

Dear Friends of FiftyForward Martin:

Throughout the year we are so grateful for the continued support of our community partners. With generous donations we were able to achieve 2016 financial goals with our two signature events raising more than \$31,000.00. We feel truly blessed to have the generous support of our business community, enabling us to continue to enrich the lives of older adults in our community. The current 2017 budget brings new financial challenges for us in order to continue to serve our senior adults. Despite the perception of wealth in our community 18% of our members live at or below the Federal poverty or low income guidelines.

We ask that you consider participating as a sponsor for our 2017 fundraising events. We have two signature events annually to raise funds to support the 70+ monthly programs and services offered at our center. There are a variety of partnership opportunities for each of these events.

Our 12<sup>th</sup> annual **Music and Memories** concert will be held Tuesday, June 27 at the **Franklin Theatre**. We are thrilled to announce one of Nashville's most talented and accomplished singer-songwriter, **Rivers Rutherford** will be our featured guest. Rivers has been a vital part of the Nashville music scene. He was just 22 years old when his self-penned song "American Remains" was recorded by the Highwaymen. With hard-hitting #1s like "Ain't Nothin Bout You" (Brooks & Dunn), "Real Good Man" (Tim McGraw), "Homewrecker" (Gretchen Wilson), "Living in Fast Forward" (Kenny Chesney) and the timeless, "When I Get Where I'm Going" (Brad Paisley featuring Dolly Parton). With multiple Grammy's, CMA and ACM nominations and over 20 ASCAP awards, including both the coveted awards for Country Song of The Year and Songwriter Of The Year, have firmly established Rutherford's position within the upper echelon of Nashville's most lauded songwriters. Rivers is planning to bring a friend or two along for our big night! The evening will open with a VIP Reception offering wine, hors d'oeuvres and a chance to meet and greet **Rivers and Friends**. Last year sold out with 300 guests in attendance who experienced an intimate musical evening.

The Martin Center is a wonderful place nestled in our community. It is designed specifically for adults 50 and older who want to remain actively engaged. It's a place where seniors who live alone can find fellowship and friendship. It provides a breadth and depth of opportunities that can't be found in any other location. The funds raised from the event will be used for further expansion of our outstanding fine arts program, health and wellness programs, volunteerism and other opportunities for lifelong learning.

We ask that you consider participating as a sponsor for our 2017 **Music and Memories™** event. This event increases community awareness about the impact of FiftyForward and underscores its focus to provide pathways to health, well-being and lifelong learning for those who are 50+. We greatly appreciate your consideration and your support of our Center's programs and services. Please feel free to contact us with any questions.

With our deepest thanks,

Joyce S. Keistler  
Martin Center Director  
615-376-0102

Sherry L. Coss  
Associate Director  
615-376-0102

FiftyForward Martin Center  
960 Heritage Way, Brentwood, TN 37027  
[www.themartincentertn.org](http://www.themartincentertn.org)



**12th Annual Music and Memories      June 27, 2017 at Franklin Theatre**  
*with artist Rivers Rutherford and Friends*

**Presenting Sponsor \$5,000 (Exclusive)**

- \*Exclusive logo on display on the back drop of the stage throughout concert
- \*Exclusive recognition on scrolling marquee at The Franklin Theatre
- \*Receive six (8) VIP tickets to concert at The Franklin Theatre
- \*Meet and Greet prior to concert and photo opportunities
- \*Prime location of high visibility to display promotional materials at the theatre
- \*Thank you recognition from podium by MC during the concert
- \*Exclusive name and logo prominently displayed on all printed material with logo on event invitations, posters, post cards and website(s) and all social media
- \*Exclusive logo on any print ads purchased by FiftyForward Martin Center
- \*Logo prominently displayed in a Power Point presentation at Theatre during event
- \*High visibility for logo and link on FiftyForward Martin Center website and event page
- \*Recognition on print media and radio spots
- \*Recognition in the FiftyForward agency publication *Forward Focus* with circulation of 34,000 in Davidson and Williamson Counties
- \*Recognition in the Martin Center newsletter reaching 1,200+ members and community leaders
- \*On-going volunteer and programming opportunities throughout the year through at Martin Center

**Premier Sponsor - \$ 3,000 (Limit two)**

- \*Receive six (6) VIP tickets to event
- \*Meet and Greet prior to concert and photo opportunities
- \*Logo prominently displayed in a power point presentation at Theatre during event
- \*Logo and choice location in show program
- \*Logo and link on Martin Center website and event page ([www.themartincentertn.org](http://www.themartincentertn.org))
- \*Sponsor will be given secondary location at the event to showcase their support
- \*Recognition in the *Forward Focus* with circulation of 34,000 in Davidson and Williamson County
- \* Recognition in the Martin Center newsletter reaching 1,200+ members and community leaders
- \*On-going volunteer and programming opportunities throughout the year through at Martin Center

## **Patron - \$1,000**

- \*Receive four (4) VIP tickets to event
- \*Logo prominently displayed in a Power Point presentation at Theatre during event
- \*Meet and Greet prior to concert and photo opportunities
- \*Logo recognition in show program
- \*Logo and link listed on Martin Center website ([www.themartincentertn.org](http://www.themartincentertn.org))
- \*Recognition in the *Forward Focus* with circulation of 34,000 in Davidson and Williamson County
- \* Recognition in the Martin Center newsletter reaching 1,200+ members and community leaders
- \* On-going volunteer and programming opportunities throughout the year through at Martin Center

## **Martin Friends - \$500**

- \*Receive two (2) VIP tickets to event
- \*Meet and Greet prior to concert and photo opportunities
- \*Company name listed in show program and website([www.themartincentertn.org](http://www.themartincentertn.org))
- \*Logo prominently displayed in a Power Point presentation at Theatre
- \*Recognition in the *Forward Focus*
- \* Recognition in the Martin Center newsletter reaching 1,200+ members and community leaders
- \* On-going volunteer and programming opportunities throughout the year through at Martin Center



## **Martin Masters Art Show and Sale**

### ***12 Annual Martin Masters Art Show and Sale***

***Friday, October 13 and Saturday, October 14, 2017***

This annual art exposition and sale is well known and popular. The event opens with a sneak preview and special reception on Friday evening with wine and hors d'oeuvres. The attendees have the first opportunity to purchase art before the show opens to the public on Saturday. Over the past ten years, the show has featured more than 40 artists annually with attendance in excess of 400. Each year's show features one well known and respected artist and a sampling of his/her work. Visitors are amazed at the high quality of art displayed by community artists.

**Music and Memories Tuesday, June 27, 2017 with Rivers Rutherford**

\_\_\_\_\_ Yes, I want to partner with FiftyForward Martin Center for **Music and Memories**

I would like to participate at the indicated level(s):

\_\_\_\_\_ Music and Memories Presenting Sponsor - \$5,000

\_\_\_\_\_ Music and Memories Premier Sponsor - \$ 3,000

\_\_\_\_\_ Music and Memories Patron Sponsor - \$1,000

\_\_\_\_\_ Music and Memories Friends of Martin - \$500

\_\_\_\_\_ Music and Memories Other

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please send all logos in jpg form to Sherry Coss at [scoss@fiftyforward.org](mailto:scoss@fiftyforward.org)  
Your check should be made to The Martin Center and mailed to 960 Heritage Way,  
Brentwood, TN 37027. All proceeds benefit The Martin Center and are tax deductible.  
Contact Sherry Coss or Joyce Keistler at 615-376-0102 for more information or visit our  
website at [www.themartincentertn.org](http://www.themartincentertn.org).

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\_\_\_\_\_ Yes, I want to partner with FiftyForward Martin Center for **Martin Masters**. Please send me information regarding sponsorships opportunities:

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_