



SAFE SURROUNDINGS AKA BEWOKE!
SAFE RELATIONSHIPS AKA BULLYING
SAFE SEX AKA GLOVE BEFORE LOVE

SAFE PLANNING AKA FAILING TO PLAN
SAFE MENTAL AKA STUDY AND PREPARE
SAFE DRIVING AKA DRIVING UNDER THE INFLUENCE

Sponsorship Opportunities

Hello!

We are excited about the events set up for 2019! BeTRU Foundation inspires artist and entrepreneurs to go for their ideas and confidence in talent. Joining with Coalition Djs Carolinas, they mentor Djs in breaking records worldwide and are sponsoring a platform for artist to perform their talents to the community of the Carolinas. Columbia, SC is proved to be an outstanding community with large numbers of people that will be enjoying the NCAA festivities.

BeSAFE Festival

A series of concerts in the Carolina's and surrounding areas featuring Coalition Djs Carolinas and BeTRU Foundation along with performing artist, local music bands and showcasing promising young artists. The concert tour will raise funds for Carolinas arts and culture and BeTRU Foundation Minds Behind The Arts Program.

BeSAFE Fest celebrates Coalition Djs Carolinas connection to the BeTRU to help promote Carolina art students fulfill their educational aspirations by awarding college scholarships and provides performance experience to aspiring young artists through the BeTRU Foundation. The project conducts concerts promoting safe tactics. March 23, 2019 we invite you to encourage the Columbia area to BeSAFE! and respect the process of becoming the entrepreneur and artist

Artist will performing top 3 songs and speak on one the points encouraged by tour

Points Include:

Safe surroundings aka BeWOKE!
Safe Relationships aka No Bullying
Safe sex aka Glove before Love

Safe planning aka Failing to plan
Safe mental aka Study and prepare
Safe driving aka No Driving under the influence



COALITION DJS
CAROLINAS



As you may be aware, Coalition Djs Carolinas has provided services of disc jockeying events, mentoring, working as host, and assisting artist with gaining major music relevance in the music industry. While working amongst others in majors cities, Coalition Djs has serviced North and South Carolina citizens for the past 20 years. We are currently relocating and making improvements to our presentation. With intents of continual service, the funds provided by these events will be used for expansion of the acknowledgement of music, charity works, and community empowerment in the Carolinas and surrounding areas.

@coalitiondjscarolina

IMPACT

Coalition Djs Carolinas will have an impact on our citizens and our community. For our students, performers will provide them with lessons from their professional experiences. For our community, Coalition Djs Carolinas will give us a memorable and uplifting cultural event that can inspire us. The following are the educational and community benefits that will result from this event.

Educational Benefits

- Opportunity for school, bands and community artist to perform with Coalition Djs Carolinas and featured artist An informal talk by performing artist followed by a question and answer session for students and general public Participants learn about being successful and overcoming obstacles
- Builds confidence in participants' creativity and talent
- Express importance of safe sex, and being responsible
- An inspiring and transformational educational experience for participants
- Coalition Djs Carolinas will donate 25% of fee to the BeTRU Foundation which supports local events and college scholarships for in each participating county as well as scholarship programs at surrounding Colleges.

Community Benefits

Hosting Sponsored Music providers and current artist

Raising awareness of and support for the arts and health in the community

Serves as a catalyst to stimulate South Carolina community projects

Creates a shared and memorable cultural event for the community & while visitors in town for tournaments

BENEFICIARY

SC arts and cultures and BeTRU will benefit from this concert of the communities through Coalition Djs Carolinas commitment to contribute 25% of performance fees to the Foundation. By taking a leadership role in this fund raising effort, they serves as an example and inspiration for all of us to join them in this effort. All contributions to the Foundation will support its scholarship program and are tax deductible to the full extent allowed by law.

In addition to Coalition Djs contributions to theSC arts and culutes, BeTRU Radio is seeking the support of individuals and businesses who share the Foundation's dual mission of providing college scholarships for graduating art students in need of financial assistance and performance experience to promising young artist. This concert is an opportunity for students in specific majors to be apart of this experience as an internship for experience in orchestrating the interaction of marketing and promotions.





This is an outreach program where Be Tru Foundation sponsors events and mentor 30 students of the ages of 17 - 27 and help gain work experience and develop a finish product for presentation for a jump start to their professional career.

WE OFFER THE FOLLOWING TACTICS

GRAPHIC DESIGN ASSISTANCE TO INSTITUTIONS FOR INSTRUCTIONAL MATERIAL

PRINTING ASSISTANCE FOR INSTITUTIONS

INFO ON PATENTS, COPYRIGHTS, TRADEMARKS, AND REGISTRATION LAWS

HOST CAREER FAIRS AND EVENTS TO BECOME ADVANCE IN THE TECHNOLOGY WORKFORCE

MEDIA LAWS AND ETIQUETTE OF NAVIGATING IN THE ENTERTAINMENT INDUSTRY

SONG CREATION TECHNIQUES AND LAWS

ASSISTANCE IN MARKETING OF STUDENT'S WORKS OF ART

APPAREL DESIGN AND PRINTING FOR SCHOOLS TO ASSIST WITH NEW UNIFORM RULES IN SELECT DISTRICTS

PROVIDE SUMMER ASSESSMENT TOOLS FOR STUDENTS OF ALL LEVELS

#truartistlastfoeva

BeTRU! is dedicated to fostering the creative spirits of all #truartist.



www.betrufoundation.org

BeTRU! Be True to Yourself Foundation, (BeTRU!) is a not-for-profit 501(c)(3) organization. BeTRU! provide unique and meaningful trade arts programming for all Students and Members, to educate in the arts, and to build a lifelong professional empowerment. We offer a dynamic and constantly-evolving program. The activities create an outlet to present and inspire Students and Members that do exceedingly well in a trade that is regularly practiced at home or in school. Trades include graphic design, printing, construction, culinary, media broadcasting, and business.



Current project: BeTRU Radio Internship:

Ran by students of various cities such as, Atlanta, Columbia, Greensboro, Charleston and Charlotte. BeTRU offers indy music, members network, and college personalities.

Sponsorship Opportunities

Stage Sponsorship

\$3000 Main event signage

Package Includes:

Receive a Receipt for Donation from BeTRU Foundation (501c3 status)

5 All Access Passes

Banners and signage on display on stage

Logo on all promotional material including flyers and press release

Sponsor announcements during event

“Sponsor” status on the BeTRU Radio and Coalition Djs Carolinas web-site and on the social medias

Tint Advertising

\$1500 Main Display

Package Includes:

Receive a Receipt for Donation from BeTRU Foundation (501c3 status)

Banners and signage on display in performance area

Sponsorship announcements during event

Logo on all promotional material including flyers and press release

“Sponsor” status on the BeTRU Radio and Coalition Djs Carolinas web-site and on the social medias

Technology Sponsorship

Branded Products for Giveaways

200-1000 Giveaways

Package Includes:

Receive a Receipt for Donation from BeTRU Foundation (501c3 status)

Sponsorship announcements during event

Banners and signage on display throughout event

Technology driven promotional displays throughout the event

“Sponsor” status on the BeTRU Radio and Coalition Djs Carolinas web-site and on the social medias

Gold \$500

- Receive a Receipt for Donation from BeTRU Foundation (501c3 status)
- Company logo included on all event print media at venues as “Gold Sponsor”
- Company logo in all event marketing, digital material, and social media advertising
- Company logo on the stage banners
- “Gold Sponsor” status on the BeTRU Radio and Coalition Djs Carolinas web site and on the social medias
- Verbal acknowledgement at the event

Silver \$250

As a Silver Sponsor for the event, organization will receive the following benefits:

- Receive a Receipt for Donation from BeTRU Foundation (501c3 status)
- Company logo included on all event signage at venues as “Silver Sponsor”
- Company logo in all event marketing, digital material, and social media advertising
- “Silver Sponsor” status on the BeTRU Radio and Coalition Djs Carolinas web site and on the social medias

Bronze \$100

As a Bronze Sponsor for the event, organization will receive the following benefits:

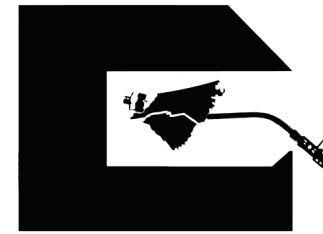
- Receive a Receipt for Donation from BeTRU Foundation (501c3 status)
- Company logo included on all event signage at venues as “Bronze Sponsor”
- “Bronze Sponsor” status on the BeTRU Radio and Coalition Djs Carolinas web site and on the social medias



Festival



Evette Salters
803-466-0665
besafe@bertu.info



COALITION DJS
CAROLINAS

Daniel Henriquez
803-862-6913
boutwhat2@gmail.com

PAST PARTNERSHIPS



Sponsorship Form:

Please fill out the following form to confirm your chosen sponsorship package. Completed form can be returned to besafestival@betru.info. Or go <https://www.betru.info/besafe-festival-2019>. Please contact us with any questions.

Company Name

Contact Person

Contact Email

Contact Phone

Address

City/State/Zip Code

Sponsorship Opportunities:

_____ Stage Sponsorship
\$3000 Main event signage
First come first serve

_____ Tint Advertising (4)
\$1500 Main Display

_____ Technology Sponsorship
Branded Products for Giveaways
200-1000 Giveaways
_____ Gold \$500
_____ Silver \$250
_____ Bronze \$100

Payment Information:

_____ Send me an invoice

_____ I have enclosed a check made
payable to BeTRU Foundation

_____ Charge my credit card

Card Type: Visa/ Mastercard/ Am Ex/ Discover

Card Number

Expiration Date

Security Code



**THANK YOU FOR
SUPPORTING
THE ARTS!**

Once we receive your completed sponsorship form, Minds Behind the Arts staff will contact you to discuss event arrangements, sponsorship benefits and recognition.

Please send your high resolution color and black and white logos (.EPS or vector preferred) to betrufoundation@gmail.com

All materials will be sent for your approval before going to print.

\$

Total Sponsorship Cost

Print

Signature