



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

## *Sponsorship Opportunity*

**2020 marks the 153rd 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 22-24<sup>th</sup> 2020. The 2020 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 22-24<sup>th</sup> 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**



## 2020 Sponsor

**Please Complete and return the following prior to April 1, 2020.**

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](mailto:Marq.Campbell@gmail.com) prior to April 1, 2020 and include your sponsorship level. If you have any questions, please do not hesitate to contact Marquis Campbell at (321)288-3384.*



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## **Greater Allen Development Corporation**

501(c)3 Public Charity EIN# 81-4293565

### **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.