

## SPONSORSHIP INFORMATION & MEDIA KIT

# Pinetop Homecoming Celebration



Pinetop Perkins was one of the last great Mississippi bluesmen. He began playing blues around 1927 and is widely regarded as one of the best blues pianists. Pinetop passed away on March 21, 2011 at the age of 97.

The primary mission of The Pinetop Perkins Foundation is to provide encouragement and support for youth and young people at the beginning of their musical career; and help provide care and safety for elderly musicians at the twilight of their career.

The Foundation is a tax exempt non-profit organization. Donations to the Foundation will go towards scholarships to enable youth to attend the MasterClass Workshops held annually in Clarksdale, Mississippi.

### BOARD MEMBERS

Liz Berntson , Co-President – Tulsa, OK  
David Berntson , Co-President – Tulsa, OK  
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### FUNDRAISING ADVISORY BOARD

Mike Black - Jasper, TN  
Dave Tellmann - Franklin, OH



Photo: Steve Azzato



## PINETOP HOMECOMING CELEBRATION

# General Information

PINETOP  
PERKINS  
FOUNDATION

The annual Pinetop Perkins Homecoming Celebration takes place in October at Hopson Commissary and the Shack Up Inn.

The Homecoming is held each year on the site of the old Hopson Plantation and began with the dedication of the Pinetop Perkins Shack at the Shack Up Inn in October 2001. It became an annual event to honor Pinetop who had spent World War II on the grounds of Hopson's driving one of the first mechanized cotton picking machines.

The event quickly drew many fans and musicians each year who stopped by on the Sunday after the King Biscuit Festival to honor Pinetop. The celebration now attracts over 1000 fans to three stages of music on these Sunday afternoons. Since 2009 all the proceeds have gone directly to scholarships for youth to attend the Pinetop Perkins Master Class.



# PINETOP HOMECOMING CELEBRATION

## Sponsorship Options

PINETOP  
PERKINS  
FOUNDATION

### Tier One (\$1000)

- Large banners at each viewing venue
- 3 public address mentions and message of the sponsor per stage, throughout the day.
- Logo representation on promotional material (posters, flyers, etc.)
- Framed certificate of appreciation, Pinetop DVD, CD, and T-shirt.



### Tier Two (\$500)

- 3 public address mentions of the sponsor per stage, throughout the day.
- Logo representation on promotional material (posters, flyers, etc.)
- Incentive package - Framed certificate of appreciation, Pinetop CD.



### Tier Three (\$250)

- 3 public address mentions and message of the sponsor per stage, throughout the day.
- Framed certificate of appreciation.



### Sponsor a Stage (\$1000 or \$2000)

- We will brand the stage with a large banner and it will be referred to over the PA, and in all collateral by the branded name. For example, The Gibson Acoustic Stage at Hopson Plantation.
- We will hang a limited edition festival poster behind each stage. We'll ask the performers to sign each of these as they exit the stage. The poster will go to the stage sponsor after the show.
- Logo representation on promotional material (posters, flyers, etc.)
- Framed certificate of appreciation, Pinetop merchandise.



## PINETOP HOMECOMING CELEBRATION

# Contact Information



Please consider honoring Pinetop's legacy by sponsoring this event or donating to The Pinetop Perkins Foundation. Donations can be made by check or through PayPal at [www.pinetopperkinsfoundation.org](http://www.pinetopperkinsfoundation.org).

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**Visit Pinetop online:**

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