

BOOM FESTIVAL SPONSORSHIP 2019



THREE DAYS OF ART, PERFORMANCE & THE UNEXPECTED.

Dick Costa Photography, Lou Kinard Photography

BOOM

THREE DAYS OF ART, PERFORMANCE & THE UNEXPECTED
APRIL 26-28, 2019

"IT'S OFFICIAL: WITH BOOM,
CHARLOTTE FINALLY HAS
THE PERFORMING ARTS
FESTIVAL IT DESERVES."

Creative Loafing
Best of Charlotte Issue

Dick Costa Photography

BOOM! THE WORD IS ONLY FOUR LETTERS LONG. BUT NOTHING ABOUT IT IS SMALL. YOU CAN'T SAY THE WORD BOOM QUIETLY. IT WANTS TO BE SEEN AND SPOKEN IN CAPITAL LETTERS. TO REVERBERATE. TO LEAVE AN IMPRESSION.

BOOM is Charlotte's annual fringe festival promoting diversity and inspiring collaboration between artists and audiences. The event is three days long, but the spirit behind it is eternal. BOOM is a movement, born from a belief in the explosive power of art to unite and strengthen our community. We've gathered a unique coalition of artists, volunteers, businesses and neighborhood organizations who come together to transform the way art and culture are created and shared in the Queen City.

BOOM exists at the crossroads of experimental art and intentional community. We've established a creative and accessible annual event for local and national artists who are working on the fringes of popular culture — thereby motivating creatives to come to Charlotte, and stay in Charlotte. We bring them together... **but we need YOU to light the fuse! Please review this Sponsor Package and consider supporting BOOM 2019.**

PERFORMANCES

BOOM FRINGE TICKETED VENUE PERFORMANCES

During the weekend of April 26-28, 2019, our fourth BOOM festival will feature 36 ticketed performances in 3 small venues of Plaza Midwood. This will consist of performances by local and national artists, creating innovative, original work.

BOOM INTERSECTION FREE OUTDOOR STAGE

We also turn what is now a vacant lot into an outdoor gathering place and performance stage with sofas and fire pits – a community living room – to create an environment welcoming to all ages. This outdoor space, called “The Intersection” will provide an anchor for the festival by creating a location where audience and community members can intersect, find out more about BOOM, play in the children’s activity spaces, and participate in a free, outdoor family-friendly environment. The Intersection will include public installation and participatory visual art and games. Past performances include Tosco Music Party, Hip Hop University and Creative Mornings and Piedmont Culinary Guild.

TICKETS ARE AFFORDABLE

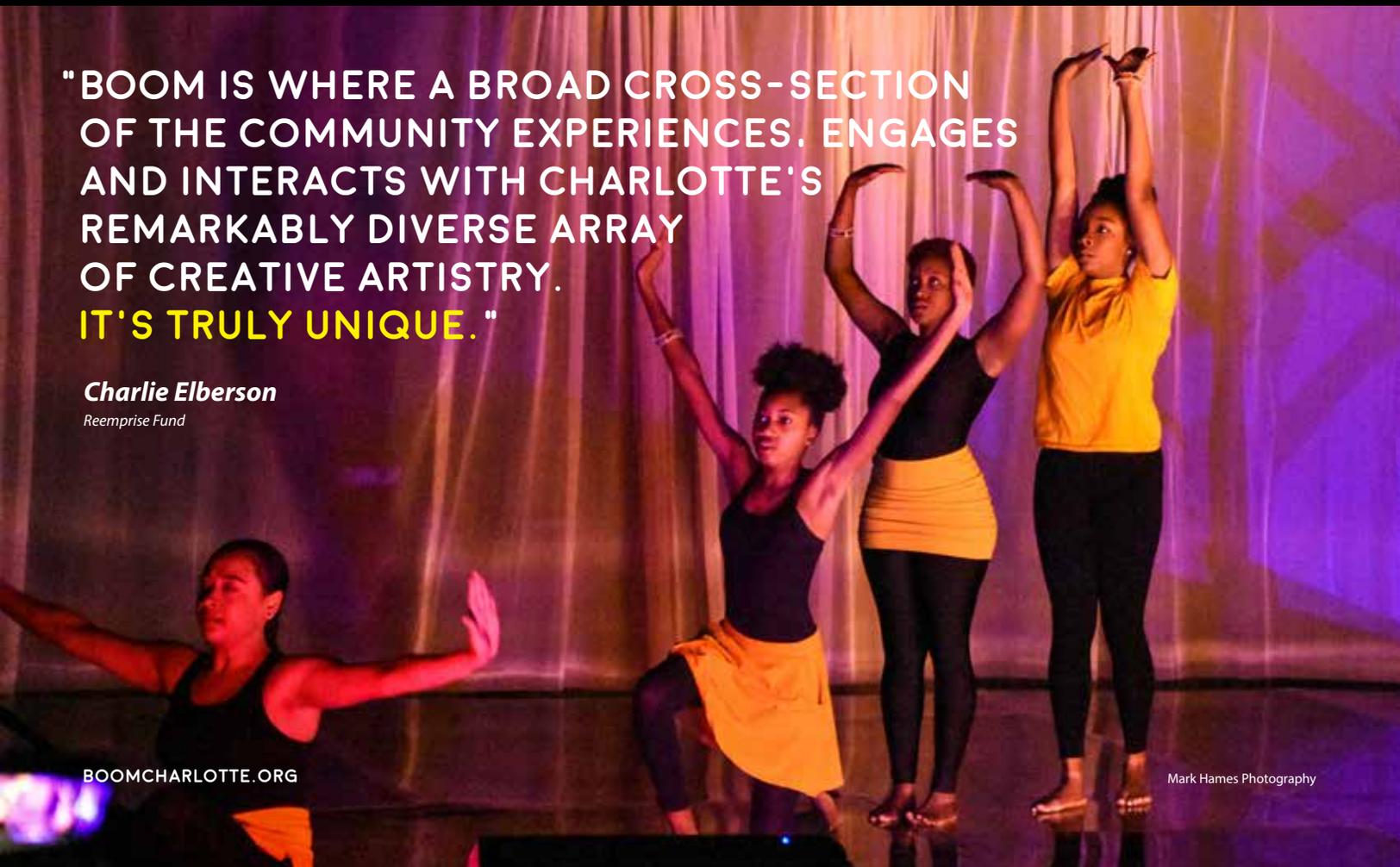
Only \$10 per performance, with discounted day and weekend passes available.



"BOOM IS WHERE A BROAD CROSS-SECTION OF THE COMMUNITY EXPERIENCES. ENGAGES AND INTERACTS WITH CHARLOTTE'S REMARKABLY DIVERSE ARRAY OF CREATIVE ARTISTRY. IT'S TRULY UNIQUE."

Charlie Elbersen

Reemprise Fund



PAST SUCCESS

LAST YEAR'S BOOM AT A GLANCE

BOOM PREMIERED IN APRIL 2016 TO RESOUNDING SUCCESS. IN THREE SHORT YEARS THE FESTIVAL HAS TRIPLED IN SCOPE AND BUDGET. **IN 2018, AUDIENCES SAW NEW PRODUCTIONS** BY LOCAL CHARLOTTE ARTISTS XOXO, TAPROOT CLT, SINERGISMO, SHAE MOVEMENT, MALL GOTH, CARTAGE THEATRE AND JAY WARD. NATIONAL ARTISTS INCLUDED V. LASH PRODUCTIONS, TOM MONTAGLIANO, SARAH EMERY AND AMANDA NICASTRO **WITH MEDIA COVERAGE BY CHARLOTTE OBSERVER, CHARLOTTE MAGAZINE, CHARLOTTE AGENDA, CHARLOTTE 5, CREATIVE LOA NG, CHARLOTTE POST, AND WBTV.**

Over **13,000** Festival Attendees

66 FREE Performances, Exhibits, and Activities

35 Ticketed Fringed Performances

238 Performing and Visual Artists Both Local and National

8 Venues

Over **100** Production Managers, Advisory Board Members and Volunteers



Two Best of Charlotte Awards



BOOMCHARLOTTE.ORG

Dick Costa Photography





Dick Costa Photography



Dick Costa Photography



Mark Kemp

"BUT THE CROWD OF PEOPLE WHO Poured INTO PLAZA MIDWOOD LAST WEEKEND [FOR BOOM] WAS DIFFERENT. **IT WASN'T JUST A RAINBOW OF RACES, ETHNICITIES, AND CULTURES.** ALTHOUGH THAT CERTAINLY WAS AN IMPORTANT PART OF IT. BOOM FEST ALSO WAS A MIX OF VERY YOUNG CHILDREN, ELDERLY PEOPLE, YOUNG ADULTS AND MIDDLE-AGED GUYS LIKE ME. MOST OF ALL, THOUGH, **IT WAS A MIX OF IDEAS.** IDEAS ABOUT ART, MUSIC, POLITICS, DIFFERENT CULTURAL PERSPECTIVES, SOCIAL JUSTICE, AND COMMUNITY ACTIVISM...

IT WAS CHARLOTTE."

Mason Quick Anja Studios Photography



Dick Costa Photography

Dick Costa Photography

PARTNERS

A COALITION OF ARTISTS AND ORGANIZATIONS



Mark Hames Photography

"BOOM IS NOT ONLY A FUN, INSPIRATIONAL AND HIGH QUALITY ARTS EVENT FOR ALL. **IT'S CREATING AN OPPORTUNITY FOR LOCAL ARTISTS TO SHARE THEIR TALENTS AND FOR SMALL BUSINESSES IN OUR NEIGHBORHOODS TO PROSPER.** "

Jennifer O. Appleby

*President, Chief Creative Officer
wrayward, creative marketing communications*

The BOOM Fringe Festival is made possible by a team of artists, performers and organizations who come together to create an event that's unique in Charlotte.

We intentionally seek out diversity in race, gender, age, background and styles to present a broad range of performances and inspire as many people as possible.

Here's a partial list of individuals and groups who were part of BOOM 2018:

- Quentin Talley and the Soul Providers
- Matt Cospers and XOXO
- Sinergismo
- John Tosco & Tosco Music Party
- The Light Factory
- AfroPop Nation
- TAPROOT
- Community School of the Arts
- Charlotte Symphony
- Loose Leaves
- SILO AR+D/UNCC
- Jessica Moss
- Jazz Arts Initiative

THE BOOM TEAM

DIRECTOR | **Manoj Kesavan** - Founder and Executive Director, Que-OS

WE HAVE A TEAM OF VOLUNTEERS AND ADVISORS WHO ARE PASSIONATE ABOUT BOOM. WE ARE CONSTANTLY SEEKING INPUT FROM ARTISTS. ART LOVERS. LOCAL BUSINESSES AND PROFESSIONAL ORGANIZATIONS OF ALL TYPES TO KEEP BOOM FRESH AND ON THE CUTTING EDGE OF CHARLOTTE'S CULTURAL COMMUNITY.

ORCHESTRATORS

Camerin Allgood Watson - Project Manager, BOOM;
Kat Cook - Visual Artist, Art Teacher
Matt Cosper - Founder & Artistic Director, XOXO
Jonathan Gellman - Officer, SkyHVAC; Manager, CubeNODA
Gretchen Jax - Fonder, Sinergismo
Elsie Mufuka - Founder, Mufuka Works
Eric N'delo - AfroPOP Nation, Creative Director, DRC ApeParel
Jon Prichard - Sculptor, Exhibits Preparator at the Museums of York County
Sarah Provencal - Director, Actor, Activist
Carlos Robson - Poet, Spoken Word Artist
Boris "Bluz" Rogers - Poet, Spoken Word Artist Claudia Soria - Artist Liaison
Salena Mable Stamp - Creator, Loose Leaves Showcase
Jessica Stewart - Event Coordinator, BOOM
Quentin Talley - Founder & Artistic Director, On Q Productions
Angela Chandler - Social Media, BOOM

QUE-OS BOARD OF DIRECTORS

Steve Dunn - Attorney, Van Hoy, Reutlinger, Adams & Dunn
Beth Kilguss - Treas., CPA
Kia Moore - Founder, Hip Hop Orchestrated
Lou Kinard - Project Manager and Creative Consultant, BOOM
Shelley Rozier Colvin - Nonprofit Consultant, IMPACT Consulting
Michael Weinstein - Lead Communications Consultant, Duke Energy

ADVISORY BOARD

Jennifer Appleby - President & Chief Creative Officer, Wray Ward
Robert Bush - President, Arts & Science Council
Brian Collier - Sr. VP, Foundation for the Carolinas
Charlie Elberson - Trustee, Reemprise Fund
Tom Gabbard - President, Blumenthal Performing Arts Center
John Mackay - former President, Discovery Place
Dan Murrey - CEO, OrthoCarolina
Barbara Spradling - Cultural Consultant, former Director, McColl Center Innovation Institute
Charles Thomas - Program Director/Charlotte John S. and James L. Knight Foundation
Rick Thurmond - Community and Business Development, Charlotte Center City Partners, former Publisher, *Charlotte Magazine*



BOOM

"BOOM IS CRITICAL TO THE GROWTH OF CHARLOTTE'S ART SCENE AND CULTURAL COMMUNITY. IT IS A WONDERFUL OPPORTUNITY TO ENJOY MUSIC, ART AND CULTURE IN THE COMFORT OF YOUR NEIGHBORHOOD."

Charles Thomas

Program Director/Charlotte
John S. and James L. Knight Foundation

Dick Costa Photography

HOW IS ALL THIS FRINGE-LOVING GOODNESS FUNDED?

BOOM is supported by generous donations from the public, sponsorships from businesses and corporations, and funding from foundations. We are grateful for all those who participated in the first two years of the BOOM Festival and simply could not have done it without the overwhelming support of our sponsors and community members. **Now it's time to do more, build more, become more.**

If we are to be an enduring, vital part of this community, we need funding partners who share our vision. We need funding partners who understand the importance of creating an environment where the arts and talent can thrive. **We need funding partners like you.** See the following pages for ways you can be part of our exploding BOOM team.

SPONSORSHIP LEVELS

TITLE Sponsorship is available. Contact Manoj Kesavan at manoj@boomcharlotte.org

REVERB SPONSOR : \$10,000

Send shock waves of influence throughout the community with your REVERB sponsorship.

YOU GET Name and logo on:

- All materials including posters, flyers, banners, and printed festival programs
- Top billing on the BOOM website and social media

Plus you get:

- Mention in press releases
- Recognition from the Area Stage
- Recognition from the Intersection Stage
- Exclusive rehearsal access
- 15 tickets to the show of your choice

Only Three Available

AMP SPONSOR: \$5,000

Intensify and raise the voices of our artists with your AMP sponsorship.

YOU GET Name and logo on:

- On the stage and at the door of the sponsored venue
- Print material including posters, flyers
- Printed festival programs
- Prominent placement on BOOM website and social media

Plus you get:

- Mention in press releases
- Recognition from that particular stage at all performances
- Recognition from the Intersection Stage
- 8 tickets to shows of your choice

RUMBLE SPONSOR: \$2,500

The biggest storms announce themselves with a rumble. Start our movement with your RUMBLE sponsorship.

YOU GET Name and logo on:

- Print materials including posters, flyers
- Printed festival programs
- Placement on website and social media

Plus you get:

- Recognition from the Intersection Stage
- 5 tickets to the show of your choice

Questions? Contact our Director Manoj Kesavan at manoj@boomcharlotte.org

SPONSOR FORM



Three days of art, performance & the unexpected.

Keep us BOOM-ing by becoming a sponsor!

Fill out this form and mail it to the address below or email us at queoscharlotte@gmail.com.
BOOM is a product of Que-OS, a Section 501(c)3 nonprofit. All donations are tax-deductible.

SPONSOR INFORMATION

FIRST NAME

LAST NAME

ORGANIZATION / BUSINESS

ADDRESS

CITY

STATE

ZIP

TELEPHONE

EMAIL

SPONSOR LEVELS

REVERB: \$10.000 **AMP: \$5.000** **RUMBLE: \$2.500**

OTHER AMOUNT

ACKNOWLEDGMENT INFORMATION

We will use the following name(s) in all acknowledgment(s)

Mail checks to this address:

Que-OS

Attn: Manoj Kesavan

3317-G Park Road, Charlotte 28209

Make checks payable to "Que-OS"

THANK YOU FOR YOUR SPONSORSHIP!

SEND US YOUR LOGO:

Please provide us with your organization's logo as an .ai, .eps or .pdf file.

Email logo file to:

queoscharlotte@gmail.com