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.
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 Fulsom
Erskine Hawkins
Little Anthony & The Imperials
Wilson Pickett
Martha Reeves & The Vandellas
Carla Thomas
Jimmy Witherspoon

1994
Ots 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
Clissy 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 Baker
Sam Cooke
Isaac Hayes & David Porter
Brenda Holloway
Doe Dee Warwick
John Lee Hooker
Patti LaBelle & The Bluebells
Barbara Lewis
Barbara Lynn
The Manhattans
Garnet Mimms
Johnny Moore
Bill Pinkney
Joe Simon
Charlie Thomas
Doe 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
Sty & 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 Delphonics
Bettye LaVette
Barbara Mason
Otis Redding
Executive Committee
Kendall Minter, Esq., Chairman
Jim Fifield, Vice-Chairman
David Nathan, Secretary
Iris Gordy
Judy Tint, Esq.

Board of Directors
Glen Barros
Del Bryant
Richard Foos
Kenneth Gamble
Shawn Gee
Jeff Harleston
Zach Horowitz
Richard Hunt
Chuck Jackson
Miller London
John Oates
Teddy Pendergrass
Bonnie Raitt
Octavious “Ted” Reid III
Bruce Resnikoff
Claudette Robinson
William Smith
Mike Stoller
Louise West, Esq.

Jerry Butler, Chairman Emeritus
Howell E. Begle, Jr., Director Emeritus
Frances Preston, Director Emeritus
Robert Wade, Esq., General Counsel

Advisory Board
Ray Benson
Marc Byers
Chuck D
Charles Feldman
Harvey Fuqua
Darryl Hall
Hal Jackson
Jason King, Ph.D.
Mathew Knowles
Jerry Leiber
Angela K Mwanza
Hon. Blondell Reynolds Brown
Phil Quartararo
Gregory J. Reed, Esq.
Paul Shaffer
Terry Stewart
Jeanie Weems

In Memoriam
Ed Bradley
Ruth Brown
Ahmet Ertegun
Gerald Levert

Staff
Patricia Wilson Aden, Executive Director
Deborah E Johnson, Development Director
Ramon M Jones, Operations Administrator
Tina Ryan Wise, Financial Administrator
## CORPORATE SPONSORSHIP OPPORTUNITIES

### TITLE SPONSOR
- 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

<table>
<thead>
<tr>
<th>CORPORATE SPONSORSHIP OPPORTUNITIES</th>
<th>$100,000</th>
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</tbody>
</table>

### FOUNDERS’ SPONSOR
- 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)

<table>
<thead>
<tr>
<th>CORPORATE SPONSORSHIP OPPORTUNITIES</th>
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<td>Full page color ad in program book (prominent location)</td>
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</tbody>
</table>

### LEGACY SPONSOR
- 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)

<table>
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<tr>
<th>CORPORATE SPONSORSHIP OPPORTUNITIES</th>
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<tr>
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<td>Full page color ad in program book (preferred location)</td>
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</tbody>
</table>

### PIONEER SPONSOR
- 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

<table>
<thead>
<tr>
<th>CORPORATE SPONSORSHIP OPPORTUNITIES</th>
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</tbody>
</table>

### REUNION SPONSOR
- 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

<table>
<thead>
<tr>
<th>CORPORATE SPONSORSHIP OPPORTUNITIES</th>
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</tr>
<tr>
<td>Half page B/W ad in program book</td>
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</tbody>
</table>
SPONSOR CONFIRMATION FORM

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

Please include us as a:

- 20th Anniversary “Title” Sponsor $100,000
- Founders Sponsor $50,000
- Legacy Sponsor $25,000
- Pioneer Sponsor $10,000
- 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).
20TH ANNIVERSARY
UNDERWRITING OPPORTUNITIES

EXCLUSIVE VIP RECEPTION/OFFICIAL AFTER PARTY
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
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
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
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
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.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Price</th>
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<tbody>
<tr>
<td>Full Page Color Ad (4 color) (8X10)</td>
<td>$2,500</td>
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<tr>
<td>Half Page Color Ad (4 color) (4X5)</td>
<td>$1,500</td>
</tr>
<tr>
<td>Quarter Page Color Ad (4 color) (2X3)</td>
<td>$ 900</td>
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<tr>
<td>Black &amp; White Full Page Ad</td>
<td>$1,000</td>
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<tr>
<td>Black &amp; White Half Page Ad</td>
<td>$ 750</td>
</tr>
<tr>
<td>Black &amp; White Quarter Page Ad</td>
<td>$ 500</td>
</tr>
</tbody>
</table>

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: mail to:
rjones@rhythmblues.org The Rhythm & Blues Foundation
215.568.1080, Fax 215.568.1026 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
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).
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

Make checks payable to: Rhythm & Blues Foundation

Mail checks to:

Rhythm & Blues Foundation
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