



P.O. Box 36  
Perry Hall, MD 21128

## Dear Community Supporter,

I am Kelly O'Donnell Ware, Executive Director and Founder of Kelly's Dream, a local 501(c)3 non-profit foundation that focuses on easing the financial and emotional strain of cancer, raising melanoma awareness, and spreading the gift of hope. The families of many patients with a cancer diagnosis have financial struggles while undergoing treatment. Kelly's Dream provides these families financial assistance for their practical needs such as utility, gas, rent, food, clothing, and other everyday needs.

**In recent years, Kelly's Dream has awarded 369 Maryland families with over \$104,000 in assistance and provided 7,283 meals through our partnership with Moveable Feast.** Additionally, we provide melanoma and sun safety awareness programs in schools, corporations, and other community events. We also assist different organizations in obtaining sunscreen dispensers for their outdoor facilities.

As part of our fundraising efforts, we are hosting a music festival on June 17th at Eastern Yacht Club. **Our event is guest hosted by the prominent 98 Rock DJ, Kirk McEwen. We have also secured great local artists, Dave DeMarco Band, Whisky Train, Vertigo Red, and Remedy.**

This event will be Kelly Dream's biggest fundraiser of the year. We are looking for businesses interested in sponsoring the event. There are four different levels of sponsorship offering marketing opportunities and tickets to the event. The event and all sponsors' names and/or logos will be heavily publicized. For more information on the sponsorships, see the attached (enclosed) Sponsorship Opportunities and the Sponsorship Agreement.

Please contact Kelly Ware at 410-256-7017 or [kelly@kellysdream.org](mailto:kelly@kellysdream.org) if you have any questions or would like to discuss sponsorship. Thank you for your consideration in helping local families facing the financial struggles of cancer.

Sincerely,

*Kelly O'Donnell Ware*

Kelly O'Donnell Ware  
Executive Director  
Kelly's Dream, Inc.

Encl.

www.kellysdream.org  
Eastern Yacht Club  
2330 Seneca Rd  
Essex, MD 21221

**Kelly's Dream MUSIC FEST**  
Supporting Cancer Patients since 2009

**SATURDAY JUNE 17th**  
11:30am - 7:00pm (Gates open at 11:00)  
\$30 in advance/\$35 at the door

Hosted by 98 ROCK's Kirk McEwen

**VERTIGO RED**  
**REMEDY**  
**Whisky Train**  
**DAVE DE MARCO BAND**

**VENDORS AVAILABLE**  
**FOOD & DRINKS AVAILABLE**

**NO OUTSIDE ALCOHOL**  
**NO PETS**

Sponsorship and Vendor Space available  
Contact [kelly@kellysdream.org](mailto:kelly@kellysdream.org)

To reserve one of the limited boat slips, call or text the EYC Dockmaster at 443-425-0093  
RAIN OR SHINE TICKETS ARE NON-REFUNDABLE



*Supporting Cancer Patients Since 2009*

## Kelly's Dream Music Fest

Saturday, June 17<sup>th</sup> 11:30 –7pm  
Eastern Yacht Club  
2330 Seneca Rd.  
Essex, MD 21221

### Sponsorship Opportunities

#### Headliners (Premium Sponsors) - \$1,000

- ▶ Acknowledgement as **“Presenting Sponsor”** with logo significantly displayed on all produced media
- ▶ Kelly's Dream Music Fest presented by **“Your Name Here”** on all event advertising and website
- ▶ Name & Logo advertised on the Kelly's Dream website for six months
- ▶ **10** event tickets with parking and seating in VIP area (\$300)
- ▶ Company name mentioned as **Presenting Sponsor** prior to every band being introduced
- ▶ Logo prominently displayed on all event banners
- ▶ Logo displayed on social media
- ▶ Company Vendor Booth (\$125 value)

#### Opening Act Sponsors - \$750

- ▶ Name & Logo on the Kelly's Dream website for four months
- ▶ Logo displayed on all produced media
- ▶ Company name mentioned several times throughout the day
- ▶ **8** event tickets with VIP parking (\$240 value)
- ▶ Logo prominently displayed on all event banners
- ▶ Logo displayed on social media

#### Fan Club Sponsors - \$500

- ▶ Name & Logo on the Kelly's Dream website for three months
- ▶ Logo displayed on all produced media
- ▶ **6** event tickets (\$180 value)
- ▶ Logo displayed on all event banners
- ▶ Logo displayed on social media

#### Groupie Sponsors- \$250

- ▶ Name & Logo on the Kelly's Dream website for one month
- ▶ Logo displayed on all produced media
- ▶ **2** event tickets (\$60 value)
- ▶ Logo displayed on all event banners
- ▶ Logo displayed on social media

**Kelly's Dream is a non-profit organization under the IRS 501(c)(3).  
Your sponsorship is tax deductible. The tax ID # is 30-0598580.**

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*Supporting Cancer Patients Since 2009*

## Kelly's Dream Music Fest

### **Sponsorship Agreement**

I, , representing , agree to "sponsor" the 2023 Kelly's Dream Music Fest for \$ . I understand the event will be held rain or shine on Saturday, June 17, 2023 and that all proceeds from the event will be donated to Kelly's Dream.

If you would like your company's logo included in our promotional material, please send it electronically (jpg or png format) to [Kelly@kellysdream.org](mailto:Kelly@kellysdream.org). Your sponsorship can be completed online at [www.kellysdream.org](http://www.kellysdream.org) or by check made payable to "Kelly's Dream" at the address below.

Name:

Company:

Address:

City, State, Zip

Phone:

Email:

Website:

### **Kelly's Dream Music Fest**

**Saturday, June 17<sup>th</sup> 11:30 – 7pm**  
**Eastern Yacht Club**  
**2330 Seneca Rd.**  
**Essex, MD 21221**

#### **For more information please contact:**

Kelly Ware, Kelly's Dream  
Phone: 410-256-7017  
Email: [kelly@kellysdream.org](mailto:kelly@kellysdream.org)

Mailing Address:  
Kelly's Dream  
P.O. Box 36  
Perry Hall, MD 21128

Sponsor's Signature

Date

(Please print)

***Kelly's Dream is a 501(c)(3) non-profit organization funded entirely by donations.  
Your sponsorship is tax deductible. The tax ID # is 30-0598580.***