



# Sponsorship Proposal

Contact: John Tosco, [john@toscomusic.org](mailto:john@toscomusic.org), 704-299-1087

## BEATLES TRIBUTE BANDS & SPECIAL GUESTS



## FAMILY FUN, FILMS, INDOOR & OUTDOOR LIVE MUSIC



## ART, AUTHORS, MEMORABILIA, MARKETPLACE & YOGA



## TOSCO MUSIC BEATLES TRIBUTE FINALE



**FABFESTCHARLOTTE.ORG**



Tosco Music, 4953 Albemarle Road, Charlotte, NC 28205  
704-299-18087 - [fabfestcharlotte.org](http://fabfestcharlotte.org)- [john@toscomusic.org](mailto:john@toscomusic.org)

Dear Potential Sponsor,

Thank you so much for the opportunity to introduce you to FabFest - Charlotte's Beatles Festival by Tosco Music. Now in its fifth year, FabFest will take place October 4-5, 2024 at Central Piedmont Community College's Parr Center, and the Knight Theater in uptown Charlotte. Sponsorship of our FabFest Daytime event at the Parr Center allows all outdoor activities of FabFest to be offered free to the public, and ticket prices for indoor activities to stay affordable at \$15 or less, with ticket scholarships available. We would like to offer you the exclusive opportunity to help us build community through music by participating in this event as a sponsor.

I have attached a sponsorship fact sheet for you, proposed sponsorship packages, as well as a list of Board and Advisory Council members, and selected press coverage from prior years.

Thank you for your consideration of this wonderful opportunity to join with other companies in participating in FabFest and making a difference in the community.

Sincerely,

John Tosco  
Founder/Executive Director



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### About Tosco Music:

Tosco Music is a 501(c)3 nonprofit organization born from intimate living room jam sessions in Charlotte, NC in the mid-1980's. Tosco Music Parties have grown into popular community concerts where nationally recognized acts share the stage with undiscovered artists and audience members are invited to sing along throughout the evening. From concerts and open mic nights to music scholarships and outreach, Tosco Music is dedicated to helping the community explore, develop, and share their passion for music in all its forms. [Click here to learn more.](#)

### About FabFest:

FabFest is a weekend celebration of Beatles music unlike anything previously staged in the Southeast. Two nights and one day of a fully immersive Beatles journey: from live music to memorabilia, Beatles Yoga to Beatles Contests and much more... you won't want to miss this multi-generational experience. FabFest 2024 will include two evening concerts at Knight Theater in Uptown Charlotte, plus FabFest Daytime - a full day of live music, memorabilia, speakers and activities.

### Current/Past/Proposed Partners:

Hosts:

- Parr Center, Central Piedmont Community College
- Knight Theater, uptown Charlotte, NC

Proposed Media Partners: Southpark Magazine, The Charlotte Observer, WCNC-TV, 90.7 FM  
Please see attached list of Board of Directors and Advisory Council members and affiliations.

### Sponsorship Benefits:

- Sponsor Recognition on all printed and online materials and signage onsite at event
- Ticket packages for employees and clients
- Media recognition through media partners
- Alignment with prestigious companies/partners
- Opportunity to reach a large target audience
- Employee engagement and volunteer opportunities available

\*\*\*Sponsorship packages will be tailored to meet with your company's needs\*\*\*



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## **\$25,000.00 Presenting Sponsor (1 company only)**

Presenting Sponsor will be recognized as “FabFest presented by *your company*” on all printed and online materials, including but not limited to: Invitation, Event Program, Banners and Signs, as well as the FabFest website

Access for 4 to the Living Room Society Lounge and 4 VIP tickets at Knight Theater on Friday and Saturday nights. Reserved front row seating for 4 at both stages at CPCC at the Saturday daytime event.

VIP backstage experience at Friday night's Beatles Tribute concert at Knight Theater

10 tickets to Friday and Saturday night concerts at Knight Theater and 25 Saturday Daytime tickets to share with employees and clients

Opportunity to be recognized by Emcee and speak about your company before the start of the Friday evening concert at Knight Theater

Full page back cover ad in printed program

Designated table in lobby to disperse information about your company at Friday and Saturday evening concerts and Saturday daytime event

Song dedication at the event

Branded step and repeat with your company and FabFest logos displayed

Photo opportunity with professional photographer at Fabfest step & repeat photo background

Recognition as “Presenting Sponsor” in eblasts leading up to the event and radio/TV coverage

Recognition in Tosco Music's annual report in August 2025

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## **\$10,000.00 Strawberry Field (Outdoor) Stage Sponsor**

### **(1 company only)**

Recognized as “Strawberry Field Stage presented by” on all printed materials, including but not limited to: Invitation, Event Program, Banners and Signs at Event

Listed on the FabFest website as Strawberry Field Stage Sponsor

Access for 2 to the Living Room Society Lounge and 2 VIP tickets at Knight Theater on Friday and Saturday nights. Reserved front row seating for 8 at the Strawberry Field stage at CPCC at the Saturday daytime event.

25 tickets to the Saturday Daytime event at CPCC to share with employees and clients

Full page ad inside printed program

Designated table to disperse information about your company

Photo opportunity with professional photographer in front of Fabfest step and repeat photo background

Recognition as in all promotional e-blasts leading up to the event

Recognition in Tosco Music’s annual report in August 2025

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## **\$10,000.00 Come Together (Indoor) Stage Sponsor**

### **(1 company only)**

Recognized as “Come Together Stage presented by” on all printed materials, including but not limited to: Invitation, Event Program, Banners and Signs at Event

Listed on the FabFest website as Come Together Stage Sponsor

Access for 2 to the Living Room Society Lounge and 2 VIP tickets at Knight Theater on Friday and Saturday nights. Reserved front row seating for 8 at the Come Together at CPCC at the Saturday daytime event.

25 tickets to the Saturday Daytime event at CPCC to share with employees and clients

Full page ad inside printed program

Designated table to disperse information about your company

Photo opportunity with professional photographer in front of Fabfest step and repeat photo background

Recognition as in all promotional e-blasts leading up to the event

Recognition in Tosco Music's annual report in August 2025

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## **\$5,000.00 Beatles Yoga Sponsor**

Recognized as "Beatles Yoga Presented by" on all printed materials, including but not limited to: Invitation, Event Program, Banners and Signs at Event

Listed on the FabFest website as Beatles Yoga Sponsor

200 branded water bottles with your logo and Fabfest logo for yoga participants

Half page ad inside printed program

20 tickets to the Saturday Daytime event at CPCC to share with employees and clients

Designated table to disperse information about your company

Photo opportunity with professional photographer in front of Fabfest step and repeat photo background

Recognition as in all promotional e-blasts leading up to the event

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## **\$2,500.00 FabFest Marketplace Sponsor**

Recognized as “FabFestMarketplace sponsored by” on all printed materials, including but not limited to: Invitation, Event Program, Banners and Signs at Event

Listed on the FabFest website as FabFest Marketplace Sponsor

Half page ad inside printed program

15 tickets to the Saturday Daytime event at CPCC to share with employees and clients

Designated table to disperse information about your company

Photo opportunity with professional photographer in front of Fabfest step and repeat photo background

Recognition as in all promotional e-blasts leading up to the event

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## **\$2,500.00 Beatles Art Contest Presenting Sponsor**

### **(1 company only)**

Recognized as “Beatles Art Contest presented by *Your Company*” on all printed materials, including but not limited to: Invitation, Event Program, Banners and Signs at Event

Listed on the FabFest website as “Beatles Art Contest presented by *Your Company*”

Half page ad inside printed program

15 tickets to the Saturday Daytime event at CPCC to share with employees and clients

Designated table to disperse information about your company

Photo opportunity with professional photographer in front of Fabfest step and repeat photo background

Recognition as in all promotional e-blasts leading up to the event

Recognition in Tosco Music’s annual report in August 2025

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## **\$500.00 Beatles Art Contest Supporting Sponsor**

### **(4 companies only)**

Recognized as “Beatles Art Contest presented with support from *Your Company*” on all printed materials, including but not limited to: Invitation, Event Program, Banners and Signs at Event

Listed on the FabFest website as “Beatles Art Contest presented with support from *Your Company*”

Logo inside printed program

5 tickets to the Saturday Daytime event at CPCC to share with employees and clients

Photo opportunity with professional photographer in front of Fabfest step and repeat photo background

Recognition as in all promotional e-blasts leading up to the event

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## **\$1,000.00 Family Fun Room Sponsor**

Recognized as “*Your Company* Family Fun Room” on all printed materials, including but not limited to: Invitation, Event Program, Banners and Signs at Event

Listed on the FabFest website as Family Fun Room Sponsor

Logo inside printed program

10 tickets to the Saturday Daytime event at CPCC to share with employees and clients

Opportunity to disperse marketing materials in your designated area

Photo opportunity with professional photographer in front of Fabfest step and repeat photo background

Recognition as in all promotional e-blasts leading up to the event

Recognition in Tosco Music’s annual report in August 2025

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## **\$1,000.00 Video Room Sponsor**

Recognized as “*Your Company* Video Room” on all printed materials, including but not limited to: Invitation, Event Program, Banners and Signs at Event

Listed on the FabFest website as Video Room Sponsor

Logo inside printed program

10 tickets to the Saturday Daytime event at CPCC to share with employees and clients

Opportunity to disperse marketing materials in your designated area

Photo opportunity with professional photographer in front of Fabfest step and repeat photo background

Recognition as in all promotional e-blasts leading up to the event

Recognition in Tosco Music’s annual report in August 2025

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## **\$1,000.00 Presentation Room Sponsor**

Recognized as “*Your Company* Presentation Room” on all printed materials, including but not limited to: Invitation, Event Program, Banners and Signs at Event

Listed on the FabFest website as Presentation Room Sponsor

Logo inside printed program

10 tickets to the Saturday Daytime event at CPCC to share with employees and clients

Opportunity to disperse marketing materials in your designated area

Photo opportunity with professional photographer in front of Fabfest step and repeat photo background

Recognition as in all promotional e-blasts leading up to the event

Recognition in Tosco Music’s annual report in August 2025

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## **\$1,000.00 Rock Band Game Room Sponsor**

Recognized as “*Your Company* Rock Band Game Room” on all printed materials, including but not limited to: Invitation, Event Program, Banners and Signs at Event

Listed on the FabFest website as Rock Band Game Room Sponsor

Logo inside printed program

10 tickets to the Saturday Daytime event at CPCC to share with employees and clients

Opportunity to disperse marketing materials in your designated area

Photo opportunity with professional photographer in front of Fabfest step and repeat photo background

Recognition as in all promotional e-blasts leading up to the event

Recognition in Tosco Music's annual report in August 2025

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## **\$1,000.00 Memorabilia Room Sponsor**

Recognized as “*Your Company* Memorabilia Room” on all printed materials, including but not limited to: Invitation, Event Program, Banners and Signs at Event

Listed on the FabFest website as Memorabilia Room Sponsor

Logo inside printed program

10 tickets to the Saturday Daytime event at CPCC to share with employees and clients

Opportunity to disperse marketing materials in your designated area

Photo opportunity with professional photographer in front of Fabfest step and repeat photo background

Recognition as in all promotional e-blasts leading up to the event

Recognition in Tosco Music’s annual report in August 2025

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## **BOARD OF DIRECTORS AND AFFILIATIONS**

**Robert Adden - Treasurer**  
Ruff Bond Cobb Wade & Bethune, LLP

**Jane Ballard - Chair**  
Retired, SPX Corporation

**Jamey Boiter**  
BOLTGROUP

**DeWitt Crosby - Secretary**  
Retired Psychologist

**Michelle Hamilton**  
Carter

**Martha Harbison**  
Community Contributor

**Elizabeth Lewicki**  
Stanley Black & Decker

**Carolyn Lugo-Allred**  
Children's Theater of Charlotte

**Brad Merlie**  
Ponte Ventures, LLC

**Sam Merritt**  
Moore & Van Allen, PLLC

**Lance Ollivierre**  
Central Piedmont Community College

**Carrie Teixeira**  
Community Volunteer

**Graves Upchurch**  
Moore & Van Allen, PLLC

**Cynthia Walsh**  
Cox Walsh & Associates





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## **ADVISORY COUNCIL AND AFFILIATIONS**

**Tony Arreaza**  
Carlotan Talents

**Brian Collier**  
President  
The Gambrell Foundation

**Charlie Elberson**  
VP/Insights Strategist, Wray Ward  
Trustee, Reemprise Fund

**Tom Gabbard**  
President/CEO  
Blumenthal Performing Arts

**Maria Howell**  
Singer, Actor, Voiceover, Coach

**Mark O'Connor**  
Professional Musician, Composer,  
Author, Past TMP Performer

**John Ockerbloom**  
Head of U.S. Real Estate  
Barings

**Susan Patterson**  
Retired, Knight Foundation

**Kyle Petty**  
Philanthropist  
Broadcast Media Professional  
Past TMP Performer

Digital Media Coverage by NPR, National Public Radio, 2019



PUBLIC RADIO'S EMERGING ARTIST SPOTLIGHT

## 14 Essential Summer Festivals And Concerts, As Chosen By NPR Music Stations

JUNE 21, 2019 9:05 AM ET

### Tosco Music Party's FabFest



**Date:** June 15-16

**City:** Charlotte, North Carolina

**Station:** [WFAE](#)

**Lineup:**

Peter Asher

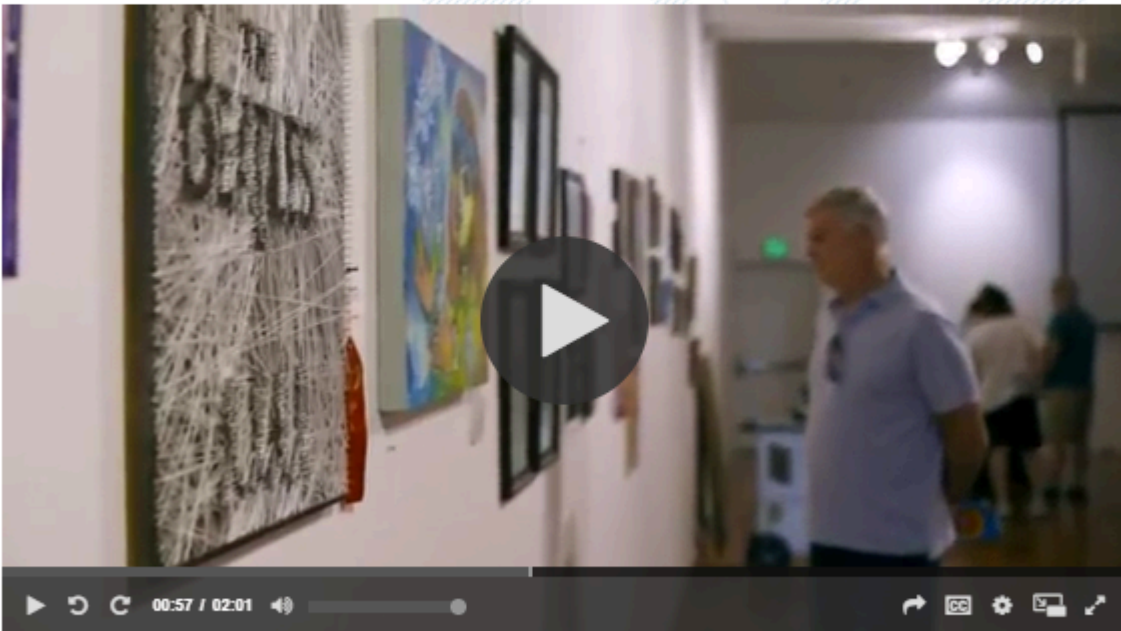
The Cyrkle

Beatlesque

LOCAL NEWS

# FabFest honors the Beatles in North Carolina, July 21-22

FabFest, a Beatles tribute event in Charlotte, North Carolina, begins with a concert on the night of Friday, July 21.



Author: Larry Sprinkle

Published: 2:08 PM EDT July 21, 2023

Updated: 7:53 PM EDT July 21, 2023



LOCAL NEWS

# Charlotte's FabFest attracts Beatles fans from here, there, and everywhere

The third edition of FabFest, an all-out tribute to The Beatles, featured musicians, memorabilia, speakers vendors, art, and more.



Author: Nathaniel Puente  
Published: 10:02 PM EDT July 25, 2022  
Updated: 10:32 PM EDT July 25, 2022



Digital Media Coverage by Charlotte Now, 2023



FabFest: Charlotte's Beatles Festival July 21 -22



**FABFEST 2023: Charlotte's Beatles Festival July 21-22**

**Friday July 21, 2023  
thru Saturday July 22, 2023**



FabFest 2023 consists of three separately-ticketed events. You can purchase tickets to one, two, or all three events!

FabFest is a weekend celebration of Beatles music unlike anything previously staged in the Southeast. Beatles fans from near and far arrive in Charlotte to have a fabulous time with John, Paul, George and Ringo in their hearts and great music ringing in their ears!

FabFest 2023 includes two evening concerts at Knight Theater in Uptown Charlotte: BritBeat and the Tosco Music Beatles Tribute. Plus, FabFest Daytime - a full day of live music, memorabilia, speakers and activities at Central Piedmont Community College.

[View Video!](#)

[Buy Tickets](#)