HAAM DAY 2020
Tuesday, September 15, 2020
Sponsorship Deck

Tiarra Girls, HAAM Day 2019
HAAM Day is more than a fundraiser, it’s one of Austin’s most iconic celebrations of community and live music. Traditionally, in just 24 hours, HAAM Day hosts more than 200 live music performances, all over Austin in an effort to raise awareness and funds for Health Alliance for Austin Musicians.

However, things are going to be different this year. In March of this year, the live music scene in Austin was dealt an unexpected and astronomical blow - a hard, fast halt on live music. This meant that thousands of central Texas musicians, who rely so heavily on their weekly and monthly gigs, were now without any source of income. As the effects of COVID-19 continue to wreak havoc on the Austin music community, we know that now more than ever, access to affordable, quality healthcare is vital to our musicians maintaining their livelihood and their ability to remain in Austin, creating the music we all love.

The stories we're hearing are heartbreaking. As we are all learning, life doesn't slow down for a pandemic. There are bills to pay, mouths to feed, and unexpected medical emergencies. Austin musicians are especially feeling this pinch. Our goal is that healthcare is not added to those lists of stressors.

That's where you, our Austin business community, come in. Whether you have been a part of HAAM Day in the past or you’re looking to support HAAM for the first time, we are asking for your support for HAAM's biggest fundraiser of the year, HAAM Day 2020.

This year, to ensure the safety of our musicians and our community, on Tuesday, September 15th, we are taking HAAM Day virtual! HAAM will program 15 hours of live music performances plus hundreds of livestreams from HAAM members, all over social media.

Although HAAM Day may look a little different - our fundraising goal (over $500,000!!) and the need to help our Austin musicians remains the same. If you are one of the lucky businesses who has successfully pivoted to commerce post COVID-19, we hope you will consider supporting HAAM at this critical time.
Austin musicians were struggling before COVID-19 and are now facing severe destitution with no immediate means of recovering their careers, meeting basic needs, or caring for their health. HAAM has suffered sizable and ongoing fundraising losses due to the COVID-19 pandemic while demand has increased substantially.

The disproportionate economic impact being suffered by the arts and entertainment industry is having a double impact on HAAM. Both our members’ livelihoods and our fundraising strategies as an organization are dependent on continual, in-person events to produce revenue. These strategies have not just declined, but have gone to zero over the last few months, resulting in more than 60% projected job losses in the arts and entertainment industry overall. HAAM is facing up to $1 million in lost event revenue, a 25% loss in general fundraising revenue, and there is a high potential for continued revenue losses for the foreseeable future.

HAAM is experiencing significant challenges both keeping our existing, vital healthcare programs running and acknowledging the dramatically increased basic needs of our members due to the economic devastation they are experiencing. We have responded immediately with new and unbudgeted programmatic responses such as HEB gift cards and prescription and insurance premium assistance, while at the same time taking our own significant fundraising losses. Without security around our long-term operational funding, HAAM faces the reality of potentially having to close or scale back existing programs. Doing so would limit access to health insurance, preventative health services and basic needs assistance for Austin musicians, putting an already vulnerable population more at risk during a global health crisis.
This year, Health Alliance for Austin Musicians is celebrating 15 years of serving Austin-area musicians. Founded in 2005, the goal of HAAM is to empower and enable musicians to follow their dream of music making while not sacrificing their quality of life. A group of music lovers and philanthropists realized that access to healthcare could be a make or break obstacle for musicians, who were for all intents and purposes, self employed. Being self employed meant no access to healthcare through an employer and being a working musician often meant not having enough extra income to pay for health insurance. Many musicians in Austin would often delay visiting a doctor because they didn’t have enough money to cover the out of pocket expenses - some of those instances turning into emergent and life threatening situations.

That’s where HAAM comes in. HAAM is a 501c3 nonprofit whose aim is to provide access to affordable healthcare for Austin’s low-income, working musicians, with a focus on prevention and wellness. Services HAAM provides include: primary and specialty medical care, healthcare navigation dental, vision, hearing, and behavioral health.

Bottom line: HAAM is working to keep music in Austin alive and well.
What will HAAM Day look like?

- 15 hours of music showcased through HAAM’s Facebook page live stream
  - 3 performances per hour with diverse lineup including at least 1 artist with 20,000+ social media followers
  - 13,000 HAAM Facebook followers
- Opportunity to promote your brand or business through various advertising options
- Hundreds of HAAM members hosting music live streams from their social media channels
- Rain or shine
- Promote your support of HAAM directly with your followers, customers or employees
- Raise even more money for HAAM by adding a donate button to your posts
The Presenter (1 available)

Contact HAAM for Pricing

- Your logo with “Presents” included on HAAM Day web banner located on HAAM Website’s homepage for 2 months (August 15 through October 15)
- Presenter recognition on HAAM Day website: your business name and website listed
- Presenting sponsorship branding on 15 hours of social media video performances from HAAM Facebook page, live streamed to 13,000+ HAAM followers
- “Presenter” recognition on all HAAM Day promotional material (including shareable graphics for social media), ads and press releases
- Your logo with “Presents” on the HAAM Day 2020 Poster
- Opportunity for your company representative to digitally welcome audience to HAAM Day livestream, up to 7 times during the day.
- A banner for display at your business if desired
- Option to include up to 1 minute ad/messaging video once per hour throughout the entire day
- Option to “cross stream” on your social channels

Sponsorship Levels

Tomar & the FCs, HAAM Day 2019
The Underwriter (3 available)

$50,000

- Your logo included on HAAM Day web banner located on HAAM Website’s home page for 2 months (August 15 through October 15)
- Underwriter recognition on HAAM Day website: your business name and website listed
- Underwriter sponsorship branding on 15 hours of social media video performances from HAAM Facebook page, live streamed to 13,000+ HAAM followers
- Underwriter recognition on all HAAM Day promotional material (including shareable graphics for social media), ads and press releases
- Your logo on the HAAM Day 2020 Poster
- Opportunity for your company representative to digitally welcome audience to HAAM Day livestream, up to 5 times during the day
- A banner for display at your business if desired
- Option to include up to :45 second ad/messaging video once per hour throughout the entire day
- Option to “cross stream” on your social channels
The Producer (3 available)
$25,000

- Producer recognition on HAAM Day website: your business name and website listed
- Producer sponsorship branding on up to 3 hours of social media video performances (your “hosted hours”) from HAAM Facebook page, live streamed to 13,000+ HAAM followers
- Producer recognition on all HAAM Day press releases
- Your logo on the HAAM Day 2020 Poster
- Opportunity for your company representative to digitally address/welcome audience to HAAM Day livestream during your hosted hour(s)
- A banner for display at your business if desired
- Option to include up to two 45 second ad/messaging videos per hour during your hosted hour(s)
- Option to “cross stream” on your social channels
Band Manager (15 available)

$10,000

- Band Manager recognition on HAAM Day website: your business name and website listed
- Producer sponsorship branding on 1 hour of social media video performances (your hosted hour) from HAAM Facebook page, live streamed to 13,000+ HAAM followers
- Your logo on the HAAM Day 2020 Poster
- Opportunity for your company representative to digitally address/welcome audience to HAAM Day livestream during your hosted hour
- A banner for display at your business if desired
- Option to include up to two 45 second ad/messaging video during your hosted hour
- Option to “cross stream” on your social channels

Talent Scout (30 available)

$5,000

- Talent Scout recognition on HAAM Day website: your business name and website listed
- Talent Scout sponsorship branding on 1 hour of social media video performances (your hosted hour) from HAAM Facebook page, live streamed to 13,000+ HAAM followers
- Opportunity for your company representative to digitally address/welcome audience to HAAM Day livestream during your hosted hour
- A banner for display at your business if desired
- Option to include up to :45 second ad/messaging video during your hosted hour
- Option to “cross stream” on your social channels
Venue Manager (30 available)
$2,500
- Venue Manager recognition on HAAM Day website: your business name and website listed
- Venue Manager sponsorship branding on 1 hour of social media video performances (your hosted hour) from HAAM Facebook page, live streamed to 13,000+ HAAM followers
- A banner for display at your business if desired
- Option to include up to :45 second ad/messaging video during your hosted hour
- Option to “share stream” on your social channels

Music Lover (60 available)
$1,000
- Venue Manager recognition on HAAM Day website: your business name and website listed
- Venue Manager sponsorship branding on 1 hour of social media video performances (your hosted hour) from HAAM Facebook page, live streamed to 13,000+ HAAM followers
- A banner for display at your business if desired
- Option to “share stream” on your social channels

Super Fan (unlimited available)
Donate 5% of earnings on September 15th to HAAM or share an hour of HAAM Day music livestream with a donate button
- Super Fan recognition on HAAM Day website: your business name and website listed
- A banner for display at your business if desired
- Option to “share stream” on your social channels

Note: This option does not include branding on livestreams
INTERESTED?
Sign up to become a HAAM Day Sponsor
HERE!

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

www.myhaam.org