

Lennon-Aid

Block Party

September 8, 2019

Krause's Biergarten & Cafe

New Braunfels, Texas



Dearest Community,

I'm Marci Walther with your local non-profit, Lennon-Aid, and we are hosting a large fundraising event in September. Our "2nd Annual Lennon-Aid Block Party" will be held at Krause's Biergarten & Cafe in New Braunfels, Texas, on September 8, 2019. This event will be family-friendly! We have singer, songwriter, and author, Radney Foster, along with other special artists to be announced. There will be craft beer, food, fun for the kiddos, a stein-holding competition, raffles, live auction, music and MORE!

"Through love, support, and awareness, Lennon-Aid's mission is to help families with a child facing a long-term, debilitating illness. Our intent is to raise funds to financially assist families in long-term need through private donations, annual fundraisers, and sponsorships. Lennon-Aid was founded after Zack and Marci Walther lost their daughter, Lennon, to cancer in June of 2015. Experiencing first-hand the difficulties of having a critically ill child, being unable to work, and struggling to keep siblings in a normal routine, they felt a strong desire to build an organization to help other families in similar situations...all in their precious Lennon's name."

Last year, despite the inclement weather, "Lennon-Aid Block Party" drew over 500 supporters and raised over \$50,000 for our families. This year, we anticipate over 1,000 supporters in attendance. Participating businesses will be prominently featured at the event. There are sponsorship opportunities available. In the end, your sponsorship dollars will go to help families who are in desperate need of assistance. ALL donations and sponsorships are tax deductible and greatly appreciated! We will send you an official acknowledgement letter of your donation shortly after the event for tax purposes.

Please see attached Sponsorship Opportunities and Official Sponsor form. If you desire to sponsor this special event, simply fill out the form attached and give us a call. We can pick up in person, or you can mail/email the form back to us.

Thank you for your consideration of our request to help out our devastated families who need support, love, prayers, and encouragement. You may also visit our website, www.lennon-aid.org for more information.

Cordially,

Marci Walther
President
Lennon-Aid Board of Directors
marci@lennon-aid.org
936-245-0145 (Call or Text)





LENNON-AID BLOCK PARTY

2019 Sponsorship Levels

Diamond (Title Sponsor) \$10,000

"Presented by" status with business name and/or logo on all print media, social media, email blasts, website, event t-shirt, radio and TV advertisements. 4 banners with company logo at event (restaurant front, backstage area, stage front, and entrance front). 2 VIP tables with backstage passes, and "Meet and Greet" with Radney Foster.

Platinum \$7,500

Business name and/or logo on all print media, social media, email blasts, website, and event t-shirt. 3 banners with company logo at event (2 near stage front). 2 VIP tables.

Gold \$5,000

Business name and/or logo on all print media, social media, email blasts, website, and event t-shirt. 3 banners with company logo at event (2 near stage front). 1 VIP table

Silver \$2,500

Business name and/or logo on all print media, social media, email blasts, website, and event t-shirt. 2 banners throughout venue with company logo at event, 10 General Admission tickets.

Bronze \$1,000

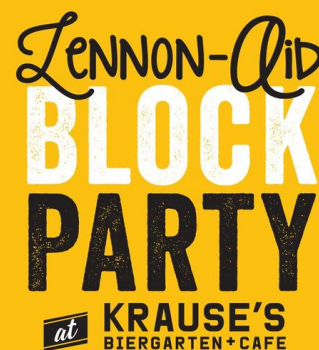
Business name and/or logo on all print media, social media, email blasts, website, and event t-shirt. 1 banner with company logo at event, and 6 General Admission tickets.

Lennon's Funland Donation \$250

Banner with business logo sponsoring one of our fantastic carnival games, and 2 General Admission tickets.

Our Mission at Lennon-Aid

TO FINANCIALLY
ASSIST FAMILIES WITH
A CHILD FACING A
LONGTERM,
DEBILITATING ILLNESS
OR DISEASE.





Lennon-Aid Block Party 2019 Official Sponsor Form



Sponsor Representative Name _____

Sponsor Business Information

Name _____

Mailing Address _____

EMAIL _____

Phone Number _____

Please select desired sponsorship level for your business...

☐ Diamond Level (Title Sponsor) \$10,000

☐ Platinum Level \$7,500

☐ Gold Level \$5,000

☐ Silver Level \$2,500

☐ Bronze Level \$1,000

☐ "Lennon's Funland" Sponsorship \$250.00

**All donations are tax deductible
and will go to help families in need.**

**Please email your business logo to
marci@lennon-aid.org**

*PLEASE NOTE, ALL TABLES SEAT 8

Please fill out and return this form via email (marci@lennon-aid.org), regular mail (1308 Common Street, Ste 205, New Braunfels, Texas, 78130), or call/text Marci (936-245-0145) to pickup in person. PAYMENT CAN BE MADE SECURELY THROUGH PAYPAL OR CHECKS CAN BE MADE OUT TO "Lennon-Aid."