

2008 PIONEER AWARDS

SEPTEMBER 9TH

The Rhythm & Blues Foundation's most visible program, the Pioneer Awards, has recognized over 150 renowned artists whose contributions have influenced the development and evolution of Rhythm & Blues music. Scheduled for September 9, 2008 at Philadelphia's spectacular Kimmel Center for the Performing Arts, the 2008 Pioneer Awards will be a gala celebration of the Foundation's 20th anniversary. The event will bring together the royalty of Rhythm & Blues, along with a veritable "who's who" of the entertainment industry.

Sponsorship of the 2008 Pioneer Awards offers corporate partners a prime opportunity to build brand recognition before an upscale, culturally diverse audience of business and entertainment industry leaders. More importantly, the event provides an opportunity to support a compelling cause, as its proceeds will ensure the continuation of the Foundation's community outreach and education programs, and emergency grants to Rhythm & Blues artists during their time of need.



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PAST PIONEER AWARD HONOREES

1989

LaVern Baker
Charles Brown
Ruth Brown
The Clovers
Etta James
"Little" Jimmy Scott
Percy Sledge
Mary Wells

1990/91

Maxine Brown
Ray Charles
The Five Keys
Al Hibbler
Albert King
Jimmy McCracklin
Curtis Mayfield
Sam Moore
Doc Pomus
The Spaniels

1992

Hank Ballard
Bobby "Blue" Bland
The Dells
Aretha Franklin
Chuck Jackson
Ella Johnson
Nellie Lutcher
The Staple Singers
Jesse Stone
Rufus Thomas
Paul "Hucklebuck" Williams

1993

Hadda Brooks
James Brown
Solomon Burke
Dave Clark
Floyd Dixon
David "Panama" Francis
Lowell Fulson
Erskine Hawkins
Little Anthony & The Imperials
Wilson Pickett
Martha Reeves & The Vandellas
Carla Thomas
Jimmy Witherspoon

1994

Otis Blackwell
Jerry Butler
The Coasters/ Robins
Clarence Carter
Don Covay
Bill Doggett
Mable John
Ben E. King
Little Richard
Johnny Otis
Earl Palmer
The Shirelles
Irma Thomas

1995

Booker T & The MG's
Fats Domino
Inez & Charles Fox
Cissy Houston
Illinois Jacquet
Darlene Love
The Moonglows
Lloyd Price
Arthur Prysock
Mable Scott
Junior Walker
Justine "Baby" Washington

1996

David Bartholomew
The Cadillacs
The Chantels
Bo Diddley
Betty Everett
The Flamingos
Eddie Floyd
The Isley Brothers
Jay McShann
Johnnie Taylor
Doris Troy
Johnny "Guitar" Watson
Bobby Womack

1997

William Bell
Gary U.S. Bonds
Clarence "Gatemouth" Brown
Gene Chandler
The Four Tops
Little Milton
Gloria Lynne
Smokey Robinson & The Miracles
Ruby & The Romantics
The Spinners
Phil Upchurch
Van "Piano Man" Walls

1998

Herb Abramson
Faye Adams
Bobby Byrd
Tyrone Davis
The Five Satins
The Harptones
Screamin' Jay Hawkins
Ernie K-Doe
Gladys Knight & The Pips
The O'Jays
David "Fathead" Newman
Kim Weston

1999

Johnny Adams
Ashford & Simpson
Mickey Bakers
Sam Cooke
Isaac Hayes & David Porter
Brenda Holloway
Dee Dee Warwick
John Lee Hooker
Patti LaBelle & The Bluebells
Barbara Lewis
Barbara Lynn
The Manhattanans
Garnet Mimms
Johnny Moore
Bill Pinkney
Joe Simon
Charlie Thomas
Dee Dee Warwick

2000

The Chi-Lites
Ahmet Ertegun
Marvin Gaye
The Impressions
Johnnie Johnson
Clyde Otis
Sylvia Robinson
Huey "Piano" Smith
Stevie Wonder
Betty Wright

2001

Allen Toussaint
Big Jay McNeely
Dee Dee Sharp
The Emotions
Fontella Bass
Holland/Dozier/Holland
Sly & The Family Stone
Louis Jordan
Reverend Al Green

2003

George Clinton
The Del Vikings
The Dixie Cups
Clarence "Frogman" Henry
Maceo Parker
The Supremes
Koko Taylor
Hal Jackson
Jackie Wilson
Dionne Warwick

2006

Berry Gordy
Thom Bell
Maze featuring Frankie Beverly
Chubby Checker
The Delfonics
Bettye LaVette
Barbara Mason
Otis Redding



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In Memoriam

Ed Bradley
Ruth Brown
Ahmet Ertegun
Gerald Levert



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SEPTEMBER 9TH**CORPORATE SPONSORSHIP OPPORTUNITIES****TITLE SPONSOR****\$ 100,000**

Corporate recognition as "Title" sponsor on stage at Concert
Private pre-Concert Suite overlooking the Avenue of the Arts
Corporate logo/name recognition on all signage, Pre-Concert Reception,
Concert, VIP After Party and during all pre and post events
Title Sponsor listing in 20th anniversary program booklet and on Foundation's website
Title Sponsor listing on all press releases, email communications and PSA's
Title Sponsor listing on all event related printed materials, invitations, print ads and
20th anniversary VIP gift
20 VIP/ All Access Passes for Pre-Concert Reception, Concert and VIP After Party
(Concert seats in Chairman's Box)
Full page color ad on back and inside front of program book

FOUNDERS' SPONSOR**\$ 50,000**

Corporate logo/ name recognition on all signage at Pre-Concert Reception,
Concert and VIP After Party
Prominent listing on all press releases, email communication and PSA's
Prominent listing in 20th anniversary program book and on Foundation's website
Prominent listing on all event related printed materials, invitations and
20th anniversary VIP gift
16 VIP/ All Access Passes for Pre-Concert Reception, Concert and VIP After Party
(Concert seats in Founder's Circle)
Full page color ad in program book (prominent location)

LEGACY SPONSOR**\$ 25,000**

Corporate logo/name recognition during all pre and post events
Listing in 20th anniversary program booklet and on Foundation's website
Listing on all press releases, email communications and PSA's
Listing on all event related printed materials, invitations, print ads and
20th anniversary VIP gift
8 VIP/ All Access Passes for Pre-Concert Reception, Concert and VIP After Party
(Concert seats in Founder's Circle)
Full page color ad in program book (preferred location)

PIONEER SPONSOR**\$ 10,000**

Corporate logo/name recognition during all pre and post events
Listing in 20th anniversary program booklet
Listing on all press releases, email communications and PSA's
6 VIP/ All Access Passes for Pre-Concert Reception, Concert and VIP After Party
(Preferred seating)
Full page B/W ad in program book

REUNION SPONSOR**\$ 5,000**

Corporate logo/name recognition during all pre and post events
Listing in 20th anniversary program booklet
4 VIP/ All Access Passes for Pre-Concert Reception, Concert and VIP After Party
(Preferred seating)
Half page B/W ad in program book



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SPONSOR CONFIRMATION FORM

Yes, I/my company would like to support the Rhythm & Blues Foundation's 2008 Pioneer Awards.

Please include us as a:

- | | |
|--|------------|
| <input type="radio"/> 20th Anniversary "Title" Sponsor | \$ 100,000 |
| <input type="radio"/> Founders Sponsor | \$ 50,000 |
| <input type="radio"/> Legacy Sponsor | \$ 25,000 |
| <input type="radio"/> Pioneer Sponsor | \$ 10,000 |
| <input type="radio"/> Reunion Sponsor | \$ 5,000 |

Contact Name and Title:

Organization/Corporation:

(Print name as you wish it to appear)

Address _____

City/State/Zip _____

Telephone _____ Fax _____ Email _____

PAYMENT INFORMATION

Make checks payable to: Rhythm & Blues Foundation
Mail checks to: 100 South Broad Street
Suite 620
Philadelphia, PA 19110
Attn: 2008 R&B Pioneer Awards

Please invoice me/my company for the amount of \$ _____
(to be paid in full within 10 business days and prior to event)

Charge to: VISA MASTERCARD AMEX DISCOVER

Account No. _____ Expiration Date _____ SECURITY CODE _____

Name on Credit Card _____ Authorized Signature _____

For additional information, call 215-568-1080 or visit our website www.rhythmblues.org
Rhythm & Blues Foundation is a 501(c)3 non-profit organization.
Sponsorships are tax deductible to the fullest extent of the law (fair market value applies).



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**20TH ANNIVERSARY
UNDERWRITING OPPORTUNITIES**

EXCLUSIVE VIP RECEPTION/OFFICIAL AFTER PARTY

\$ 50,000

Recognition as "Official" event sponsor in all printed event materials
Recognition on exclusive Pre-Concert Reception or VIP After Party gift
16 VIP/All Access Passes for Pre-Concert Reception, Concert, VIP After Party
Showcasing of product/services at event
Full page color ad in program book

PIONEER REUNION HOSPITALITY SUITE SPONSOR

\$ 25,000

Recognition as "Hospitality Suite" sponsor in all printed materials
Corporate recognition on Foundation's website
Exclusive VIP gift sponsor (to include distribution at After Party or Pre-Concert Reception)
8 VIP/All Access Passes for Pre-Concert Reception, Concert, VIP After Party
Full page color ad in program book

PROGRAM BOOK SPONSOR

\$ 20,000

Recognition in all printed event materials
Corporate recognition on Foundation's website
10 passes to Pre-Concert Reception, Concert and VIP After-Party
6 VIP/All Access Passes for Pre-Concert Reception, Concert, VIP After Party
Full page color ad in program book

BANNER SPONSOR

\$ 15,000

12 to 15 banners will line the Avenue of the Arts prior and during the
2008 Pioneer Awards Rhythm & Blues Foundation's celebration
Logo/ Corporate recognition on every event banner
4 VIP/All Access Passes for Pre-Concert Reception, Concert, VIP After Party
Full page color ad in program book



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20TH ANNIVERSARY AD BOOK RATES

This glossy photo montage will be one of the highlights of our 20th anniversary commemorative celebration. The keepsake photo album will showcase the best of the Foundation's Pioneer Award ceremonies and will include enlightening factoids and rare interviews. Candid photos, memorable moments and images of once-in-a-lifetime performances will all be captured and preserved in this beautiful presentation. Finish size 8" X 10" full glossy rich color pages.

Memorial Page: (8X10) \$2,750

(In honor of the Foundations posthumous board members) Full page color ad and text.

Full Page Color Ad (4 color) (8X10)	\$2,500	Black & White Full Page Ad	\$1,000
Half Page Color Ad (4 color) (4X5)	\$1,500	Black & White Half Page Ad	\$ 750
Quarter Page Color Ad (4 color) (2X3)	\$ 900	Black & White Quarter Page Ad	\$ 500

Please submit artwork on disk (as pdf.eps or Quark file with jpg) or as film (camera ready, right bleeding, emulsion side down, 150 line screen). **All images must be accompanied with official release (see attached).**

Ads can be sent to: via email to:
rjones@rhythmblues.org
 215.568.1080, Fax 215.568.1026

mail to: **The Rhythm & Blues Foundation**
 100 South Broad Street, Suite 620
 Philadelphia, PA 19110

Please indicate ad description/size: _____

Name: _____

Contact: _____ Organization: _____

Address: _____ Suite: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Email: _____ web address: _____

Please invoice me/my company for the amount of \$ _____
 (to be paid in full within 10 business days and prior to event)

Charge to: VISA MASTERCARD AMEX DISCOVER

Account No. _____ Expiration Date _____ SECURITY CODE _____

Name on Credit Card _____ Authorized Signature _____

For additional information, call 215-568-1080 or visit our website www.rhythmblues.org
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TICKET ORDER FORM

Yes, I/my company would like to support the Rhythm & Blues Foundation's 2008 PIONEER AWARDS.

Please reserve the following individual tickets:

President's Circle Ticket (s) Pre-Reception, Keepsake Gift & Concert _____ @ \$500 = \$ _____
Founders Circle Ticket(s) Pre-Reception, Keepsake Gift & Concert _____ @ \$250 = \$ _____
Anniversary Ticket(s) Keepsake Gift & Concert _____ @ \$175 = \$ _____

Contact Name and Title:

Organization/Corporation:

(Print name as you wish it to appear)

Address _____

City/State/Zip _____

Telephone _____ Fax _____ Email _____

PAYMENT INFORMATION

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