Jake Owen Foundation Benefit Concert

Discover Boating Presents Jake Owen’s Days of Gold Tour

special guest
The Cadillac Three
Saturday, October 25, 2014
Holman Stadium at Historic Dodgertown

Jake Owen Foundation Supports St. Jude Children’s Research Hospital and Youth Organizations in Indian River County

Sponsorship Opportunities Multi-Level Sponsorships
Founded in 2010, the Jake Owen Foundation was created to offer its support on a national level to children battling cancer and other childhood diseases while also lending its support to youth organizations and various charities in Owen’s hometown area of Indian River County, FL, including Autism Speaks and the Mardy Fish Children’s Foundation. Through Jake’s association within the country music community, he has had the opportunity to visit children and families at St. Jude Children’s Research Hospital in Memphis, TN, who are benefiting from the extensive research and patient-care the hospital provides. Once a patient is accepted, St. Jude covers all the medical costs beyond those covered by insurance, and families without insurance are never asked to pay. St. Jude also provides transportation, lodging, and meals for one parent and child.

Nicholas Weiss was one of the many special children Jake met a few years ago, who was battling a devastating childhood disease. Nicholas became an inspiration to Jake and fueled his passion to support St. Jude and related charities. In June of 2010, young Nicholas lost his battle shortly before his 10th birthday, but as a result of their special friendship, Jake has dedicated himself to raise awareness for children like Nicholas and their families who face these difficult struggles.

The Jake Owen Foundation will direct money raised through the Jake Owen Foundation Benefit Concert to St. Jude Children’s Research Hospital, which is the single largest center in the U.S. for the treatment and research of pediatric cancer and other childhood catastrophic diseases, and to youth organizations and various charities in Indian River County. In 2012 the foundation donated to the following Indian River County Charities: Boys & Girls Club of Indian River County/Vero Beach, Hibiscus Children Center, Homeless Family Center, Autism Speaks and the Mardy Fish Children’s Foundation.
Jake Owen, a Vero Beach native, is a Grammy, CMA, ACM and CMT nominated artist who was named the 2012 American Country Awards Breakthrough Artist of the Year and 2009 Top New Male Vocalist by the Academy of Country Music.

Since releasing the chart-topping album, *BAREFOOT BLUE JEAN NIGHT*, Jake Owen has emerged as one of country music’s leading vocalists. The gold-certified RCA Nashville project delivered four consecutive No. 1 hit singles, including the multi-week chart-toppers; the DOUBLE PLATINUM title track and PLATINUM “Alone with You,” and GOLD-certified hits “The One That Got Away” and “Anywhere with You.” His energetic live show and captivating songs have landed him coveted opening slots with Jason Aldean, Keith Urban, Kenny Chesney, Tim McGraw and his first headlining tour, CMT ON TOUR JAKE OWEN: THE SUMMER NEVER ENDS 2012, which made CMT history for the most sold-out shows in a row for the annual nationwide tour. Jake has performed on The Tonight Show with Jay Leno, Late Night with Jimmy Fallon, Jimmy Kimmel LIVE and made a guest appearance on Chelsea Lately.

Jake is presently celebrating with his fans on his second major nationwide headline run – Discover Boating Presents JAKE OWEN’S DAYS OF GOLD TOUR. The tour kicked off March 20 in Brookings, SD and will go through October and wrap in Jake’s hometown of Vero Beach, FL for the Jake Owen Foundation Benefit Concert.
The Cadillac Three, whose members include native Nashvillians Jaren Johnston, Neil Mason and Kelby Ray, have been friends and musical co-conspirators since they were kids. They've weathered their wild teenage years and even wilder tours, weathered major label letdowns and major league triumphs, conquered Music Row – Johnston co-wrote Keith Urban's #1 single “You Gonna Fly” – and crashed on the couches of strangers in far flung cities. These boys have seen more ups and downs than a Smoky Mountain tour guide.

But in spite of all the trials and tribulations – or perhaps because of them – The Cadillac Three has emerged with a sound all its own, a sound that hovers between radio-ready country anthems, hard-and-heavy rock and traditional Southern folk. You could call it country fuzz, you could call it hipster-billy, you could call it any number of over-hyphenated, adjective-strewn things but when you boil it all down there’s only one way to describe it: damn good music, as pure and refreshing as a country creek. It’s a sound that works as well in front of an amphitheater full of ZZ Top fans or the Dierks Bentley crowd as well as it does in the dive bars and dark corners of the underground music world. Though, truth be told, The Cadillac Three’s sound probably works best blaring out of your car speakers as you fly down the highway, wind blowing through your hair on the way to another wild Saturday night.

Built around Mason’s thundering, melodic percussion and the sinewy intertwining of Johnston’s guitar with Ray's lap steel, songs like “I'm Southern”, “Days of Gold” and “Whiskey Soaked Redemption” on their self-produced debut bristle with energy and explode at a moment’s notice. Tracks like “Down to the River”, “Get Your Buzz On” and “Back It Up” evoke the legends of Southern Rock – your Molly Hatchets, your Outlaws, your Ozark Mountain Daredevils – but they aren't nostalgic, aren't fetishistic reconstructions of by-gone eras. This is the new sound of the New South, bigger and badder than ever.
Jake Owen Foundation Benefit Concert

Event Schedule

Saturday, October 25

Gates Open to Public
Concessions, merchandise, silent auction and raffle.

5:30 p.m.

VIP Reception
Join Event Host Jake Owen for drinks, hors d’oeuvres and silent auction.

6:00 p.m. – 7:00 p.m.

Jake Owen Foundation Benefit Concert
The Cadillac Three
Days of Gold Headliner Jake Owen

7:00 p.m.
VIP Reception

- Join Event Host Jake Owen for drinks, hors d’oeuvres and the silent auction.
- Held at Historic Dodgertown in Holman Stadium.
Jake Owen Concert

• *Special performance by Days of Gold Headliner Jake Owen and Special Guest The Cadillac Three.*
• *Owen performed in front of more than 6,200 fans at 2012 Concert.*

Special Guest Platinum-selling Capitol Nashville recording artists Little Big Town.

Jake Owen wows the sold-out crowd.

2012 Special Guest Florida Georgia Line performs at Jake Owen Concert.
Marketing

The Event has an integrated marketing campaign including:

- Print advertisements in newspapers, music publications and lifestyle magazines;
- Radio;
- Television;
- Direct Mail; and
- Internet.
Jake Owen Foundation
Benefit Concert

Pre-Event

- Co-promote Company with Event.
- Recognition on all marketing materials.
- Exclusivity in business category.

Event

- Signage in venue and other areas.
- Display area.
- Program advertisement.
- On-stage promotion.
Fan Base for Country Music

Interest

• Country music is America's best liked music.
• According to a CMA study 42% of the population likes country music, which breaks down to 95 million country fans in the U.S.
• Country music delivers a large, exclusive audience. 25.4% of its listeners only listen to country music.

A Desired Demographic

• 64% of the country music audience is in the powerful 25 - 54 age group, the peak buying years for American consumers.

Growth

• Today's expanding country music audience has created a market for more than 2,000 full-time country radio stations. Up 92% since 1978.
Platinum Sponsor Benefits

SPONSOR IDENTIFICATION
• Recognition as a Platinum Sponsor on the Sponsor Board located in a high traffic area at the Concert.
• Company name or logo placed on one (1) 3’ x 5’ banner at Concert venue in a high traffic area.

ADVERTISING
• Company’s name or logo will be mentioned in Event promotional material, including advertisements, poster, press releases, and website.
• One (1) full-page, black and white advertisement in the Event Program (based on deadline).
• Recognition as a Platinum Sponsor on the Sponsor Page in the Event Program.

PROMOTIONS
• A premier on-site display area (10’ x 10’) to distribute literature and information at the Concert.

ENTERTAINMENT
• Ten (10) premier seats or VIP Pit tickets for the Jake Owen Foundation Benefit Concert with Special Guests.
• Ten (10) invitations to the VIP Reception with Jake Owen, to include:
  ▪ Mingle with Jake Owen and other participating artists.
  ▪ Drinks and hors d’oeuvres.
  ▪ Silent auction.
• Five (5) VIP parking passes for the Concert.

Investment: $10,000
Official Sponsor Benefits

SPONSOR IDENTIFICATION
• Recognition as an Official Sponsor on the Sponsor Board located in a high traffic area at the Concert.

ADVERTISING
• Company’s name or logo will be mentioned in Event promotional material, including advertisements, poster, press releases, and website.
• One (1) full-page, black and white advertisement in the Event Program (based on deadline).
• Recognition as an Official Sponsor on the Sponsor Page in the Event Program.

ENTERTAINMENT
• Six (6) premier seats or VIP Pit tickets for the Jake Owen Foundation Benefit Concert with Special Guests.
• Six (6) invitations to the VIP Reception with Jake Owen, to include:
  ▪ Mingle with Jake Owen and other participating artists.
  ▪ Drinks and hors d’oeuvres.
  ▪ Silent auction.
• Three (3) VIP parking passes for the Concert.

Investment: $5,000
Silver Sponsor Benefits

SPONSOR IDENTIFICATION
• Recognition as a Silver Sponsor on the Sponsor Board located in a high traffic area at the Concert.

ADVERTISING
• One (1) full-page, black and white advertisement in the Event Program (based on deadline).
• Recognition as a Silver Sponsor on the Sponsor Page in the Event Program.

ENTERTAINMENT
• Four (4) premier seats for the Jake Owen Foundation Benefit Concert with Special Guests.
• Four (4) invitations to the VIP Reception with Jake Owen, to include:
  ▪ Mingle with Jake Owen and other participating artists.
  ▪ Drinks and hors d’oeuvres.
  ▪ Silent auction.
• Two (2) VIP parking passes for the Concert.

Investment: $3,000
Patron Sponsor Benefits

SPONSOR IDENTIFICATION
• Recognition as a Patron Sponsor on the Sponsor Board located in a high traffic area at the Concert.

ADVERTISING
• One (1) half-page, black and white advertisement in the Event Program (based on deadline).
• Recognition as a Patron Sponsor on the Sponsor Page in the Event Program.

ENTERTAINMENT
• Four (4) premier seats for the Jake Owen Foundation Benefit Concert with Special Guests.
• Two (2) VIP parking pass for the Concert.

Investment: $1,500
Jake Owen Foundation
Benefit Concert

For further information contact:

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