 - 411 Village
 - Roanoke's Got Talent Contest
 - The Sweet Potato Pie Bake-off
 - Merchant's Village
- Opportunity to display banner at chosen venue (size and location to be determined)
- Reserved seating for center stage entertainment performances
- Receives 6 VIP badge(s) for the Festival that entitles sponsor representatives to free admission and access to VIP food dining area
- Two complimentary tickets for the VIP pre festival Sunday Jazz Champagne Brunch.
- A free full-page advertisement in the program booklet

FESTIVAL PATRON - \$1,500 (unlimited available)

- Receives 4 VIP badge(s) for the Festival that entitles sponsor representatives to free admission and access to VIP food dining area
- A free half- page advertisement in the program booklet
- All Festival Patrons will be listed on a special page in the program booklet

H A R R I S O N M U S E U M

HENRY STREET

HERITAGE

FESTIVAL

Harrison Museum of African American Culture's 22nd Festival: "Rhythms of a Village"

FESTIVAL FRIEND - \$500 (unlimited available)

- Receives 2 VIP badge(s) for the Festival that entitles sponsor representatives to free admission and access to VIP food dining area
- A free fourth- page advertisement in the program booklet
- All Festival Friends will be listed on a special page in the program booklet

FESTIVAL SUPPORTER - \$250 (unlimited available)

- Receives 1 VIP badge for the Festival that entitles sponsor representative to free admission and access to VIP food dining area
- All Festival Supporters will be listed on a special page in the program booklet

***NOTE:** Donations of lesser amounts are acceptable and the donor will be acknowledged in the program booklet.*

All Sponsors are asked to provide their business/company banner to be hung prominently at the festival site.