

April 8, 2011

From: Fred Heather,  
President PJMA and  
Director of Park Rock Fest 2011  
45870 Bob Court  
Lexington Park MD 20653



Subj: **Participation in Park Rock Fest 2011**

This packet of information provides the many options available for you to participate in Park Rock Fest 2011. The event will be held rain or shine on 3 & 4 Sept 2011 at the Chancellors Run Regional Park in Great Mills, Maryland.

Power Jam Music Alliance is the producer and organizer of the event. The St. Mary's County is our sponsor of the event at the park. The Maryland State Art Council support this event with a 2011 Grant for Organizations. The proceeds from the event go to the non-profit mission of PJMA which is to create opportunities for musicians to share their music with the community while benefiting the community's welfare. This is our 9<sup>th</sup> year of producing the Park Rock Fest pinnacle event that embodies our mission. Each year we have grown in number of bands, stages, audience, and community participation. Make this year your chance to make an impact on the community by joining with PJMA and support Park Rock Fest 2011.

The attached pages describe the details of ways you can be part of Park Rock 2011.

Your company's logo/name can be displayed as sponsor of any of the following items:

- Roadside banners to promote event
- Staff T-shirts
- Signage at the event for music programs
- At the Music Venues at banners on the side or back of the stages
- Renaming the Music, Community Center, Market Pace and Food Court to include your company's name

You can join us at the Park Rock Fest 2011 as a vendor or community group. The site layout has mapped out the area to include reserved space for food vendors, merchant/service vendors and community groups. We have space under tents provided by PJMA or you may bring your own tents. The cost and spaces are detailed in the attached pages.

To show PJMA's appreciation of those that support Park Rock Fest 2011 we have established a Patron Awards Program. Those sponsors that donate more that \$200 will receive additional high visibility marketing of the company and some great perks. The three award levels are described in the attachments. PJMA wants everyone to recognize your company's interest in sponsoring Park Rock Fest 2011 and PJMA's community welfare mission.

You may have other ideas and options, please contact us and share what would be mutually beneficial. Come and help these musicians and the community.

I may be contact at the address above, e-mail: Fred@pjma.info, or phone: 301-863-5782, cell 240-925-8659.Fred Heather



## Contacts:

Fred Heather, [Fred@PJMA.info](mailto:Fred@PJMA.info), 240-925-8659  
Michelle Solomonik, [Michelle.Solomonik@PJMA.info](mailto:Michelle.Solomonik@PJMA.info), 301-752-5778

**When:** 3 & 4 Sept 2011 (Sat. & Sun.  
before Labor Day)

**Time:** 11 AM to 9 PM

**Where:** Chancellors Run Regional  
Park, Great Mills MD

**What:** +125 Rock Band, Live for 2  
Day on 5 Music Venues

**Attendee Cost:** \$15 Advance, \$20  
at the Gate/day

**More Info:** [www.PJMA.info](http://www.PJMA.info) or  
[www.PARKROCK.com](http://www.PARKROCK.com)

**Why:** Join us at PARK ROCK Park Rock  
Fest 2011 as a Market Place Vendor, Food Court

Vendor, Community Center Group, or patron. The fest is open to all ages, with a unique opportunity to make contact with over 1000 young people between the ages of 13 and 29. The areas in between the music venues have been reserved for your participation to sell food, retail or display products or share your group's community mission. Vendors and groups can be either in spaces under a large canopy tent or on an open space for your own tent. As a sponsor of the Park Rock Music Fest you can sponsor/donate goods, materials or services needed for the event. Those sponsors that donate more than \$200 will also receive additional marketing and perks by achieving one of three Patron Award Levels.

## Power Jam Music Alliance

PJMA was started in St. Mary's County in June of 2003 and is incorporated in Maryland as a not for profit corporation (EIN Tax ID number 27-0494664) with the following goals:

- To join musicians with the community to provide opportunities to share and improve their musical talents, while benefiting general welfare.
- To provide for the education of musicians to develop, improve and succeed with their art.
- To foster, coordinate, and sponsor musical performances with the community.
- To provide charitable contributions to benefit community welfare groups and activities.

PJMA has organized over 75 concerts this past year. The eight annual Park Rock Fest is being organized by PJAM as an end of summer musical concert event where +125 Bands will be sharing their talent on 5 Music Venues at Chancellors Run Regional Park. The park's location is ideal for attendance by the residence of St. Mary's County, Calvert County and Charles County. In additions to the bands, there are areas for participation by Commercial Vendors, Food Court Vendors, and Community Groups to further involve the community in this community welfare activity of PJMA.

## Participation

\$75 donation by vendor or non-profit group gets 8' by 8' area under Park Rock provided canopy tent	\$50 donation by vendor gets 12' by 12' open area for the vendor's provided canopy tent	\$25 donation by non-profit groups gets 12' by 12' open area for the group's provided canopy tent
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## Patronage

<b>Platinum Level</b> is our recognition of those who donate >\$800 in sponsorship below. We will display a company banner on the home page of the Park Rock website, top placement on Patron Signage at the event, 6 one day tickets and 3 Park Rock T-Shirts.	<b>Gold Level</b> is our recognition of those who donate >\$500 in sponsorship below. We will display a logo on the home page of the Park Rock website, center placement on Patron Signage at the event, 4 one day tickets and 2 Park Rock T-Shirts.	<b>Silver Level</b> is our recognition of those who donate >\$200 in sponsorship below. We will display a small logo on the bottom of home page of the Park Rock Website, Bottom placement on Patron Signage at the event, 2 one day tickets and 1 Park Rock T-Shirts.
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## Sponsorship (see Donation Worksheet for sponsorship cost and more details)

Here is how to contact those 1000 visitors to Park Rock and over 10,000 hit to the Park Rock website! Sponsor one of the 5 music venues and get the venue name changed to include your company Other options include name on Park Rock Signage, name/logo on Pre-show Poster, name/logo printed on attendee Wrist Bands, name/logo printed on back of Advance Tickets, sponsor of Park Rock T-Shirts for staff, name/logo on Staff T-Shirt, name/logo on Road Side Banners, name/logo on Chancellors Run Park entry banner, sponsor of a Give A-ways/Raffles, sponsor of Water for Band Members and advertisement/coupons on sponsor page at Park Rock website.

# Contacts:

Fred Heather, [Fred@PJMA.info](mailto:Fred@PJMA.info), 240-925-8659  
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# Site Map

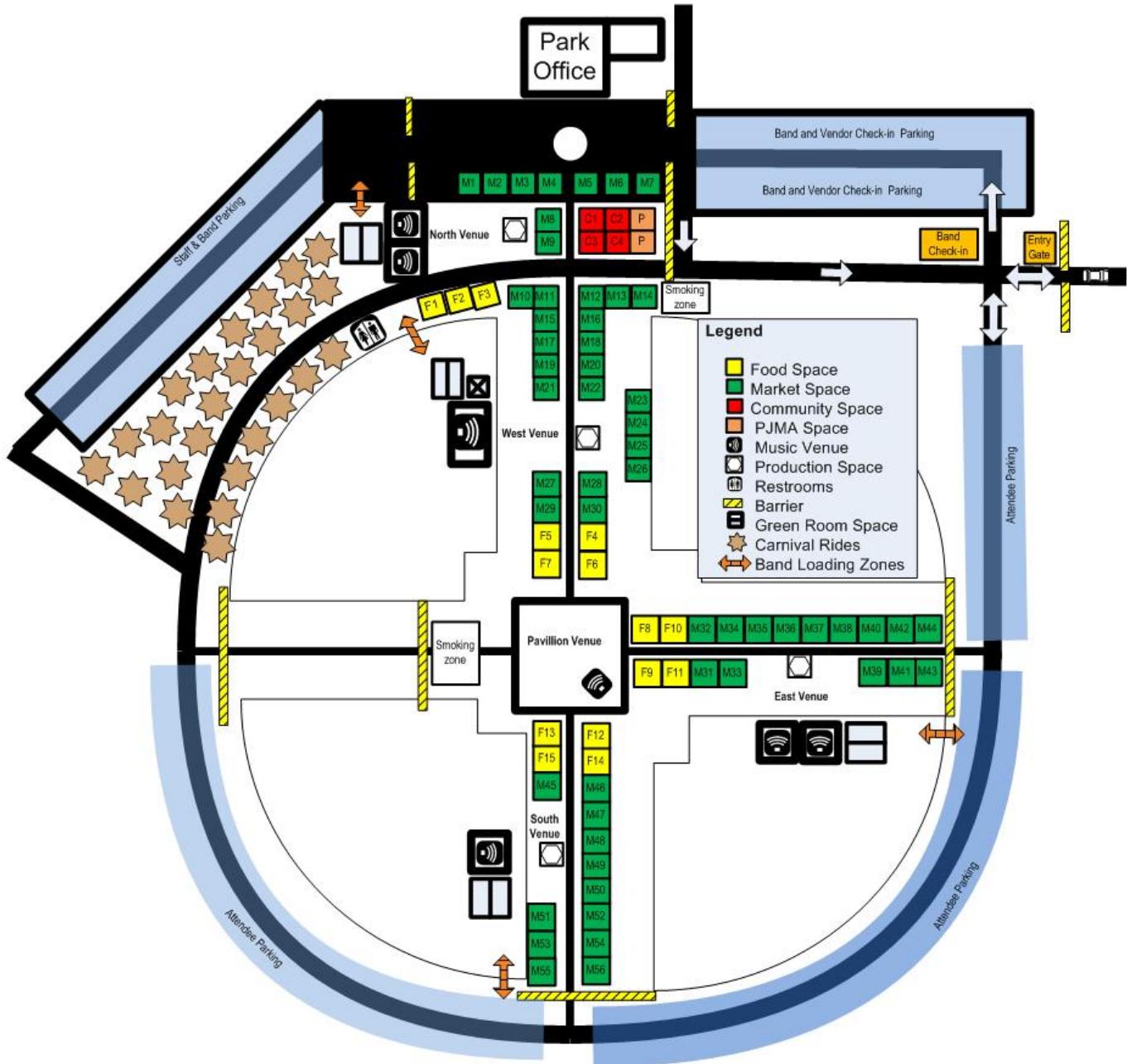


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## Booth Spaces Diagram



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 Michelle Solomonik, [Michelle.Solomonik@PJMA.info](mailto:Michelle.Solomonik@PJMA.info), 301-752-5778



# Donation Worksheet

Contact		Vendor/Group Name			
Phone Number		Street Address			
Cell Number		City			
E-mail		State	Zip Code		
Circle Support	Food Vendor	Market Place Vendor	Community Group	Patron	

Item	Description	Unit Price	Quantity	Cost
<b>PARTICIPATION SPACES</b>				
1	<b>Vendor or Community group site</b> of 8' by 8' area <b>under a canopy tent</b> for the donor's supplied table and chairs	\$75 /site		
2	<b>Vendor site</b> of 12' by 12' area <b>out in the open</b> for the donor's use.	\$50/site		
3	<b>Community group site</b> of 10' by 10' area <b>out in the open</b> for the groups use or provide Volunteer Support	\$25/site		
<b>PARK ROCK WEBSITE</b>				
4	<b>Name in text</b> with an 18 pitch font <b>on the Park Rock Fest Web Page</b> . The name will be hyperlinked to the donor's website (1 per donor at 10 points included with site or donation >\$25)	\$ 5		
5	Donor supplied <b>logo</b> displayed as a GIF image (size 80 by 100 point) <b>on the Park Rock Fest Sponsor Web Page</b> with a hyperlink to the donor's webpage	\$20 per image		
6	<b>Business Card Size Listing</b> on Park Rock Website sponsor page with hyperlinked to sponsors website	\$25		
<b>Subtotal of Items 1 to 9</b>				
<b>Subtotal of Items on back</b>				
<b>Total Donation</b>				
<b>PATRON AWARDS</b>				<b>Level</b>
7	<b>Platinum Level</b> For recognition of those who donate >\$800 in sponsorship above. We will display a company banner on the home page of the Park Rock website, top placement on Patron Signage at the event, 12 one day tickets and 3 Park Rock T-Shirts.	\$800		
8	<b>Gold Level</b> For our recognition of those who donate >\$500 in sponsorship below. We will display a logo on the home page of the Park Rock website, center placement on Patron Signage at the event, 6 one day tickets and 2 Park Rock T-Shirts.	\$500		
9	<b>Silver Level</b> is our recognition of those who donate >\$200 in sponsorship below. We will display a small logo on the bottom of home page of the Park Rock Website, Bottom placement on Patron Signage at the event, 4 one day tickets and 1 Park Rock T-Shirts.	\$200		

**Make Check Payable to: Power Jam Music Alliance (PJMA) Inc.**  
**Mail to: PJMA**  
**45780 Bob's Court**  
**Lexington Park, MD 20653**

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Item	Description	Unit Price	Quantity	Cost
<b>Al la Carte Patronage</b>				
10	<b>Additional One Day Tickets</b> for guest of sponsor for access to Park Rock Fest (vendor site staffing have free access) (2 one day tickets included with each site; see items 1, 2, 3)	\$15 each one day		
11	<b>Name on Park Rock Signage:</b> Patron Poster Board, 5 program boards at music venue	\$25		
12	<b>Sponsor of Music Venue (s)</b> (30' by 40' Tent) (maximum of 5), Music Venue to be renamed after sponsor i.e. "North Stage" renamed to "Acme Company Stage"	\$800		
13	<b>Sponsor of Market Place or Food Court (s)</b> (16' by 20') , Vendor area chosen to be renamed after sponsor i.e. "Market Place" renamed to "Acme Market Place"	\$300		
14	<b>Sponsor of Community Center Venue(s)</b> (16' by 20' tent) Community Center to be renamed after sponsor i.e. "Community Center" renamed to "Acme Community Center"	\$300		
15	Sponsor of <b>banner for stages</b> , name on banner on side stage (no limit to # of sponsors)	\$75/venue		
16	<b>Name/Logo on pre-show poster</b> (6 max)	\$100		
17	<b>Name/logo printed on wrist bands</b> (one max)	\$200		
18	<b>Name/logo printed on back of advance ticket</b> (one max)	\$150		
19	<b>Sponsored give a-ways/raffles</b> (i.e.: CD's, Electronics, instruments, gift Certificates, membership, etc)	(provide retail value)		
20	<b>Sponsor of Staff Park Rock T-Shirts</b> with name/logo on rear, 2 doz shirt (no other ads on shirt)	\$200/2 doz shirts		
21	<b>Name/logo on Staff T-Shirt</b> 12 possible on back, one per sleeve (2 max) (shirts with multiple ads)	Back \$50		
22	<b>Name/logo on sleeve of Staff T-Shirt</b> (Left sleeve, 1 max)	Sleeve \$100		
23	<b>Name/logo on sleeve of Staff T-Shirt</b> (Right sleeve, 1 max)	Sleeve \$100		
24	<b>Name/Logo on Chancellors Run Park Banner</b> for Park Rock Fest to be posted on roadside to park	\$150 per banner \$50 with 4 on banner		
25	<b>Name/Logo on Main Road Park Rock Banners</b> for Park Rock Fest to be posted on roadsides to California and Leonardtown	\$150 per banner \$50 with 4 on banner		
26	Sponsorship of <b>water for band members</b> suggest amount 36 cases	\$3.00/case, \$100/36 cases		
27	<b>Discount Coupon</b> downloadable from Park Rock Website available for up to 6 months (must be with item 4 5, or 6)	\$10/coupon		
28	<b>Other</b> , describe			
<b>Sub Total of Al la Carte Patronage</b>				

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# Vendor Donation Agreement

Contact:		Vendor Name	
Phone Number		Street Address	
E-mail		City,	
Donation		State, Zip	

The Power Jam Music Alliance Inc. (PJMA) gratefully accepts from the above the donation to sponsor the Park Rock Fest 2011 on 3 & 4 Sept 2011.

PJMA was started in St. Mary's County in June of 2003 and is incorporated in Maryland as a not for profit corporation (EIN Tax ID number 27-0494664) with the following goals::

- To join musicians with the community to provide opportunities to share and improve their musical talents, while benefiting general welfare.
- To provide for the education of musicians to develop, improve and succeed with their art.
- To foster, coordinate, and sponsor musical performances with the community.
- To provide charitable contributions to benefit community welfare groups and activities.

The PJMA is fostering the Park Rock Fest 2011 musical performance as an end of summer event where more than 125 Bands will be sharing their talent on 6 live stages over two days at Chancellors Run Regional Park. The park's location is ideal for attendance by the public communities of St. Mary's County, Calvert County and Charles County. In additions to the bands there are areas for participation by Market Place Vendors, Food Court Vendors and Community Groups to further involve the community in the welfare activities of PJMA.

The PJMA will make available the following benefits in thanks for the vendor's donation and to foster their participation in Park Rock 2011. (Check those where the vendor wishes participation)

1. \_\_\_\_ \$75 Site of 8' by 8' area under a canopy tent for the vendor's supplied table and chairs.
2. \_\_\_\_ \$50 Site of 12' by 12' area out in the open for the vendor's use.
3. List of other items: \_\_\_\_\_  
\_\_\_\_\_

The vendor shall hold harmless PJMA and St. Mary's County for any physical damage, business impacts, or other undesirable influence on the vendor as the result of participation in the Park Rock Fest 2011.

The vendor represents that it has the proper licenses, insurance, and certifications to participate in the Park Rock Fest 2011 as a vendor. Food vendors shall follow proper food handling and cleaning of food service equipment as required by the Health Department. In, addition food vendors will be required to have a Health Department License for St. Mary's County.

The group participation shall adhere to the Standards for Bands, Vendors, Groups and Staff at Park Rock Fest (see attached standards).

On Sept 3<sup>rd</sup> and 4<sup>th</sup> the vendor shall be setup before 11 AM, shutdown after 8 PM, and staffed between these times. (The Park will be open at 8 AM for setup, and remain open until 11 PM for shutdown. Also, Monday the 6<sup>th</sup> the park will be open during normal hours for further takedown and cleanup.)

Agreed to by:

\_\_\_\_\_  
Fred Heather, Director Park Rock Fest

\_\_\_\_\_  
Vendor

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# Patron Donation Agreement

Contact:		Vendor Name	
Phone Number		Street Address	
Donation		City,	
E-mail		State, Zip	

The Power Jam Music Alliance (PJMA) gratefully accepts from the above the donation to sponsor the Park Rock Fest 2011 on 3 & 4 Sept 2011.

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The PJMA will make available the following benefits in thanks for the patron's donation to sponsor Park Rock 2011. (Check those where the patron wishes participation)

- Platinum Level Patron award for donation of >\$800. Display a company banner on the home page of the Park Rock website, top placement on Patron Signage at the event, 6 one day tickets and 3 Park Rock T-Shirts.
- Gold Level Patrons award for donation of >\$500 Display a logo on the home page of the Park Rock website, center placement on Patron Signage at the event, 4 one day tickets and 2 Park Rock T-Shirts.
- Silver Level Patron award for donation >\$200. Display a small logo on the bottom of home page of the Park Rock Website, Bottom placement on Patron Signage at the event, 4 one day tickets and 1 Park Rock T-Shirts.
- Patron's name in text with 18 pitch font on the Park Rock Fest Webpage. The patron's name will be hyperlinked to the patron's website
- Patron's supplied logo displayed as a GIF image (size 80 by 100 point) on the Park Rock Fest Web Page with a hyperlink to the patron's webpage.
- Patron business card size listing on Park Rock Website sponsor
- Patron's name on signage (Patron Poster Board) & 4 program boards at music venue)
- Patron sponsor of Music Venue (s) (30' by 40' tent) (maximum of 3), Music Venue to be renamed after sponsor i.e "North Stage" renamed to "Acme Company Stage"
- Patron sponsor of Market Place or Food Court (s) (16' by 20' tent), Vendor area chosen to be renamed after sponsor i.e "Market Place" renamed to "Acme Market Place"
- Patron sponsor of Community Center Venue(s) (16' by 20') Community Center to be renamed after sponsor i.e. "Community Center" renamed to "Acme Community Center"
- Patron sponsor of banner on side of stages
- Patron's name/Logo on pre-show poster
- Patron's name/logo printed on wristbands
- Patron's name/logo printed on back of advance ticket
- Patron sponsor of One Day Tickets for guest of patron
- Patron sponsored give a-ways/raffles (i.e. CD's, electronics, instruments, gift certificates, memberships, etc.)
- Patron sponsor of Staff Park Rock T-Shirts with name/logo on front (one patron per shirt) 2 dozen T-shirt
- Patron's name/logo on back of staff T-Shirt (12 possible on Back, 6, and only one on each Sleeve)
- Patron's name/logo on sleeve of staff T-Shirt (left Sleeve)
- Patron's name/logo on sleeve of staff T-Shirt (right Sleeve)
- Patron's name /Logo on Chancellors Run Park Banner for Park Rock Fest to be posted on roadside to park
- Patron's name /Logo on Main Road Park Rock Banner for Park Rock Fest to be posted on roadsides to California and Leonardtown
- Patron sponsorship of water for band members, suggest amount 36 cases
- Other, describe \_\_\_\_\_

The patron shall hold harmless PJMA and St. Mary's County for any physical damage, business impacts, or other undesirable influence on the patron as the result of participation in the Park Rock Fest 2011.

Agreed to by:

\_\_\_\_\_  
Fred Heather, Director Park Rock Fest

\_\_\_\_\_  
Vendor

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# ***Standards for Bands, Vendors, Groups and Staff at Park Rock Fest***

While participating at the Park Rock Fest all band members, vendors and staff are required to adhere to the following standards:

1. Not to use profane or obscene language.
2. Not to use profane or obscene gestures.
3. Not to do lewd or sexually explicate dancing on or off the stage.
4. Not to use word or descriptive acts that are profane, obscene, pornographic or violent in song lyrics performed or playing of CD's.
5. Not to sell or give away CD's, clothing, and or other materials, which have word or descriptive acts that are profane, obscene, pornographic or violent.
6. Not to wear clothing that advertises or suggests the use of profanity, obscene language, alcohol, tobacco, or illicit substances.
7. Not to insight directly or indirectly acts of violence, destruction or pornography.
8. To remain clothed in attire appropriate to the event, at all times while at the event and with in the view of the event staff.
9. Not to arrive to the event under the influences of any illicit substance such as alcohol or illegal drugs.
10. Not to use alcohol, tobacco or illicit substances.
11. Not to promote through music, conversation, or clothing the use of tobacco, alcohol or illicit substances.
12. Not to use any satanic symbols.
13. Not to hang out (loitering) in the parking lots.
14. Talk to their participants within the open area for the event.
15. No hitting other persons, running, moshing, into persons, body surfing, stage diving, spitting of any liquids or throwing any items from the stage or in the audience at any time.
16. To allow only band members and their stage support on the stage at any time.
17. To return all items to their proper place upon completion of the event and in the same working order as found.
18. Event advertising that bears the name or logo of PJMA, Park Rock Fest shall be approved in writing by PJMA before distribution.
19. PJMA shall be notified (by phone call and e-mail) one week (7 days) prior to the event if the support cannot provided as contracted.
20. PJMA reserves the right to cancel any event or portion of an event at any time and for any reason.
21. All guests (including parents and guardians) are required to pay the entrance fee. There are no free guests.
22. The bands are allowed to have one stage support person, unless contracted differently to help setup, break down, and load vehicles.
23. PJMA shall not be held responsible for any items left or missing.
24. The Bands, vendors and staff that are found to have caused missing or damaged PJMA property and or event facility property are financially responsible for such property