HAAM DAY 2019
Tuesday, September 24, 2019
Sponsorship Deck

Sign up to become a HAAM Day Sponsor [HERE].

Scott Collins, HAAM Day 2018
About HAAM Day

HAAM Day is more than a fundraiser, it's one of Austin's most iconic celebrations of community and live music. In one day, more than 200 bands will play in Austin clubs, restaurants and retail stores to help raise awareness and funds for HAAM.

Austin-area businesses can show their support by becoming a sponsor at a variety of participation levels, pledging a percentage of their earnings on September 24 or making cash donations to HAAM. Fans of Austin's live music scene can contribute by shopping at participating retail stores, eating at participating restaurants and attending HAAM Day music showcases at various venues.

Looking for a way to support HAAM Day? From extensive sponsorship packages to simply shopping at local retail stores who pledge a percentage of their earnings on September 24, we have an option for everyone! Don't miss your chance to support HAAM Day and help us reach our goal of over $600,000. Together we can ensure that Austin musicians have access to the healthcare they need so they can keep music in Austin alive and well.

Bri Bagwell, HAAM Day 2018
Sponsorship Levels

The Presenter

Contact HAAM for Pricing

- On-site media attention
- Your logo with “Presents” included on HAAM Day web banner located on HAAM Website’s home page for 2 months (August 24-October 24)
- Your logo and website link on HAAM Website’s HAAM Day page
- Business listing (and music if applicable) in print materials and interactive app widget on HAAM Day website
- Sponsorship Branding in social media promotion to 8,000+ followers
- “Presenter” recognition on all HAAM Day promotional material, ads and press releases
- Your logo with “Presents” on the HAAM Day 2019 Poster and Austin Chronicle Insert Cover
- Your company’s name & logo included in all city-wide promotion including the Austin Chronicle HAAM Day insert
- Opportunity for your company representative to welcome audience at your showcase(s) if applicable/desired
- Showcases at your business location(s) from Austin’s best bands throughout the day
- A banner for display at your business or location of showcase
- Also includes all benefits of Underwriter, Producer, Band Manager, Talent Scout and Venue Manager levels
Sponsorship Levels

The Underwriter

$50,000

- Your logo and website link on HAAM Website's HAAM Day page
- Business listing (and music if applicable) in print materials and interactive app widget on HAAM Day website
- Sponsorship Branding in social media promotion to 8,000+ followers
- “Underwriter” recognition on all HAAM Day promotional material, ads and press releases
- Your company’s name listed in all city-wide promotion including the Austin Chronicle HAAM Day insert
- Your logo on the HAAM Day 2019 Poster and Chronicle Insert Cover
- Opportunity for your company representative to welcome audience at your showcase (if applicable)
- Showcases from Austin’s best bands throughout the day
- A banner for display at your business or location of showcase
- Also includes all benefits of Producer, Band Manager, Talent Scout and Venue Manager levels

The Producer

$25,000

- A showcase featuring two of Austin’s best bands, with naming rights
- "Producer" recognition on all HAAM Day promotional material, ads and press releases
- Your logo on the HAAM Day 2019 Poster and Chronicle Insert Cover
- Opportunity for your company representative to welcome audience at your showcase (if applicable)
- Also includes all benefits of Band Manager, Talent Scout and Venue Manager levels

Cody Jasper, HAAM Day 2018
Sponsorship Levels

**Band Manager**

$10,000

- A showcase featuring two of Austin’s best bands, with naming rights
- “Band Manager” recognition in all HAAM Day promotional materials
- A banner for display at your place of business or location of showcase
- Your logo and website link on the HAAM website homepage and the HAAM Day page (**Min. Donation of $10,000 per logo**)
- Also includes all benefits of Talent Scout and Venue Manager levels

*Note: Showcase Sponsors can be made up of 1-5 participating businesses to reach minimum $10,000 donation*

**Talent Scout**

$5,000

- A live band performance on HAAM Day at your place of business
- “Talent Scout” recognition in all HAAM Day promotional material, ads and press releases
- Also includes all benefits of Venue Manager Level
Sponsorship Levels

**Venue Manager**

$2,500

- A live band performance on HAAM Day at your place of business
- "Venue Manager" recognition in all HAAM Day promotional material, ads and press releases
- Recognition in our Social Media campaign through Facebook, Twitter and Instagram
- Signage and promotional material at your place of business
- Your company’s name listed in all city-wide promotion including the Austin Chronicle HAAM Day insert
- Business listing (and music if applicable) in HAAM Day website (mobile friendly)

**Super Fan**

Donate 5% of earnings on September 24th to HAAM

- "Super Fan" recognition in all HAAM Day promotional material, ads and press releases
- Recognition in our Social Media campaign through Facebook, Twitter and Instagram
- Your company’s name listed in all city-wide promotion including the Austin Chronicle HAAM Day insert
- Business listing (and music if applicable) in HAAM Day website (mobile friendly)

*Note: This option does not include a live music performance*
INTERESTED?
Sign up to become a HAAM Day Sponsor HERE!

FOR MORE INFORMATION ON SPONSORSHIP OPPORTUNITIES, EMAIL RIKKI HARDY AT RIKKI@MYHAAM.ORG