

***HOMER'S BACKYARD BALL
FOUNDATION,
A NON-PROFIT CORPORATION***

PRESENTS

***HOMER'S BACKYARD BALL 2017
CELEBRATING 20 YEARS***



www.homersbackyardball.com

HOMER'S BACKYARD BALL - MAY 20, 2017



Homer's Backyard Ball is the primary fundraiser for the Homer's Backyard Ball Foundation, a non-profit corporation. This year Homer's will be celebrating 20 years giving back to the community and kids. Homer's Backyard Ball is a high quality outdoor musical festival that supports Homer's Backyard Ball Foundation, which provides financial support through grants, fundraisers, and events to community organizations that provide financial assistance and services to area youth for disease research, life opportunities and physical or personal enhancement. Since inception, Homer's Backyard Ball has provided over \$1,200,000 to the area youth. In 2015, HBBF distributed \$104,000 to Khiva Shrine of Amarillo, JDRF, Make-A-Wish Foundation®, The Turn Center, March of Dimes, American Cancer Society's Little Baron's Ball, Elks Lodge #923.

Since 2000, this event has grown by leaps and bounds in attendance and enthusiasm. Held the third Saturday in May; Homer's is truly one of the most unique Texas Music Festivals around. A multi-band lineup is scheduled to include Texas Music acts from Amarillo and across the state. Homer's IBCA Sanctioned BBQ Cookoff provides free food samples for attendees. Homer Wear is HBB's own clothing line, which is for sale during the event and online throughout the year. Sponsor Alley serves as the VIP area that allows our sponsors to get out of the heat, mingle with other sponsors and band members, eat, drink and enjoy the music. Each year a unique theme is established. This allows the cook teams, vendors and attendees to create a fun and exciting atmosphere. We continue to provide an enjoyable, safe and eventful day for the many fans of Homer's and Texas Music.

Benefits to the Sponsor

- Create goodwill toward community involvement;
- Target audiences are men and women from the age of 18 to 65 years of age;
- Public Service Announcements will be seen by over 150,000 potential customers;
- Areas of Promotion includes, but not limited to:
 - Radio PSA's on local radio stations, live broadcasts, live radio remotes the day of the event, live remote ticket giveaways;
 - Website promotion (i.e. - www.homersbackyardball.com)
 - Facebook – facebook.com/homersbackyardball
 - Twitter
 - Television promotion on TV stations that cover the Texas Panhandle;
 - Billboard Advertising;
 - Magazine and Newspaper ads;
 - Day of Event Promotion;
 - All billing will be through Homer's Backyard Ball Foundation, a non-profit corporation. Checks made payable to Homer's Backyard Ball Foundation or HBBF, which is a 501(c)(3) charitable organization.
- Sponsors may pay out their pledge, but are encouraged to have it paid prior to the event. All payments must be made according to the sponsor's commitment on the pledge form or promised promotion from Homer's Backyard Ball will not be completed.

Your Opportunity to help our Area Youth!

HOMER'S BACKYARD BALL 2017

<i>Packages</i>	<i>Amount</i>	<i>Scrim</i>	<i>TV</i>	<i>Radio</i>	<i>T-Shirt (400)</i>	<i>Poster (500)</i>	<i>VIP Tickets</i>	<i>General Adm.</i>
Governor	\$25,000+	♦	♦	♦	♦	♦	16	12
Lone Star	\$15,000	♦	♦	♦	♦	♦	12	10
Sheriff	\$10,000		♦	♦	♦	♦	10	8
Cattle Baron	\$5,000			♦	♦	♦	8	6
Ranch Foreman	\$2,500				♦	♦	6	4
Ranch Hand	\$1,500					♦	4	4
Trail Boss	\$1,000						4	2
Trail Duster	\$750						2	2
Branding Iron	\$500						2	0

SPECIAL BENEFITS TO SPONSORS:

- ALL LEVELS OF SPONSORSHIP may display their banner at Homer's Backyard Ball and will have their logo displayed on the website.
- LONESTAR receives special recognition as Headlining Sponsor on all media & Main Stage Scrim advertisement at event.

See various banner & scrim placement below:



HOMER'S BACKYARD BALL FOUNDATION



PLEDGE FORM

Please print all names legibly and exactly as they should appear.

Contact Name _____

Company _____

Mailing Address _____

City _____ State _____ Zip Code _____ Phone _____

E-mail Address _____

Type of Sponsorship:

☐ Governor (\$25,000+)

☐ Lone Star (\$15,000)

☐ Sheriff (\$10,000)

☐ Cattle Baron (\$5,000)

☐ Ranch Foreman (\$2,500)

☐ Ranch Hand (\$1,500)

☐ Trail Boss (\$1,000)

☐ Trail Duster (\$750)

☐ Branding Iron (\$500)

We agree to pay our pledge – ☐ Annually ☐ Quarterly ☐ Monthly

☐ Please call for credit card information - _____

Please Mail pledge to:

Homer's Backyard Ball Foundation, a non-profit corporation

P.O. Box 20200

Amarillo, Texas 79114

Or fax to:

806-467-8475

(Make check's payable to Homer's Backyard Ball Foundation or HBBF)

If you have any additional questions, please call Travis Homer at 806-681-6520.

Signature of Donor

Date signed

THANK YOU FOR YOUR SUPPORT!!!!