

# HI THERE!

Swamp Sistas La La Season is coming, next spring. Please read on and consider supporting our efforts.



**BETH MCKEE**

Swamp Sistas La La  
Foundation, Inc.



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S W A M P   S I S T A S   L A   L A

# We're doing **good stuff!**

## THE LA LA

Our 4th annual Swamp Sistas La La at Orlando Fringe is May 19, 2018. The 1st drew the largest crowd to ever attend the Fringe in a single day and the 2nd won the Fringe Outdoor Stage Award. Look out- 2018 will be our best yet!



## SONGWRITER CIRCLE

At the heart of the movement are the women who share their talent. The Songwriter Circle leads the way, kicking off La Las and hosting lead-in events like our Volunteer Party at Second Harvest Food Bank..



## LA LA SUMMER HOPE

. In the weeks before the La La, we raise funds and volunteers for Second Harvest Food Bank of Central Florida. With two campaigns so far, we've raised more than \$25,000 to help feed local kids in need. That translates into over 100,000 meals!



## SUPPORT

Join us as a contributing sponsor and be a part of La La Season. Together, we can feed some kids who need it, shine a spotlight on incredible female talent and throw a heck of a party at Loch Haven Park on May 19.

3.

THREE ELEMENTS



## LA LA @ ORLANDO FRINGE

An all day, free to attend music fest featuring female driven talent on the Fringe Lawn at Loch Haven Park on Saturday, May 19 from 3-11 pm



## LA LA SUMMER HOPE

A virtual food drive for Second Harvest Food Bank of Central Florida to help feed kids over the summer months when no school means no school lunch for many who desperately need it.

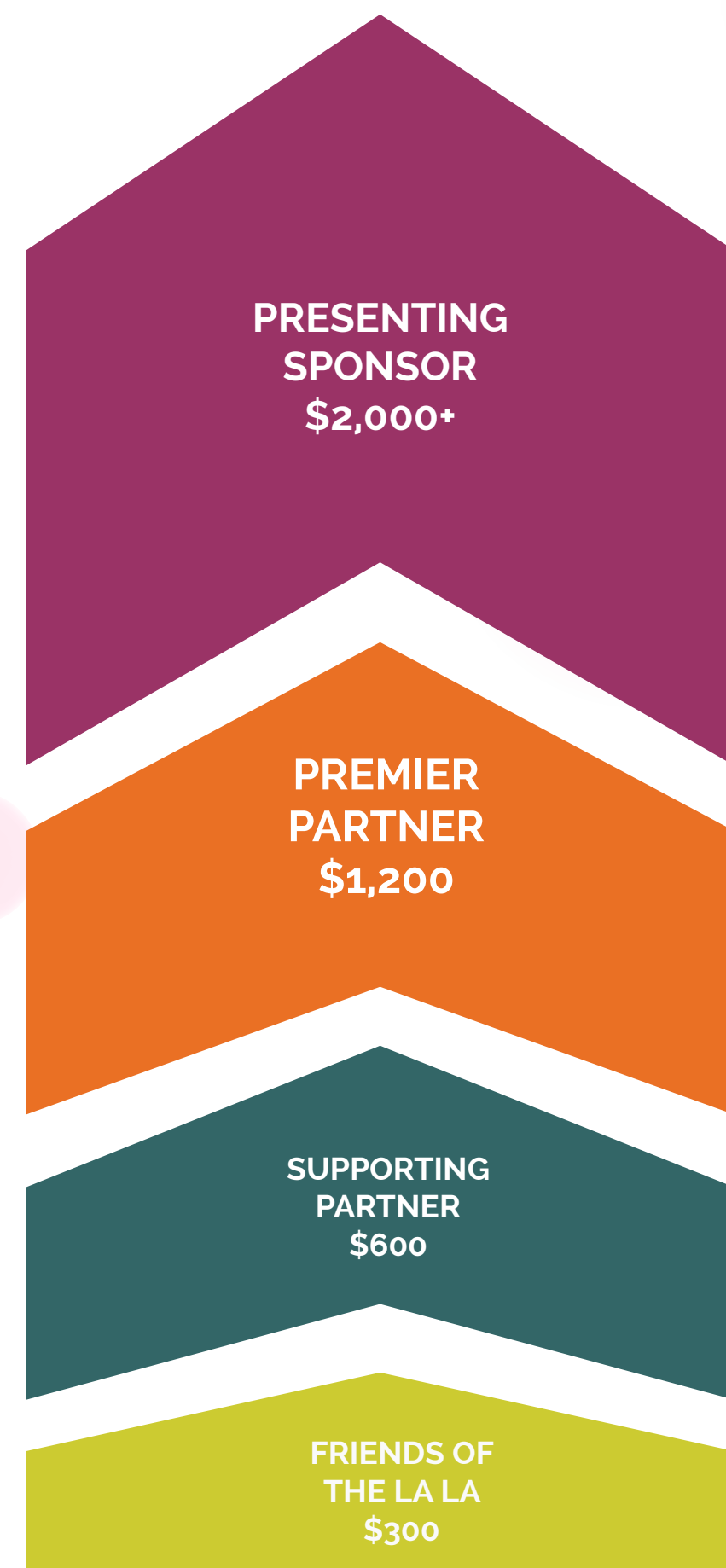


## SONGWRITER CIRCLE

A collective of songwriting women, led by Beth McKee, that performs both locally and regionally. Each in-the-round collaborative show is a one-of-a-kind experience.

4.  
SUPPORT

2018 SPONSORSHIP LEVELS



TAKE A LOOK AT OUR SPONSORSHIP OPTIONS

Your tax deductible contribution will:

- Fight local hunger and promote local music
- Reach a substantial and diverse audience
- Make your brand a part of the Swamp Sistas movement, along with Orlando Fringe and Second Harvest Food Bank

ORLANDO FRINGE IS A REGISTERED 501C3 NON- PROFIT ORGANIZATION, SPONSORSHIP CHECKS SHOULD BE MADE PAYABLE TO ORLANDO FRINGE AND ARE TAX DEDUCTIBLE, EVEN IF YOU DON'T ITEMIZE AS A MARKETING EXPENDITURE.



THE ORLANDO FRINGE OUTDOOR STAGE

**SWAMP SISTAS LA LA AT ORLANDO FRINGE 2018  
SPONSORSHIP LEVELS/BENEFITS**

**PRESENTING  
SPONSOR**

**PREMIERE  
SPONSOR**

**SUPPORTING  
SPONSOR**

**LA LA  
FRIEND**

**RECOGNITION**

Presenting sponsor recognition in all press releases and on-air mentions during promotional interviews, plus permanent recognition on SwampSistas.com with prominent logo placement and click-through

Invitation for you or a representative to join Beth on a radio show appearance promoting the La La

Recognition as a Presenting Sponsor and logo in event newspaper ads

Presenting sponsor recognition on all event-related marketing and promotional collateral, save the date, invitations, emails and posters

On-stage sponsor recognition by Beth McKee and/or other announcers

Permanent logo placement, click-through and recognition as a La La sponsor on Swampsistas.com

Permanent name recognition as a sponsor on Swampsistas.com



**FRINGE BENEFITS**

Sponsor ad in the 2018 Fringe Fest Program (circulation of 28,000) a full sized magazine

Logo placement and click-through at OrlandoFringe.org – 375,000 hits annually.

Logo placement in the Orlando Fringe Sponsors section of the Fringe Fest Program

FULL PAGE AD

1/2 PAGE AD

1/4 PAGE AD

N/A



**CONTINUED ON NEXT PAGE**

**\$2,000+**

**\$1,200**

**\$600**

**\$300**

**SWAMP SISTAS LA LA AT ORLANDO FRINGE 2018  
SPONSORSHIP LEVELS/BENEFITS (CONT.)**
**PRESENTING  
SPONSOR**
**PREMIERE  
SPONSOR**
**SUPPORTING  
SPONSOR**
**LA LA  
FRIEND**
**LOGO PLACEMENT ON THE DAY OF THE LA LA**

Your company's banner displayed onstage

X

Sponsor name and logo on all event signage

X

X

X

**LOGO PLACEMENT ON PROMOTIONAL ITEMS**

Printed Posters, postcards and handbills (&gt;1,000)

X

X

X

1/2 page Swamp Sistas La La prime placement ad in the official Fringe Fest

X

X

X

Multiple mentions on both Beth McKee's and Swamp Sistas' social media including: Facebook, Instagram, and Twitter - totaling over 20,000 followers

X

X

Recognition in La La e-blast updates to Beth McKee and Swamp Sistas constituents (&gt;2,000)

X

X

**2ND HARVEST FOOD BANK OF CENTRAL FLORIDA BENEFITS**

Logo placement on La La Announcements at Second Harvest's Facebook page with &gt;9,000 followers

X

X

X

Logo placement on La La Announcements on Second Harvest's Twitter with &gt; 6,700 followers.

X

X

X

Logo placement on La La Announcements on Second Harvest's LinkedIn, Instagram and YouTube

X

X

X

Logo placement on La La Announcements in multiple eblasts to &gt; 12,000 constituents

X

X

X

Logo included on signage within the Food Bank for volunteers and partner agencies to see

X

X

X

Logo included on La La Announcements on Second Harvest's website www.feedhopenow.org

X

X

X

**\$2,000+**
**\$1,200**
**\$600**
**\$300**

7.  
DEMOGRAPHICS

# FRINGE BY THE NUMBERS

MALE	44.9%
FEMALE	54.7%
OTHER	0.4%
UNDER 18	6.0%
19-34	25.0%
35-44	15.0%
45-54	21.0%
55-64	18.0%
OVER 65	15.0%
ASIAN/ASIAN AMERICAN	1.88%
BLACK/AFRICAN AMERICAN	2.63%
CAUCASIAN/WHITE	85.07%
HISPANIC/LATINO/SPANISH	7.42%
NATIVE AMERICAN/PACIFIC ISLANDER	0.19%
OTHER/MULTIPLE/MIXED RACE	2.82%
LESS THAN HIGH SCHOOL	0.4%
HIGH SCHOOL	9.3%
2-YEAR COLLEGE	12.0%
4-YEAR COLLEGE DEGREE	46.7%
MASTER'S OR DOCTORAL DEGREE	31.6%
HETEROSEXUAL	73.0%
LGBT	24.4%
OTHER	2.6%
LESS THAN \$60,000	36.0%
\$60,000 TO \$89,999	25.0%
\$90,000 TO \$119,999	18.0%
MORE THAN \$120,000	20.0%

**THANK YOU FOR  
SUPPORTING!**

MAKE YOUR TAX DEDUCTIBLE SPONSORSHIP CHECK PAYABLE TO

**ORLANDO FRINGE**

AND MAIL IT TO

**BETH MCKEE  
SWAMP SISTAS LA LA FOUNDATION  
4484 SALVIA DRIVE  
ORLANDO, FLORIDA 32839**

**BETH MCKEE  
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FOUNDATION, INC**

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