

DAYTONA
BLUES
FESTIVAL

2011 Sponsorship Information

DAYTONA BLUES FESTIVAL

REQUEST FOR SPONSORSHIP

The Daytona Blues Festival was created to be an independent annual charitable event that contributes to Camp Boggy Creek and Halifax Hospital's Speediatrics Foundation. This event will also make Biketoberfest® an even more attractive event for out of town visitors and blues fans, adding to the economy and support of our local businesses.

It is our great pleasure to have some wonderful local and national organizations already on board as sponsors and fervent supporter.

We truly hope you will join us in making the second Annual Daytona Blues Festival the best it can be so we can look forward to many future years of a great Daytona event.

Thank you for considering sponsorship to the Daytona Blues Festival 2011. We're certain you'll be very happy with the results of your generosity.

A handwritten signature in black ink, appearing to read "Dominic Benecasa". The signature is fluid and cursive, with a large, stylized "B" in the middle.

Dominic Benecasa,
Festival Organizer

2011 SPONSORSHIP COSTS AND BENEFITS

\$500 SPONSORSHIP

Optional 10X10 booth
4 daily tickets per day
1/8 page program ad*

\$1000 SPONSORSHIP

Optional 10X10 booth
2 VIP passes and 6 daily tickets per day
¼ page program ad*
Owner supplied banner
hung at Festival discretion

\$2500 SPONSORSHIP

Optional 10X10 booth
4 VIP passes and 12 daily tickets per day
4 golf-style DBF shirts
Organization announcement daily
1 supplied banner hung by us using your
Artwork
½ page program ad*

\$750 SPONSORSHIP

Optional 10X10 booth
6 daily tickets per day
¼ page program ad*

\$1500 SPONSORSHIP

Optional 10X0 booth
2 VIP passes and 8 daily tickets per day
¼ page program ad*
2 golf-style DBF shirts (sizes and colors)
2 owner supplied banners hung at Festival discretion

\$5000 SPONSORSHIP

Optional 10X10 booth
8 VIP passes and 12 daily tickets per day
8 golf-style DBF shirts
Organization announcement daily
Organizations logo printed on event shirts
3 supplied banners using your artwork
Full-page program ad*

**ALL PROGRAM ADS MAY BE UPGRADED
FOR ½ PRICE OF THE AD DIFFERENCE
ALL SPONSORSHIPS ABOVE \$5000
ARE NEGOTIATED DIRECTLY WITH DOMINIC*



DAYTONA BLUES FESTIVAL

The Annual Daytona Blues Foundation

The Annual Daytona Blues Foundation, a 501(c)3 not-for-profit corporation that was formed in 2009 for the purpose of developing an annual music weekend for the community, while simultaneously creating exposure and proceeds for women and children's health endeavors at Halifax Health. Aligned with the Halifax Health-Foundation, this corporation has created a three-day blues festival at the historic Jackie Robinson Ballpark in Daytona Beach. Vendors, local businessmen, hoteliers and eateries are supporting and benefiting from this rapidly expanding event.

The Festival was developed and is promoted by Dominic Benecasa, a local veteran, in honor of his late brother, who played blues locally for many years and had desired to create such an event for children's charities. Dominic teamed up with local physicians and the Halifax - Foundation to support issues of women's and children's health at Halifax Health. Currently, the Neonatal Intensive Care Unit is the focus of the festival and will receive all proceeds.

The Annual Daytona Blues Festival is similar to other national festivals in its organization and execution. Featuring up and coming, as well as nationally known artists over more than three days, the event draws blues lovers from all over the country. The presence of these visitors as well as local residents benefits the entire community through increase use of hotels, restaurants and other attractions. This festival is unique in that its purpose is to generate proceeds that are directed to a local cause—improving the health of women and children in our community. No salaries are drawn from any monies generated and all proceeds stay local.

The inaugural festival, held October 8-10, 2010, was an artistic success that lent credibility and sustainability to the Foundation and future events. This year's support by the city, medical community, hoteliers and restaurants has been escalating and exceeding expectations. The web site provides information about the artists, links to local sponsors, advertisers and hotels and newsletters about the festival and Halifax Health—featuring graduates of the Neonatal Intensive Care Unit. Their stories illustrate why continued support of such services as neonatal intensive care improve the health and well being of our community, and underscore why such events as the Annual Daytona Blues Festival are a benefit for our entire community. We welcome all forms of support and volunteerism.

Learn more at the web site **AnnualDaytonaBluesFestival.com**, or by contacting Dominic at **Dominic@AnnualDaytonaBluesFestival.com**. To learn more about the programs and services offered at Halifax Health visit Halifax.org.

HALIFAX OB/GYN ASSOCIATES

GYNECOLOGY AND OBSTETRICS

Thomas G. Stavoy, M.D., F.A.C.O.G. ♦ Pamela P. Carbiener, M.D., F.A.C.O.G. ♦ Stephen J. Cortez, M.D., F.A.C.O.G.
Cynthia Baldwin, M.D. ♦ Laura B. Bell, CNM ♦ Patricia M. Kruse, CNM ♦ Carmel Frawley, CNM

April 26, 2011

The Daytona Blues Festival is returning to Jackie Robinson Stadium on October 7, 8, 9th! As an independent annual charitable event, the Festival will provide incredible music in an incredible setting while supporting children's issues of health and wellness. This is accomplished through the strong relationship with the Halifax Foundation of Halifax Health. This year's focus is on the Neonatal Intensive Care Unit at Halifax, which has cared for over 7,500 premature or critically ill infants in the 34 years of its existence.

Premature birth is the leading cause of death among newborn babies. In the US, more than a half million infants are born before 37 weeks of gestation every year. This is one out of every eight babies born and the rate is even higher in Florida. Many of these infants will require intensive care over the span of months before they can leave the hospital. Sadly, many will face lifelong health concerns such as cerebral palsy, respiratory, gastrointestinal problems, vision or hearing loss, and learning disabilities.

Despite ongoing research into the causes and prevention of prematurity, the rate of preterm birth remains unacceptably high. When a child is born distant from his or her due date, the timing of medical intervention is critical. Infants who are born too early or critically ill need the specialized care of level II or level III units. When no such unit is available, they must be transferred distant from where their families delivered and live. This delay in assessment and advanced treatment can have a significant impact on the long term health and quality of life for a child. When an infant must spend weeks to months in a NICU, the stress for families who live and work far away is severe. Often they must balance their other family and job responsibilities with frequent travel to be with their baby. They live with the concern of sudden health changes that require their presence and emergent trips back and forth to a hospital an hour or more away.

But these are not issues for Daytona Beach. Halifax Health provides immediate and long term care for premature infants and is the only facility to do so between Jacksonville and Orlando. The NICU at Halifax has allowed premature infants to receive superlative care close to home, so that moms and babies are not separated, and care is not delayed by the limitations inevitable during transfer to another facility. As an obstetrician, I have experienced many times the trepidation of early delivery and its stress on babies and families. I have seen the relief in the eyes of parents who know that their newborn baby is in the wonderful care of our neonatal team, in a unit that is in their town. I can't imagine having it any other way.

Preterm birth can occur in any family. We all have friends or family who have experienced the difficulties of preterm birth and the impact it can have for children and their loved ones. I would urge you to support this wonderful event that combines babies, blues, and our wonderful beach town. The music and the venue were a home run last year, and we hope to have a repeat performance!

Thank you for your support,
Pamela Carbiener, MD





The CITY OF DAYTONA BEACH

“THE WORLD’S MOST FAMOUS BEACH”

Office of the Mayor

Dear Friends:

This October 7, 8 and 9th will feature the second Annual Daytona Blues Festival at the historic Jackie Robinson Stadium. It is proudly presented by Daytona Blues Festival, Inc, a non-profit dedicated to issues of children's health and well being. The 2011 Festival intends to promote awareness for the Neonatal Intensive Care Unit at Halifax Health and Camp Boggy Creek.

The NICU is the only Level II nursery available to care for premature or critically ill newborns in Volusia County. One in eight infants is born prematurely in this country. Premature birth is the leading cause of infant mortality. Immediate medical intervention is one of the most important factors in the long term outcome for these infants, and Halifax Health has provided such care for over twenty years.

Camp Boggy Creek, one of the Hole in the Wall Camps, provides a wonderful vacation in a camp environment for seriously ill children. It allows these children and their families the opportunity to be like any other family, with appropriate medical back up if needed.

Featuring a phenomenal line up of Blues artists, both regionally and nationally known, the festival takes advantage of the unique venue of the ball park. Beach Street merchants, hotels and restaurants are all in close proximity. The first event has gained notoriety among the dedicated blues fans on the east coast, and interest is already growing among blues fans from points distant and local music lovers.

The festival looks to your support to become an annual event, combining the winning combination of Blues, Beach and Babies. It is my hope that you will consider this worthy endeavor for sponsorship. I encourage you to learn more at www.annualdaytonabluesfestival.com. Enclosed is a sponsorship form and additional information. I appreciate your continued support for the children of our community.

Sincerely,

Glenn S. Ritchey
Mayor

Neonatal Intensive Care Unit at Halifax Health

Halifax Health operates the area's only 24-hour Level II Neonatal Intensive Care Unit, or NICU. This NICU provides unique services for newborns that require intensive care due to prematurity or illness diagnosed around the time of delivery. Located in the Center for Women & Infant Health, the NICU is staffed by board certified neonatologists and nurses who specialize in neonatal care.

The nine-bed unit opened in April 1975. In 1977, Dr. YB Au Yeung came joined the staff as the first full-time neonatologist. As a result, the neonatal mortality rate in the area dropped from 21 to 12 per 1,000 births. Through it's partnership with the University of Florida College of Medicine at Jacksonville, neonatologists Peter G. Taves, MD, and Deborah A. Donlon, MD, now staff the NICU at Halifax Health. Drs. Taves and Donlon provide around-the-clock, on-site neonatal care and facility direction.

In addition to the improved outcome from immediate, on site care, the continued care for these infants in the families' hometown is important. Parents have a better opportunity to be present and bond with their infants while experiencing less stress from travel to hospitals outside of the area.

HALIFAX HEALTH



halifaxhealth.org

DAYTONA BLUES FESTIVAL 2011

On this _____ day of _____, 2011, _____

_____ (Sponsor name)

agrees to sponsor the Daytona Blues Festival with a contribution of:

In recognition of this sponsorship, the Festival agrees to provide Sponsor with the following:

Sponsor signature

Daytona Blues Festival signature

Sponsor address: _____

Sponsor phone: _____

Sponsor E-mail: _____