

GTCBMS SPONSORSHIP GUIDELINES

1. ALL ASPECTS OF SPONSORSHIP GUIDELINES MUST BE CONSISTENT WITH OUR MISSION STATEMENT
2. REQUESTS FROM OTHERS FOR SPONSORSHIP BY GTCBMS:
 - a. MUST BE IN WRITING AND INCLUDE
 - i. NAME OF INDIVIDUAL OR ORGANIZATION AND CONTACT INFORMATION
 - ii. DATE, TIME AND LOCATION OF EVENT (IF APPLICABLE)
 - b. MUST DETAIL SPECIFICALLY WHAT IS EXPECTED OF GTCBMS AND/OR ITS VOLUNTEERS AND WHAT GTCBMS GETS IN RETURN
 - c. MUST BE APPROVED BY A MAJORITY OF THE BOARD
 - d. MUST NOT INVOLVE SOCIETY IN CONTROVERSIAL ISSUES OR EXPOSE THE SOCIETY TO ADVERSE CRITICISM
3. REQUESTS BY GTCBMS FOR SPONSORSHIP BY OTHERS:
 - a. BRONZE SPONSOR MEMBERSHIP \$50
 - i. NAME LISTING IN A BOX IN MASS MAILINGS (SNAIL MAIL OR EMAIL), ON THE WEB SITE AT SOME LOCATION ON EACH PAGE
 - ii. LISTING ON THE BLUES VENUE & SPONSOR MAP
 - iii. LISTING ON SPONSOR PAGE ON WEB SITE
 - iv. LISTING ON DISPLAY AT GTCBMS EVENTS
 - v. ONE GTCBMS MEMBERSHIP CARD
 - vi. RECEIPT FOR TAX-DEDUCTIBLE DONATION
 - b. SILVER SPONSOR MEMBERSHIP \$100
 - i. SAME AS "BRONZE" SPONSOR BUT WITH LINKS WITH EACH LISTING AND TWO GTCBMS MEMBERSHIP CARDS
 - c. GOLD SPONSOR MEMBERSHIP \$150
 - i. SAME AS "SILVER" SPONSOR WITH ADDITION OF SPONSOR LOGO WHERE APPLICABLE
 - d. NATIONAL/INTERNATIONAL SPONSOR MEMBERSHIP \$350
 - i. SAME BENEFITS AS "GOLD" SPONSOR MEMBERSHIP FOR SPONSORS OUTSIDE THE REGION
 - e. IN-KIND SPONSOR
 - i. A BUSINESS MAY BE CONSIDERED FOR AN IN-KIND SPONSOR MEMBERSHIP BASED UPON THEIR WILLINGNESS TO PARTICIPATE IN SUPPORT OF GTCBMS. THIS MAY INCLUDE BUT IS NOT LIMITED TO:
 - (1) PROVIDING LINK TO GTCBMS ON THEIR WEB SITE
 - (2) DISPLAYING GTCBMS BANNER AT PLACE OF BUSINESS OR SPECIAL EVENTS
 - (3) INCLUDING GTCBMS IN ADVERTISING MATERIALS DISTRIBUTED BY THE BUSINESS

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- (4) ALLOWING GTCBMS TO PARTICIPATE AT EVENTS WITH A MEET-AND-GREET TABLE
 - (5) PROVIDING MATERIALS, EQUIPMENT AND/OR LABOR FOR THE PRODUCTION OF A GTCBMS EVENT
 - (6) PROVIDING RESEARCH AND PRODUCING HISTORICAL DOCUMENTS ON BEHALF OF GTCBMS
 - ii. IN-KIND SPONSOR MEMBERSHIP AGREEMENTS MUST BE IN WRITING
 - iii. AGREEMENTS WILL BE EVALUATED ON A CASE BY CASE BASIS AND ARE SUBJECT TO APPROVAL BY THE BOARD. THE BOARD WILL DETERMINE THE VALUE OF THE DONATION AND THE DURATION AND TIMEFRAME OF THE MEMBERSHIP
 - iv. IN-KIND SPONSOR MEMBERS RECEIVE A RECEIPT FOR THEIR TAX-DEDUCTIBLE DONATION
4. GTCBMS EVENT SPONSOR
- a. ALL DONATIONS VALUED AT \$25 OR MORE WILL RECEIVE A RECEIPT FOR THEIR TAX-DEDUCTIBLE DONATION. LESSER AMOUNTS WILL BE ISSUED RECEIPTS UPON REQUEST
 - i. CASH DONATIONS
 - (1) BLUES PATRON \$25 - \$49
 - (a) NAME LISTED ON PROGRAM IF APPLICABLE
 - (2) BLUES IN YOUR HEART \$50 - \$99
 - (a) NAME LISTED ON PROGRAM IF APPLICABLE
 - (3) BLUES IN YOUR SOUL \$100 & UP
 - (a) NAME LISTED ON PROGRAM
 - (b) NAME ANNOUNCED FROM STAGE AT EVENT
 - (c) NAME INCLUDED IN ANY ADVERTISING FOR EVENT
 - ii. IN-KIND DONATIONS
 - (1) PRIZES
 - (2) PROGRAMS, PRINTING, DECORATIONS, ETC.
 - (3) FOOD
 - (4) TALENT