



3rd EyeE Unlimited * 48 Union St. New Bedford, MA 02740 * (508)910-2260
www.3rdEyeUnlimited.com putouttheword@yahoo.com

To Whom It May Concern,

The 3rd EyeE Open is a creative arts festival that takes place annually in New Bedford, MA. We hope that your company can lend its support to such an important event for the youth of New Bedford, MA. The 3rd EyeE Open serves underprivileged youth, providing a positive outlet for incredible talent in the forms of visual art, dance, music, sports, and community engagement.

On July 17, 2010, we will hold our 11th Annual 3rd EyeE Open at Buttonwood Park in New Bedford, MA. 3rd EyeE Unlimited is a 501C (3) non-profit organization established in 1998 with the mission of building youth leaders to positively impact the youth of the community through media, events, music, art and organizing. 3rd EyeE opens doors for at-risk urban youth to attend college, acquire employment, and get involved in positively changing their community by investing leadership skills, confidence, and a sense of purpose within the youth participants, who would otherwise fall victim to the streets.

The 3rd EyeE Open attracts an estimated 5,000-7,000 people from local areas and from all over the United States. More than 150 youth and adults volunteer put on the Open and more than 500 people participate in its activities which include a 3 on 3 basketball tournament, dance contests, live talent showcases, children's arts and crafts area, a green opportunities fair, exhibitors, vendors, and a community organization showcase area.

Support from community institutions is the main thing that keeps 3rd EyeE Open going each year. Multiple organizations and businesses continue to support the Open because it truly engages our young people giving them ownership for their city. Please go to our website, www.3rdeyeunlimited.com to see more about this positive community tradition. In our attachments you will find our sponsorship packages, as well as testimonies from the youth participants who are involved. Thank you in advance for any support that your organization can extend. We greatly appreciate your ongoing commitment to the community.

Sincerely,

Ben Gilbarg
Executive Director
3rd EyeE Unlimited

Sponsorship Opportunities

The 3rd EyE Open is a multicultural, youth-lead festival that brings together many facets of the community to celebrate youth talent and leadership. The Open is attended by patrons from all over the country, and organized by more than one-hundred and fifty youth and adults. Sponsoring the 3rd EyE Open is a great opportunity to support a youth-lead effort while aligning your company with a positive community tradition.

Presenting Sponsor \$5,000

Small Business - \$2,500

- company banners hung throughout the festival
- exhibitor booth at the event to promote your services or sell your products
- recognition by event host acknowledging company sponsorship throughout the day
- full color full page ad in "Vision" program magazine distributed free to 1,000 people
- Logo on the back of 500 plus t-shirts worn by basketball players, volunteers, and performers during the event
- 3rd EyE Internet Newsletter Logo on newsletter emailed to 2,200 plus subscribers weekly
- 3rdeyeunlimited.com Logo and weblink on official event website (*one year)
- Street Promotions Logo on 10,000 flyers & 500 posters distributed throughout New England
- TV commercial Recognized verbally and by logo placement on commercials airing on MTV, VH1, & BET covering the Boston, Providence, and New Bedford/Fall River markets
- PUT OUT THE WORD! (Before and After the event) Recognized verbally with logo placement on tv show airing in ten million homes across Europe and ten million plus homes in New York, Boston, and six cities across Mass.
- Annual DVD - Verbal recognition and Logo on DVD cover highlighting the event, distributed throughout New England.
- "Presented by" caption placed before company name in all promotional materials

Sustaining Sponsor \$2,500

Small Business - \$1,500

- company banners hung throughout the festival
- exhibitor booth at the event to promote your services or sell your products
- recognition by event host acknowledging company sponsorship throughout the day
- full color full page ad in "Vision" program magazine distributed free to 2,000 people
- Logo on the back of 500 plus t-shirts worn by basketball players, volunteers, and performers during the event
- 3rd EyE Internet Newsletter Logo on newsletter emailed to 2,200 plus subscribers weekly
- 3rdeyeunlimited.com Logo and weblink on official event website
- Street Promotions Logo on 10,000 flyers & 500 posters distributed throughout New England
- Annual DVD - Verbal recognition and Logo on DVD cover highlighting the event, distributed throughout New England.

Investing Sponsor \$1,500

Small Business - \$750

- exhibitor booth at the event to promote your services or sell your products
- recognition by event host acknowledging company sponsorship throughout the day
- full color half page ad in "Vision" program magazine distributed free to 2,000 people
- 3rd EyE Internet Newsletter Logo on newsletter emailed to 2,200 plus subscribers weekly
- 3rdeyeunlimited.com - Logo and weblink on official event website
- Street Promotions - Logo on 10,000 flyers & 500 posters distributed throughout New England

Expanding Sponsor \$ 750

Small Business - \$350

- exhibitor booth at the event to promote your services or sell your products
- recognition by event host acknowledging company sponsorship throughout the day
- full color quarter page ad in "Vision" program magazine distributed free to 2,000 people
- 3rd EyE Internet Newsletter - Logo on newsletter emailed to 2,200 plus subscribers weekly