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January 20, 2012

Dear Business Owner or Community Member,

Coming June 8, at Lee's Summit High School, is the 2nd Annual Premier Talent Competition, **Lee's Summit's Got Talent**.

I would like to take a moment of your time to ask for your consideration in sponsoring the 2nd Annual **Lee's Summit's Got Talent**. This event was a huge success last year because of sponsors like you. We had nearly 100 acts audition with ages ranging from 6 to 86. A \$5,000 grand prize was awarded, as well as a "crowd pleaser" award worth \$500. Over 400 tickets were sold for the event.

Those who sponsor or buy tickets to this event make a difference in the lives of families and children. A sponsorship of **Lee's Summit's Got Talent** is an investment in Lee's Summit CARES. We are a community coalition that works to combat alcohol/drug abuse and youth violence to make Lee's Summit a safe community for youth and family. For maximum impact in the community we divide our programs into three categories; Parenting, Character and Prevention.

Parenting:

- Love and Logic parenting classes
- Parent University

Character:

- "I Can Make a Difference" anti-bullying program
- Character Education
- Mayor's Character Breakfast
- Lee's Summit CARES Character Council

Prevention:

- Alcohol Retailer Training
- Griff, the drug dog
- Party Patrols
- Secondary School Smart clubs
- Local ordinance changes
- Compliance Checks
- D.A.R.E.
- Youth Advisory Board

Lee's Summit CARES remains proactive as we work for positive change and success. Our programs benefit from positive collaboration with the business, education, public safety, family, faith, city, and recreation sectors of the community.

For more information about **Lee's Summit's Got Talent Season 2**, please visit www.lscares.org.

Respectfully,

Roby Little
Director of Lee's Summit CARES
rdlittle@rediscovermh.org
816.347.3298



A Premier Talent Competition

Coming June 8, 2012!



Attendance & Demographics:

Lee's Summit's Got Talent is marketed to residents of all ages in the Greater Kansas City area for both contestants and ticket sales. Last year saw 100 acts audition for the show. Contestants ranged in age from 6 - 86.

Over 400 tickets were sold to the show and close to \$8,000 was raised to benefit the programs of Lee's Summit CARES.

2012 Goals:

Attendees: 1,000

Fundraising: \$20,000

Sponsors: 40



Danise Harris accepting her \$5,000 cash prize from Andy Heath, Master of Ceremonies

Quotes From Past Attendees:

"My only regret with the inaugural 2011 LSGT was that my expectations were too low, and I subsequently missed out on the wonderful anticipation that I have for this year's event. Great organization, smooth coordination, witty judges and most importantly, outstanding performers! This is just the kind of challenging and fun local event that the New Longview Foundation wants to support."

G. David Gale, Chair, New Longview Foundation, President, Gale Communities, Inc.

"The Lee's Summit's Got Talent show blew me away last year! Not only was the talent exceptional, but the whole show was extremely entertaining and very well organized. I had a blast this past year and I'm very much looking forward to the 2012 show. I love it when a good cause and great entertainment are able to team up for a perfect evening. I'm very proud and honored to be asked to be a part of Lee's Summit's Got Talent!"

Matt Lewis, 2011 Celebrity Judge

2012 Lee's Summit's Got Talent Event Committee

Event Chair

Anne Aubuchon, Community Member

Phyllis Balagna, Steppin' Out The Studio

Julie Bruce, Community Member

Susan Coffman, Lee's Summit CARES

Julie Doane, Missouri Central Credit Union

Gloria Helmer, Lee's Summit Symphony

Michelle Jennings, Community Member

Lori Knoche, Community Member

Roby Little, Lee's Summit CARES

Laura Maxwell, Lee's Summit R-7 School District

Cheryl Nash, Lee's Summit CARES

Diane Seif, DVA Enterprises



Melia Scaletty
2011 Contestant



Twisted Up
2011 Contestant





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Marketing

Some of the communication strategies that will be used to market Lee's Summit's Got Talent:

Web & Internet Marketing

Lee's Summit CARES website
Lee's Summit CARES Facebook page
Lee's Summit's Got Talent Facebook page
Greenwood Dispatch
Lake Lotawana News
Email Marketing
Lee's Summit Chamber website
Lee's Summit R-7 Weekly Electronic Newsletter
Electronic newsletter at the middle & high school level in Lee's Summit
Learn For Life Lee's Summit website
KC Star Online

Visual Media

Event Posters, Flyers distributed in local businesses, schools, performance studios
Banners located throughout Lee's Summit
Postcards distributed at events
Bank Envelope Enclosures
Electronic Billboard located at 350 highway & 3rd St.(56,000 cars drive by per day)

Print Media

KC Star Neighborhood News
KC Star Preview Calendar
Spaces Calendar
Lee's Summit Lifestyles
Lee's Summit Journal
Lee's Summit Tribune
Independence Examiner
The Cass County Democrat
Her Life
Coffee News

Radio/TV

K-LOVE
Fox 4
KCTV5
Channel 41
Community Channel





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Sponsorship Levels

Spotlight: \$1,000

This level of sponsorship offers the best value as “top billing”. Your logo will be the largest and at the top of all marketing efforts.

- Logo on Lee’s Summit’s Got Talent website, this includes a link to your URL
- Logo in marketing literature (posters, flyers, event program)
- Business name in promotional emails & press releases
- Business featured on show tickets
- Spotlight introduction of you and your business the night of the show
- Four “premier” reserved seat tickets to the show
- Preshow recognition of your business (logo projected on stage)

Encore: \$750

- Logo on Lee’s Summit’s Got Talent website, this includes a link to your URL
- Business name in event program
- Four “premier” reserved seat tickets to the show
- Preshow spotlight of your business (logo projected on stage)

Standing Ovation: \$500

- Business name on Lee’s Summit’s Got Talent website
- Business name in event program
- Two “premier” reserved seat tickets to the show
- Preshow spotlight of your business (logo projected on stage)

Bravo: \$150

- Business name on Lee’s Summit’s Got Talent website
- Business name in event program
- Two general admission tickets to the show

Contact Phyllis Balagna | 816.729.5772 | msphyllis5678@sbcglobal.net OR

Laura Maxwell | dmax1@sbcglobal.net





A Premier Talent Competition

Coming June 8, 2012!



Sponsorship Sign-up

Your sponsorship will make a difference in the lives of Lee's Summit families and children while at the same time creating goodwill for your organization as a community leader.

Yes! I want to be a sponsor:

- _____ Spotlight \$1,000
- _____ Encore \$750
- _____ Standing Ovation \$500
- _____ Bravo \$150

Please make checks payable & mail to Lee's Summit CARES
901 NE Independence Ave. | Lee's Summit, MO 64086
Your contribution is tax deductible and you will receive documentation for your records.

Company/Individual Name _____

Address: _____

Contact: _____

Email: _____

Phone: _____

Website URL: _____

Thank you for sponsoring Lee's Summit's Got Talent Season 2!

