

Own  
the  
Boards



[www.owntheboards.org](http://www.owntheboards.org)



**A 501(c)(3) nonprofit  
dedicated to  
empowering people  
through literature and  
performance.**

# 1<sup>st</sup> Annual Poetry Slam Benefit

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## Sponsorship Information Packet

For additional information, contact: **Laura M. Keigan PhD** | [lkeigan@owntheboards.org](mailto:lkeigan@owntheboards.org) | 865-671-2727



# Our Initiatives



Some of our Sherrill Hills LifeWords students

## LifeWords Reading Circles

A free lifelong-learning initiative serving adults 50+ in the Knoxville area. This program uses literature and discussion to help students stay sharp and socially active. Pilot sites at Sherrill Hills and the Strang Senior Center, with additional programs coming in 2016.

## Performance Archive

Our online archive serves as an occasion for honoring the pieces of literature that have impacted us. Participants perform their favorite pieces of literature - either from memory or reading from the page - and upload recordings to our online archive. Our archive is a testament to the value of literature in our society, to its impact on our hearts and minds.

## Poetry and Performance Workshops

We partner with local poets and performers to bring workshops and performances to Knoxville students. In 2016, we will collaborate with Knoxville-based I.N.K. Poetry to host poetry performance workshops for high school students.





# Help Us Make a Difference

Sponsoring Own the Boards's first ever **Poetry Slam Benefit** provides you with the unique opportunity to truly make a difference in the area's Arts & Culture scene, and in the lives of students and seniors in our area. You have the chance to support something new and watch it grow!

Each of our initiatives is a testament to the life-changing power of literature and performance. Each encourages deeper and more direct engagement with the literature we love, and in the process, fosters greater self awareness and a sense of connection to one's community. In supporting us, you **align your brand with these ideals** and show your commitment to furthering them.

We anticipate **a varied crowd of over 100 people**, all of whom share in this commitment. They'll be book-lovers and patrons of the Arts. They'll come to support the student-performers, slam poets, and seniors who take part in our programs. And, if you choose to sponsor us, they'll **associate your brand with their interests** and a cause they support.

We hope you'll be our partner, not only for this event but in our overall mission. With your help, we can champion the transformative power of literature and performance and harness it to change our community for the better!

## Event Details

**When:** Friday, March 4th | 6:30pm-9:00pm

**Where:** **The Square Room** on Market Square

**Tasty Stuff:** Appetizers & drinks provided by **Cafe 4**

### Performances:

- ▶ 7pm-8pm: Area students & all-comers open mic
- ▶ 8pm-9pm: Headliners **I.N.K. Poetry** & crew

**Broadcast:** We're partnering with students from the **media department at Fulton High School** to record the event.



# Sponsor Packages & Benefits

**GOLD SPONSOR**.....\$1,000.00

Benefits:

- ▶ Prominent sponsor recognition on all event-related marketing & promotional materials
- ▶ Sponsor listing at all in-event signage & handouts
- ▶ Sponsor recognition & link from event page

Unique Benefit:

- ▶ Company name mentioned in all media advertising (print, online, & radio)

**SILVER SPONSOR**.....\$750.00

Benefits:

- ▶ Sponsor recognition on all event-related marketing & promotional materials
- ▶ Sponsor listing at all in-event signage & handouts
- ▶ Sponsor recognition on & link from event page

**BRONZE SPONSOR**.....\$500.00

Benefits:

- ▶ Sponsor listing at all in-event signage & handouts
- ▶ Sponsor recognition on & link from event page

## SPONSORSHIP FORM

Please fill out the following form to confirm your chosen sponsorship package. Mail this form to: Own the Boards, 10828 Dineen Dr., Knoxville, TN 37934.

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Contact Person

\_\_\_\_\_  
Contact Email

\_\_\_\_\_  
Contact Phone Number

\_\_\_\_\_  
Address

\_\_\_\_\_  
City/State/Zip Code

### Sponsor Packages

- \_\_\_ \$1,000.00 - Gold Sponsor
- \_\_\_ \$750.00 - Silver Sponsor
- \_\_\_ \$500.00 - Bronze Sponsor

### Payment Information

- \_\_\_ I have enclosed a check payable to Own the Boards.
- \_\_\_ Please send me a receipt.