

# BBQ BANDS & BREW



To Benefit Builders Care

**Sunday, April 25th**

Alliance for the Arts  
11 a.m. - 5 p.m.

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BBQ@bia.net | (239) 938.0056  
www.BBQBANDSANDBREW.com

ALL PROCEEDS WILL GO TO BUILDERS CARE, A 501(C)3 NON-PROFIT ORGANIZATION  
PROVIDING EMERGENCY CONSTRUCTION SERVICES AT NO COST TO ELDERLY &  
DISABLED HOMEOWNERS IN NEED IN LEE COUNTY.

www.LEEBUILDERSCARE.ORG



## **Event Overview**

Title: BBQ, Bands and Brew 2010

Date and Time: Sunday, April 25, 2010 from 11:00 a.m. until 5:00 p.m.

Location: Alliance for the Arts  
10091 McGregor Blvd.  
Fort Myers, Florida 33919

Description: A fundraiser for Builders Care incorporating local music, barbecue and kids activities

The Cause: Proceeds from the BBQ, Bands and Brew 2010 will benefit Lee BIA Builders Care construction services. For many, Builders Care is the last hope for the elderly and disabled homeowners to maintain any quality of life and live independently in their own home. Builders Care specializes in making homes handicapped-accessible, repairing roofs, siding and leaks, painting, making general repairs, and installing heating and air conditioning. According to the 2000 Census, there were 4,124 substandard housing units in all of Lee County.

Builders Care provides services to our most vulnerable populations, elderly and disabled individuals. Our recipients are homeowners who are in financial need and are living with housing conditions that pose a safety or health threat. Typically, this population has sought help with other agencies and had limited success with assistance in home repairs. They tend to have dire needs and live in some of the most unimaginable and deplorable conditions, as well as having no family able to assist them.

Hosts: Lee BIA Builders Care, Inc. – Builders Care is the non-profit arm of the Lee Building Industry Association (BIA) providing emergency construction services to elderly and disabled Lee County homeowners in need. The Lee BIA is a private non-profit association serving the building industry companies in Lee County representing more than 500 local companies and 15,000 employees in Lee County.

Attendees: A variety of Builders Care constituents, Lee BIA members and their families and the community at large.

Contact Information: Heidi Taulman, Lee BIA Builders Care  
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[BBQ@bia.net](mailto:BBQ@bia.net)

Web Site: [www.BBQBandsandBrew.com](http://www.BBQBandsandBrew.com) **Coming soon!**

Lee BIA Builders Care  
4210 Metro Pkwy. Suite 100 | Fort Myers, Florida 33916  
p (239) 938-0056 | f (239) 936-5839 | E-Mail [BuildersCare@bia.net](mailto:BuildersCare@bia.net)



## 2010 Sponsorship Opportunities

|   |                        |   |
|---|------------------------|---|
| <p><b>High on the Hog<br/>Title Sponsor</b></p> | <p>\$5,000<br/>(1)</p> | <p style="text-align: center;"><i>Lee BIA Builders Care</i><br/><b>BBQ, Bands &amp; Brew</b> presented by <i>Your Company Name</i></p> <p><b>Event Title Sponsor</b></p> <ul style="list-style-type: none"> <li>▪ Featured in all information distributed to the news media promoting Builders Care fundraiser as the title sponsor</li> <li>▪ Featured in all promotional materials distributed related to the event including flyers, invitations, electronic communications and signage.</li> <li>▪ Included in all radio advertising prior to the event (\$1,000 value)</li> <li>▪ Commercial Ad during event (\$500 value)</li> <li>▪ Recognition at event from stage and regular announcements</li> <li>▪ 1/4 page ad in BIA Building Review newspaper for 6 months (\$1200 value)</li> <li>▪ Website Cross Promotion with <a href="http://www.LeeBuildersCare.org">www.LeeBuildersCare.org</a>, <a href="http://www.BIA.net">www.BIA.net</a> and <a href="http://www.BBQBandsandBrew.com">www.BBQBandsandBrew.com</a> - web listing and link for one year (50,000 Web Site Hits March 2009)</li> <li>▪ Exposure on social media outlets</li> <li>▪ Eight free tickets to the event and 2 VIP parking spaces (\$150 value)</li> <li>▪ Twenty food and beverage tickets (\$20 value)</li> <li>▪ Recognition in BIA Building Review newspaper</li> <li>▪ Banner displayed at event</li> </ul> |
| <p><b>Jammin' Band Sponsor</b></p>              | <p>\$3,000<br/>(1)</p> | <p><b>Exclusive Music Sponsor</b></p> <ul style="list-style-type: none"> <li>▪ Featured in all information distributed to the news media promoting Builders Care fundraiser as supporting sponsor</li> <li>▪ Featured in all promotional materials distributed related to the event including flyers, invitations, electronic communications and signage.</li> <li>▪ Included in all radio advertising prior to the event (\$1,000 value)</li> <li>▪ Recognition at event from stage and regular announcements</li> <li>▪ 1/8 page ad in BIA Building Review newspaper for six months (\$720 value)</li> <li>▪ Website Cross Promotion - with <a href="http://www.LeeBuildersCare.org">www.LeeBuildersCare.org</a>, <a href="http://www.BIA.net">www.BIA.net</a> and <a href="http://www.BBQBandsandBrew.com">www.BBQBandsandBrew.com</a> - web listing and link for one year (50,000 Web Site Hits March 2009)</li> <li>▪ Exposure on social media outlets</li> <li>▪ Six free tickets to the event and one VIP parking space (\$100 value)</li> <li>▪ 10 food and beverage tickets (\$10 value)</li> <li>▪ Recognition in BIA Building Review newspaper</li> <li>▪ Banner displayed at event</li> </ul>   |

All marketing and promotions will be handled by



*Thank you for your consideration and interest.*

*Builders Care is a 501 (c)3 non-profit organization and a part of Lee Building Industry Association.*



## 2010 Sponsorship Opportunities Continued

|                                 |                 |   |
|---------------------------------|-----------------|---|
| <b>Royal Hog Tied Sponsor</b>   | \$ 2,500<br>(3) | <p><b>BBQ Bands and Brew Supporting Sponsor</b></p> <ul style="list-style-type: none"> <li>▪ Featured in all information distributed to the news media promoting Builders Care fundraiser as supporting sponsor</li> <li>▪ Featured in all promotional materials distributed related to the event including flyers, invitations, electronic communications and signage.</li> <li>▪ Included in all radio advertising prior to the event (\$1000 value)</li> <li>▪ 1/8 page ad in BIA Building Review newspaper for one month (\$120 value)</li> <li>▪ Website Cross Promotion - with <a href="http://www.LeeBuildersCare.org">www.LeeBuildersCare.org</a>, <a href="http://www.BIA.net">www.BIA.net</a> and <a href="http://www.BBQBandsandBrew.com">www.BBQBandsandBrew.com</a> - web listing and link for one year (50,000 Web Site Hits March 2009)</li> <li>▪ Exposure on social media outlets</li> <li>▪ Four free tickets to the event and one VIP parking space (\$75 value)</li> <li>▪ 10 food and beverage tickets (\$10 value)</li> <li>▪ Recognition in BIA Building Review newspaper</li> <li>▪ Recognition at event</li> <li>▪ Banner displayed at event</li> <li>▪</li> </ul> |
| <b>Food or Beverage Sponsor</b> | \$1,000<br>(4)  | <p><b>Choice of Food or Beverage Area Sponsor</b></p> <ul style="list-style-type: none"> <li>▪ Featured in all information distributed to the news media promoting Builders Care fundraiser as supporting sponsor</li> <li>▪ Featured in all promotional materials distributed related to the event including flyers, invitations, electronic communications and signage.</li> <li>▪ Website Cross Promotion - with <a href="http://www.LeeBuildersCare.org">www.LeeBuildersCare.org</a>, <a href="http://www.BIA.net">www.BIA.net</a> and <a href="http://www.BBQBandsandBrew.com">www.BBQBandsandBrew.com</a> - web listing and link for one year (50,000 Web Site Hits March 2009)</li> <li>▪ Exposure on social media outlets</li> <li>▪ Two free tickets to the event (\$20 value)</li> <li>▪ Recognition in BIA Building Review newspaper</li> <li>▪ Recognition at event</li> <li>▪ Banner displayed at event</li> </ul>   |
| <b>Original BBQ Pig Sponsor</b> | \$500<br>(6)    | <p><b>Choice of T-Shirt or Kids Area Sponsor</b></p> <ul style="list-style-type: none"> <li>▪ Featured in all promotional materials distributed related to the event including flyers, invitations, electronic communications and signage.</li> <li>▪ Website Cross Promotion - with <a href="http://www.LeeBuildersCare.org">www.LeeBuildersCare.org</a>, <a href="http://www.BIA.net">www.BIA.net</a> and <a href="http://www.BBQBandsandBrew.com">www.BBQBandsandBrew.com</a> - web listing and link for one year (50,000 Web Site Hits March 2009)</li> <li>▪ Exposure on social media outlets</li> <li>▪ Two free tickets to the event</li> <li>▪ Recognition in BIA Building Review newspaper</li> <li>▪ Banner displayed at event</li> </ul>   |

All marketing and promotions will be handled by Priority Marketing, Inc.



*Thank you for your consideration and interest.  
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