HAAM'S 13TH ANNUAL

CORPORATE BATTLE OF THE BANDS

2020 SPONSORSHIP DECK
MAY 8 • ACL LIVE AT THE MOODY THEATER
HAAM (Health Alliance for Austin Musicians) is a 501 c(3) that provides access to affordable healthcare to Austin’s low-income, working musicians. Since 2005, HAAM has helped over 5,500 musicians access over $73M in healthcare services, including mental, dental, hearing, wellness and vision.

HAAM Corporate Battle of the Bands showcases the talents of CEOs, engineers, doctors (you name it!) as they transform into rock stars for the night. Attendees can expect music styles ranging from pop to heavy metal to alternative, and much more. Competing bands from sponsoring companies will each have a 12-minute set to impress the judges and audience. In 2019, this event raised over $150,000 for HAAM.
"Cirrus Logic is a strong supporter of HAAM's mission to help provide healthcare services to Central Texas' amazing local musicians. Many of HAAM's members entertain us during our monthly "Cirrus Rocks!" concerts for our employees, and we’re excited to be presenting sponsor at the 2020 Corporate Battle of the Bands."

- Jason Rhode, CEO, Cirrus Logic
Sponsorship Levels

Presenting Sponsor $20,000
(1 available)

- 30 VIP Tickets with access to VIP Pre-Party backstage at ACL Live at the Moody Theater and 2 VIP tables at event
- Corporate branding on posters, program, social media, print and digital advertising, event t-shirt and 2 additional program pages
- Specialty Cocktail rocking your brand at the VIP Party
- Entry for 1 band
- Sizzle reel of highlights from performance and video of entire set
- Corporate representative introduce band performance
- Opportunity for corporate representative to sit on CBOB Committee

Stage Sponsor $15,000
(1 of 2 available as of 1.6.20)

- 20 VIP Tickets with access to VIP Pre-Party backstage at ACL Live at the Moody Theater and 1 VIP table at event
- Corporate branding on posters, program, social media, print and digital advertising and 1 additional program page
- Entry for 1 band
- Sizzle reel of highlights from performance and video of entire set
- Corporate representative introduce band performance
- Opportunity for corporate representative to sit on CBOB Committee

SOLD OUT
Sponsorship Levels

Band Sponsor $7,500
(6 of 9 available as of 1/6/20)

- 10 VIP Tickets with access to VIP Pre-Party backstage at ACL Live at the Moody Theater and 1 VIP table at event
- Corporate branding on posters, program, social media, print and digital advertising and 1 additional program page
- Entry for 1 band
- Sizzle reel of highlights from performance and video of entire set
- Corporate representative introduce band performance
- Opportunity for corporate representative to sit on CBOB Committee

VIP Pre-Party, Silent Auction, Rock & Re-Charge Zone, Interactive Photo Booth, Digital Wall or T-Shirt Sponsor
$5,000 (4 of 6 available)

- 5 VIP Tickets with access to VIP Pre-Party backstage at ACL Live at the Moody Theater and 1/2 VIP table at event
- Corporate branding at designated activation area
- Corporate branding on posters, program and 1 program page
- Sizzle reel of overall event highlighting all event activations

Event Sponsors $2,000
(10 available)

- 2 VIP Tickets with access to VIP Pre-Party backstage at ACL Live at the Moody Theater
- Corporate branding on posters and program
A SILENT AUCTION THAT ROCKS

Highlights of the 2019 Silent Auction, Presented by Estes Audiology:

- Custom ear plugs from Estes Audiology
- Pair of 2019 3-Day ACL Music Fest Passes
- Pair of 2020 SXSW Music Festival Wristbands
- Meet & Greet with the Black Keys
- Delbert McClinton Sandy Beaches Cruise Package
- Private House Party with Guy & Jeska Forsyth
- VIP Tickets to Ray Benson’s Birthday Party
- Austin City Limits Taping Passes
- Casino Night for 50
- Costa Rica Vacation Getaway
- Tito’s Trolley Party for 16
- Randy Rogers Autographed Guitar
- Shrimp Boil with Shinyribs
- YETI & Dulce Vida Tequila Package
- Autographed guitars
- Framed artwork by local artists
HIGHLIGHTS OF THE 2019 VIP PRE-PARTY
Presented by GetUpside

BACKSTAGE AT ACL LIVE AT MOODY THEATER
DOES YOUR BAND HAVE WHAT IT TAKES?

Grand Prize
- One Day of Recording at 601 Studios **
- (4) 3-day Passes to ACL Fest
- Band Photo Shoot **
- On-Air Interview with B-Doe (KLBJ)
- $400 Gift Card to Strait Music

Fan Favorite
- Gig at Stubb's BBQ (Indoor Stage) **
- Band Photo Shoot **
- Music performance at your company on HAAM Day
- $400 Gift Card to Strait Music

Best Song
- Band Photo Shoot **
- $400 Gift Card to Strait Music

Best Showmanship
- Band Photo Shoot **
- $400 Gift Card to Strait Music

**must be redeemed within one year
For more information on sponsorship opportunities, email Rikki Hardy at rikki@myhaam.org