



Greater Allen Development Corporation
2416 Lipscomb Street
Melbourne, FL 32901
321.724.1557

Sponsorship Opportunity

2019 marks the 152nd year since the founding of Crane Creek by former slaves, which was later renamed Melbourne, Florida.

The Greater Allen Development Corporation (non-profit 501(c)3 Public Charity EIN# 81-4293565) is pleased to announce the Melbourne Founders Festival near the banks of Crane Creek in Melbourne, Florida May 24-26th, 2019. The 2019 Melbourne Founders Festival (previously known as The Crane Creek Founders Heritage Festival) is your opportunity to connect with individuals interested and excited about the Culture, History and Artistry of Melbourne.

This year's festivities will begin Friday with a reception that includes (renowned local artist) the Highwaymen and live entertainment. On Saturday we will move within walking distance of the Melbourne's Founders tiny house near Crane Creek built in 1884. There the focus will be on the three Black freedmen: Wright Brothers, Peter Wright and Balaam Allen the first to settle here shortly after the civil war. We will also present live musical entertainment, local food favorites, merchandise vendors, artist displays, inflatable bounce houses, face painting, flight simulator and the ever popular Historical Wall. On Sunday the Festival will culminate with live gospel music from local and national recording artists and our many vendors will return from Saturday with their goods.

Each year the Greater Allen Development Corporation and local volunteers from the Melbourne community, present our annual festival as an opportunity to not only entertain visitors of all ages, races and genders but also to spread education about African American heritage that led to the foundation of Melbourne, FL. Our sponsorship packages go towards not only festival expenses, but also to help with our mission to create a stable, vibrant and healthy community.

Come and join us at the Melbourne Founders Festival May 24-26th and showcase your business or brand to our guests at our FREE 2-day event that's open to the public. Last year we exceeded 500 attendees thanks to our great Volunteers, Entertainment, Vendors and Sponsors. We look forward to your support as we prepare to exceed last year's attendance.

Feel free to contact us anytime by phone or email if you have any questions.

Thank you for your support,

James Shackelford, President
Greater Allen Development Corporation

James Shackelford 321.727.3913 or shacklef-james@att.net
Elsenna Jordan: 321.632.8844 or elsennaj1@bellsouth.net
Marquis Campbell: 321.288.3384 or marq.campbell@gmail.com



Original by Highwaymen, R.L. Lewis ©2017



Diamond Community Partner - \$10,000

Large Engraved Appreciation Plaque
Most Prominent Name and Logo on Festival materials
Opportunity to address the audience at all MFF events
Logo and Link on Festival website for 1 year (April – March)
Prominent Vendor Space Opportunity
10 Festival Tee shirts
10 Reception Tickets

Platinum Sponsor - \$5,000

Prominent Name and Logo on Festival materials
Logo and Link on Festival website for 1 year (April – March)
Recognition from the stage
Vendor Space Opportunity
6 Festival Tee shirts
6 Reception Tickets

Gold Sponsor - \$2,500

Name and Logo on Festival materials
Logo and Link on Festival website for 1 year (April - March)
Recognition from the stage
4 Festival Tee shirts
4 Reception Tickets

Silver Sponsor - \$1,000

Logo on Festival materials
Logo on Festival website for 6 months (April - September)
2 Festival Tee shirts
2 Reception Tickets

Bronze Sponsor - \$500

Logo on Festival materials
2 Reception Tickets

Media or In-Kind Sponsor

(Customized based on proposal)

Silent Auction, Donations and Door Prizes Welcome



2019 Sponsor

Please Complete and return the following prior to April 1, 2019.

Sponsor Name: _____

Sponsorship Level: _____ Sponsorship Amount: _____

Tee shirt Sizes and Quantities (available sizes S-M-L-XL- 2X-3X): _____

Sponsorship In-Kind Service or Auction Item: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Contact Person: _____ Contact Email: _____

Thank you for your Support. See you at the Festival.

Check should be made payable to:
Greater Allen Development Corporation

Please mail check, including this form to:
Greater Allen Development Corporation
c/o Melbourne Founders Festival
2416 Lipscomb Street
Melbourne, FL 32901

Donations to the Festival are tax-deductible:
We are a non-profit 501(c)3 Public Charity EIN#: 81-4293565

Logo Information:

For logo art, JPEG, PDF, TIFF or EPS formats are acceptable. Logos and Art should be (high resolution) 300 ppi with a height/width or width/height document size of no less than 2" x .4" (600 x 120 pixels).

Please email your Logo to Marq.Campbell@gmail.com prior to April 1, 2109 and include your sponsorship level. If you have any questions, please do not hesitate to contact Marquis Campbell at (321)288-3384.



Original by Highwaymen, R.L. Lewis ©2017



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Mission Statement

To create stable, vibrant and healthy communities by developing, furnishing and operating affordable, program-enriched housing for families, seniors, and people with special needs, who lack economic resources to access quality, safe housing opportunities.

Vision

Greater Allen Development Corporation is working to create a more humane world where poverty is alleviated, communities are healthy and all people can develop their full potential. We believe that affordable housing and supportive programs improve the economic status of residence, transform neighborhoods and stabilize lives.

Guiding Principles

In accordance with our mission and vision, Greater Allen Development Corporation has identified the following organizational outcomes that guide the whole of our work.

- Increase the availability of affordable rental housing for low and moderate-income households in our area.
- Ensure that quality and affordable housing stock exist in our area for the long term.
- Reduce the devastating consequences of homelessness experienced by those directly impacted, as well as the community as a whole.