

# **SOULstock**

## **2018 *Sponsorship Guide***

# Mission and Vision

**“To plant the seed of Jesus Christ in the hearts of our youth and to promote a spirit of unity among all who put their trust in Him.”**

## History

In the spring of 1998, Valley Church in Athens, Alabama decided to have a youth rally in the field behind their church. Two flat bed trailers were parked side by side and some clip-on lights were attached. The stage and lights were set! Any and all churches were invited. About 175 folks showed up for “Rockin’ with Jesus” that year. After it was over, some of the people that attended suggested we do it again the next year and let them help. So in 1999, the name and location changed to Athens State University, and SoulStock was born. The plan from the very beginning was to use this event to stress unity among all believers and use it as an opportunity to show Christ to the community. The SoulStock mission statement says this perfectly, “To plant the seed of Jesus Christ in the hearts of our youth and to promote a spirit of unity among all who put their trust in Him.”

Over the years, God has blessed SoulStock in so many ways. SoulStock continues to be a free event and the number of churches that have joined us in this ministry continues to grow. The bands and speakers that we have been able to have are among the most outstanding in contemporary Christian music. Countless lives have been given to Christ and changed for His glory. Many think of SoulStock as a music festival. It is true that over the years we have had amazing musicians and bands like Third Day, Chris Tomlin, Skillet and Newsboys. But we do not consider SoulStock only a concert. It is a worship event. It is a revival event. It is a Great Commission event. And excellent music and gifted speakers are the medium in which we convey the love of Jesus to a lost and hurting world.

SoulStock started as something tossed together in the backyard. Amazingly, number of people helping and attending has grown dramatically over the years. The first year we had 175 people attend and, by 2008, that number had grown to around 20,000. We have outgrown two venues. Our current facility, Spirit of America Field at Point Mallard in Decatur Alabama gives us room to continue to expand the event and make great plans for the future. We seek to partner with individuals and businesses to continue to grow and improve this unique event.

# Testimonies

*“We have had a very hard two years financially and are like hermits and can hardly go anywhere. When we heard of this (SoulStock), we were very excited. My daughter had a band award night to go to but skipped out because we needed this on so many levels. We packed two vehicles and pulled together gas money and went for the best time in a long time. We also brought teens that didn’t have any money, but they received more than any of us could ever pay for (especially in our hearts). Thank you for keeping it free because many would not be able to attend and get a word or the heart nourishing that this provided. A million thanks for everything.” – Anonymous attendee*

*“I’m writing this short note to tell you how blessed I have been to be a part of SOULSTOCK for 3 out of the last 4 years! When I was invited to lead worship in 2001 for this “little” festival in Alabama, I didn’t know what to expect. Now, 4 years later and over 20,000 people strong, I can honestly say this is my favorite festival out of all the ones I play at each year.” “Very rarely do I come across a group of people from such diverse denominational backgrounds who are so united in their cause—lifting up the name of Jesus! This festival isn’t about promoting a denomination, a church, a group of people or a religion. The focus of SoulStock is simple—lift up Jesus so that people can come to know him as their Lord and Savior. Every cent, every minute and every drop of sweat is spent toward this one goal.” “If you haven’t had a chance to join us in the past, I wanted to take this opportunity to invite you to SoulStock, personally. I’m not inviting you to join a club or to come to an event. I’m simply inviting you to be a part of something bigger than you—bigger than all of us—the body of Christ working together for the sake of the Kingdom of God. Lives are being touched and changed and won back for the cause of Christ...Thanks again!” – Jeff Deyo*

*“THANK YOU so much for EVERYTHING that you and your incredible team did to make The Birdsongs feel so welcome and so much a part of what God is accomplishing at SoulStock!!!”“You all went far beyond anything we expected. SoulStock is, by far, the finest festival we have been honored to play/minister at! We have been and will continue to pray for a great harvest of souls to follow the seeds planted into so many hearts.” “Again...THANK YOU”... “for your love of God and people and for allowing my family to witness the unity of God’s people in action!! Let’s turn the world upside down once again in the name and power of Christ!” –Wendell of the The Birdsongs*

# Quick Facts

- **No admission charge**
- **2 day event: Friday evening Praise 'n' Worship set with local bands and Saturday, 8 bands and speaker, Noon - 10:30PM**
- **Average attendance last 6 years: 12,000**
- **Top-of-the-line staging, professional grade light and sound operated by a professional crew**
- **Coordinated by a year-round all-volunteer staff of about 15 people**
- **Excellent working relationship with the City of Decatur, Point Mallard Park, Decatur-Morgan County CVB and Decatur Police and Fire Departments**
- **Minister to the bands and performers by praying for them in advance, and striving to bless them with good food, cheerful attitudes, Southern hospitality and Christian love.**
- **Collaborate and share with other groups. For example:**
  - **Collecting canned goods for local food banks**
  - **Collecting shoes to send to Third World countries**
  - **Offering opportunities to sponsor children (Show Hope , Compassion International)**
  - **Offer free tent space for various Christian service ministries**
  - **Allowing blood donation agencies to park donation vehicle near entry gate**

# Sponsorship Opportunities

## **Signature Sponsorship – \$10,000+**

- Stage time for sponsor representative(s)
- Thank you/ multiple mention from stage during event
- Sponsor name in all TV, Radio & Social Media Promotion
- Logo on poster
- Sponsor logo or name in any print advertising
- Sponsor logo on SoulStock T-Shirt
- 16 Official Soulstock T-Shirts
- Gold+ Sponsor Reserved Parking Pass(es)
- Authorization to use SoulStock logo in sponsor's marketing
- Link-through logo on website
- Exhibitor booth space for Sponsor's Company 10' x 20' (Tent not provided)
- Sponsor logo on video board day of event

## **Platinum Sponsorship – \$5,000+**

- Thank you, multiple mentions from stage during event
- Sponsor name in all Social Media Promotion
- Sponsor name or logo in any print advertising
- 12 Official Soulstock T-Shirts
- Gold+ Sponsor Reserved Parking Pass(es)
- Authorization to use SoulStock logo in sponsor's marketing
- Sponsor's Name on T-Shirts
- Linked logo on website
- Sponsor logo on video board day of event

## **Gold Sponsorship – \$2,500+**

- Thank you from stage
- Multiple mention from stage during event
- Sponsor name or logo in any print advertising
- 10 Official SoulStock T-Shirts
- Gold+ Sponsor Reserved Parking Pass(es)
- Authorization to use SoulStock logo in sponsor's marketing
- Linked logo on website
- Sponsor logo on video board day of event

## **Silver Sponsorship – \$1,000+**

- 6 Official SoulStock T- Shirts
- Thank you from stage
- Sponsor name on website
- Sponsor name on video board day of event

## **Bronze Sponsorship – \$500+**

- 2 Official SoulStock T- Shirts
- Thank you from stage
- Sponsor name on website
- Sponsor name on video board day of event

# Sponsorship Opportunities

## Cornerstone Sponsorship \$250+

- Sponsor's name on website
- Sponsor name on video board day of event

## Patron Sponsorship \$100+

- Sponsor's name on website

## Church Sponsorship (Any Amount)

- Church name on official SoulStock T-Shirt
- Church name listed on website
- Church name mentioned multiple times from stage

## Major Logistics Named Sponsorships

Benefits of Sponsorship level

Mentioned for stage for sponsoring specific area

Sponsor name under specific area on video board day of event

- |                    |          |                 |               |
|--------------------|----------|-----------------|---------------|
| • Stage            | \$10,000 | Signature level | (1 available) |
| • Sound            | \$5000   | Platinum level  | (1 available) |
| • Lights           | \$5000   | Platinum level  | (1 available) |
| • Video            | \$5000   | Platinum level  | (1 available) |
| • Band Hospitality | \$2500   | Gold level      | (1 available) |

## Logistics Named Sponsorships

Benefits of Sponsorship level

Sponsor name under specific area on video board day of event

- |                        |        |               |                |
|------------------------|--------|---------------|----------------|
| • Insurance            | \$1000 | Silver level  | (1 available)  |
| • Flybays              | \$750  | Bronze+ level | (2 available)  |
| • Generators           | \$700  | Bronze+ level | (3 available)  |
| • Poster printing      | \$600  | Bronze+ level | (2 available)  |
| • Opening bands        | \$500  | Bronze level  | (4 available)  |
| • Advertising          | \$500  | Bronze level  | (10 available) |
| • Hotel rooms          | \$100  | Patron level  | (45 available) |
| • Generator light sets | \$100  | Patron level  | (6 available)  |
| • Porta potties        | \$50   |               | (50 available) |
| •                      |        |               |                |

## Business Mall - \$500

- Area for businesses to set up a tent (10x10, not provided) to showcase business
- No sells, all give-a-ways must be approved.
- Electricity provided upon request

# Let's Get Started

Please complete the Information below and fax or email to:  
Phillip Presley at 256-230-2601 or popresley@pclnet.net

Contact Person \_\_\_\_\_

Business Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Website (if applicable) \_\_\_\_\_

Email of Contact Person \_\_\_\_\_

Signature (\$10,000+)  Platinum (\$5000+)  Gold (\$2500+)  Silver (\$1000+)

Bronze (500+)  Cornerstone (\$100+)  Patron (\$100+)  Church (\$ \_\_\_\_\_ )

Logistics Sponsor Area requested \_\_\_\_\_  Business Mall

Please list me as a sponsor  I prefer to keep my contribution anonymous

Name to list on sponsorship \_\_\_\_\_

Sponsor Name (please print) \_\_\_\_\_

Sponsor Signature \_\_\_\_\_

Authorized Event Coordinator \_\_\_\_\_

Authorized Event Coordinator Phone Number \_\_\_\_\_

**Mail Checks to: SoulStock, 20255 Capitol Hill Dr., Tanner, AL 35671  
or pay by Credit/debit card through PayPal on our website, [www.soulstock.com](http://www.soulstock.com)**

*We encourage all sponsors to join us as soon as you can. We will start posting this year's sponsors on the website in February. In order to guarantee all level benefits, Signature, Platinum, Gold, and Silver Sponsorships must be paid in full and sponsor's logo provided by March 15th. All other sponsorships must be paid in full by May 1st.*

*Make checks payable to SoulStock and mail to: 20255 Capitol Hill Drive, Tanner, AL 35671. You may also make a donation at [www.soulstock.com/donations](http://www.soulstock.com/donations) through PayPal. For more information call (256)-232-5990 or email to popresley@pclnet.net*