



**Just Live, Inc.**  
**7905 328th Ave**  
**Burlington, WI 53105**  
**262-757-8003**

Dear Friend of Just Live, Inc.:

We are excited to announce that the 14<sup>th</sup> anniversary Labor of Love Music Festival will be held on Sunday, September 3<sup>rd</sup> at Hart Park in Wauwatosa, WI. Join us from 11:00 AM until 7:00 PM for an amazing music lineup, some of Milwaukee's best food trucks, educational booths, kids' entertainment, raffles and more! All proceeds will benefit suicide prevention and mental health research and programming in southeastern Wisconsin.

After taking the last year to immerse ourselves in the community, listen to our partners in mental health research, and help individuals seeking care, we feel now more than ever the importance of making sure those in crisis can get help. According to the National Alliance on Mental Illness, more than half the people with a mental health condition last year received no treatment.

By sponsoring this important event, you will be supporting adequate mental health care, culturally responsive programs, neuroscience research, and mental health education in schools. **Will you make a contribution today?** With your help we can reach more individuals that need to hear our message: "You Are Not Alone."

There are two great ways to support this event – as a corporate/business sponsor or donating supporter. Take a look at our available packages and choose the level that suits you best. Visit [www.justliveinc.org](http://www.justliveinc.org) for more information.

In gratitude,

**Robert J Stevens**  
President, Just Live, Inc.

# 2023 Labor of Love Music Festival Sponsorship

## Corporate/Business Levels

*All corporate sponsors will receive a banner display during the festival and be recognized in Just Live marketing materials. Please contact [info@justliveinc.org](mailto:info@justliveinc.org) for banner dimensions and to provide your business logo.*

Festival Sponsor – Exclusive: \$30,000

Festival Sponsor – Shared (Max. 2): \$20,000

Stage Sponsor – Exclusive: \$10,000

Stage Sponsor – Shared (Max. 3): \$5,000

Beer Tent – Exclusive: \$2,000

Beer Tent – Shared (Max. 2): \$1,000

Talk Tent - Exclusive: \$750

Kids Zone – “Tykes & Toddlers” – Exclusive: \$500

Kids Zone – “Adventure Playground” – Exclusive: \$500

Kids Zone – “Splash Pad” – Exclusive: \$500

Kids Zone – “Imagination Station” – Exclusive: \$500

Butterfly Sponsor – Shared: \$250 (each added sponsor grows the number of butterflies released by 100)

To complete your sponsorship online, please visit <https://donorbox.org/2023-labor-of-love-festival-sponsorship> or it can be found on our website at [www.justliveinc.org](http://www.justliveinc.org). Checks can also be made payable to Just Live, Inc. and mailed to the following address:

Just Live, Inc.  
c/o Kelly Wilson  
7905 328<sup>th</sup> Ave  
Burlington, WI 53105

# 2023 Labor of Love Music Festival Sponsorship

## Donating Supporter Levels

### **\$100 - \$499: "Companion to the Cause" Supporter**

You are a champion for the impact you make on the lives of those struggling in our community. You or your business will be listed in marketing materials including social media ads and content. You will also be listed on our website. You or your business will also be listed on our banner at the festival promoting your commitment.

### **\$500 - \$999: "Friends of Just Live" Supporter**

With friends like you we can make a real impact on suicide rates and increase the availability for those in need to access mental health resources and support. You or your business will be listed in marketing materials including social media ads and content, as well as e-blasts. You will also be listed on our website. You or your business will also be listed on our banner promoting your commitment at the festival.

### **\$1,000 - \$4,999: "Unbroken Circle" Supporter**

You help to keep the circle and our message intact and growing. Meet our team at Just Live, Inc. and the folks behind the scenes that make our flagship event go. You will also be announced to lead the forming of our crowd circle which closes out the festival to the song, "Will the Circle Be Unbroken". You or your business will be displayed on our banner promoting your commitment at the festival. You or your business will be listed in marketing materials including social media ads and content, as well as e-blasts. You will also be listed on our website. You or your business will also be displayed on our banner promoting your commitment at the festival and will be read off from the stage during the festival.

### **\$5,000 - \$9,999: "You Are Not Alone" Family Supporter**

You exemplify the phrase "You Are Not Alone" and for this we invite you and 3 guests to not be alone as you get special behind-the-scenes access to our festival including a site tour, behind the scenes making of the Labor of Love Music Festival and prime reserved seating on the VIP patio. Help us pull and announce raffle winners, and meet the folks that are an integral part of our family here at Just Live, Inc. You or your business will be included in marketing materials including social media ads and content, as well as e-blasts. You will be mentioned in one stand-alone post and e-blast promoting you or your business and your strong support of Just Live, Inc. You will also be recognized on our website. You or your business will also be displayed on our banner promoting your commitment at the festival and will be read off from the stage during the festival and acknowledged by the crowd.

### **\$10,000: "Jamie Leigh Legacy" Premier Family Supporter**

This special honor remembers Jamie and all those we have lost while celebrating the lives Just Live has been able to impact. You receive 4 reserved front-row seats, behind-the-scenes access, special beverage cart service, receive 4 autographed t-shirts, join us for the butterfly release, and introduce the band of your choice. You or our business will be exclusively featured in marketing materials including social media ads and content, interviews, and e-blasts as well as being featured on our website. We will also work with you to craft an exclusive post highlighting your business and the importance of this cause to you which will go out to our social media following and e-blast distribution list. You will also be prominently placed on our banner promoting your commitment at the festival. In addition, we will call out you or your business by name citing your commitment from the stage and have you be recognized by the crowd.

### **\$14,000: "VIP 14 Club"**

You join rarified air honoring our 14th year as our honorary Festival Marshal. Join our Board President as your personal chaperone on a day of celebration! You get 4 exclusive, reserved front-row seats, behind-the-scenes access, special beverage cart service, receive 4 autographed t-shirts, meet the bands, participate in the butterfly release, give out the opening "shout" to our festival, and come on stage to introduce our encore performance of "Will the Circle Be Unbroken" closing the festival. You or your business will be exclusively featured in marketing materials including social media ads and content, interviews, and e-blasts as well as being featured on our website at multiple landing points including our homepage. We will also offer an exclusive interview with you or a representative to talk about your business and the importance of this cause to you which will go out to our social media following and e-blast distribution list. You will also be prominently placed on our banner promoting your commitment at the festival with the special recognition of being a "VIP 14 Club Member". In addition, we will call out you or your business by name citing your commitment from the stage, and have you be recognized by the crowd. You will also be given the chance to address the crowd directly about you or your business at the festival.

To complete your sponsorship online, please visit <https://donorbox.org/support-the-2023-labor-of-love-music-festival> or it can be found on our website at [www.justliveinc.org](http://www.justliveinc.org). Checks can also be made payable to Just Live, Inc. and mailed to the following address:

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