



## THE MOVEMENT TOUR THE MOVEMENT CENTRAL FLORIDA, INC.

**Bridget M. Norvell**  
*President*

**Dawn Blackstock**  
*Vice President*  
*Morning Show Host 102 JAMZ*

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**David Rucker**  
*Chair*

**Ozzie Smith**  
*2<sup>nd</sup> Vice Chair*

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*Committee Chair*

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*Secretary*

**Sherronne Thorpe**  
*Treasurer*

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*Senator State of Florida*

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*Executive Director NAACP*

**Pastor Doug Barker**  
*Assistant Pastor*  
*Faithworld Ministries*

**Marcus Robinson**  
*Community Activist*

**Lashae Harvey**  
*Youth Outreach Specialist*

**Keith Memloy**  
*Promotions Director 102 JAMZ*

**Mike Lewis**  
*Morning Show Host 102 JAMZ*

**Jim Thorpe**  
*Professional Golfer*

Dear Perspective Sponsors:

“The Movement – Central Florida, Inc.” is a non-profit diverse think tank created to strategize a way to educate, mobilize, and restore voters’ confidence in the electoral process. The targeted audience for “The Movement” is 18-35, for this untapped age group lacks the enthusiasm towards exercising their right to vote.

Of the 13 hot States for the upcoming 2004 Presidential Elections, Florida has been identified as number one, thus illustrating the dire necessity of an organization such as ours.

“The Movement-Central Florida, Inc.” has identified an innovative method in incorporating the aforementioned age group. By communicating with the youth, through the music/entertainment industry, we have proposed multiple events combining the industry with our mission of voter education, registration, restoration and mobilization. By partnering with music industry leaders, elected officials, and community heads, we have been able to successfully conjoin the two to carry out our goals.

We are excited to announce our first event, an early-voting initiative, to be held on Saturday, August 21, 2004. Here, we will provide entertainment and food while offering an early voting facility for the Primaries. We will also continue to register and educate people during these activities.

By means of this communication, we are requesting your participation as a contributing sponsor for this exciting event!

Sponsorship details are included for your review and consideration. Please use the enclosed Response Form to indicate your level of participation in “The Movement-Central Florida, Inc.”, and return, together with your check, made payable to “The Movement- Central Florida, Inc.”.

As a community, we must all work collaboratively to create and maintain Democracy. We appreciate any support you can offer to help make our efforts come to fruition.

If you require more information, please contact David Rucker at 407-247-8876 or email [ruckerd@bellsouth.net](mailto:ruckerd@bellsouth.net). Thank you in advance for your participation in the “The Movement-Central Florida, Inc.”

Sincerely yours,  
*Dawn M. Blackstock*  
Dawn M. Blackstock  
Vice-President

750 South Orange Blossom Trail, Suite #244  
Orlando, Florida 32805  
407-247-8876 / 321-287-7419

## **SPONSORSHIP PACKAGE**

### **PLATINUM PACKAGE \$100,000.00**

#### **Platinum package sponsors will receive the following**

- ❖ Displayed on a company banner (size)
- ❖ Logo displayed on 40,000 Flyers (total of 8weeks)
- ❖ National: Newspaper & Local Magazines
- ❖ Logo 1000 T-shirts and all promotional items
- ❖ Mention in all public television announcements
- ❖ Logo Television & Radio advertisement (radio station TBA)
- ❖ 1 Vendor Booth
- ❖ Company Billboard
- ❖ Logo Bus Covering
- ❖ Logo on Website
- ❖ Logo Interior Movie Advertisements
- ❖ Logo on displayed on 20 Lynx Bus Cards (Posted in selected areas)
- ❖ Taxi displays
- ❖ Street team operational charge

**Platinum sponsors will be allowed to display promotional banners through out the venue during the event.**

### **GOLD PACKAGE \$50,000.00**

- ❖ Displayed on company banner (size)
- ❖ Logo will also be displayed on 40,000 flyers (total of 8weeks)
- ❖ National: Newspaper & Local Magazines
- ❖ Company Billboard
- ❖ Logo Bus Covering
- ❖ Logo on Website
- ❖ Logo Interior Movie Advertisements
- ❖ Logo on displayed on 20 Lynx Bus Cards (Posted in selected areas)
- ❖ 1000 T-shirts (logo) and all promotional items
- ❖ Logo Television & Radio advertisement (radio station TBA)
- ❖ Taxi displays
- ❖ Street team operational charge

### **SILVER PACKAGE \$25,000.00**

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- ❖ Displayed on company banner
- ❖ Logo will also be displayed on 40,000 flyers
- ❖ 1000 T-Shirts (logo) and all promotional items
- ❖ Radio Advertisement Radio Station
- ❖ National: Newspaper & Local Magazines
- ❖ Logo on website
- ❖ Taxi displays
- ❖ Logo on Bus covering
- ❖ Street team operational charge

**BRONZE PACKAGE \$10,000.00**

- ❖ Displayed on company banner
- ❖ Logo will also be displayed on 40,000 flyers
- ❖ 1000 T-Shirts (logo) and all promotional items
- ❖ Radio Advertisement Radio Station TBA
- ❖ National: Newspaper & Local Magazines
- ❖ Logo on website
- ❖ Logo on Bus Covering
- ❖ Street team operational charge

**PATRONS SPONSORSHIP**

All patrons' rates are for sponsors that would like to place their logo on individual indoor and outdoor displays. This will not include any other displays unless you purchase each one separately, these rates will be good for our full campaign starting from July 1, 2004 – Oct 31, 2004.

- ❖ Billboard                                 \$808.00 8 billboards included
- ❖ Bus Covering                             \$400.00 5 locations 4 months
- ❖ Bus Wrap                                 \$400.00 1 bus in the Central Florida area
- ❖ Bus Interior Cards                     \$100.00 20 individual bus cards
- ❖ T.V Commercials                     \$425.00 per commercial
- ❖ Website                                 \$100.00 the movement official site
- ❖ Newspaper                               \$350.00 local and national newspaper
- ❖ Taxi Display                             \$150.00 5 taxi cabs
- ❖ Street team operational charge     \$500.00 each month

**\*\*All packages can be customized to fit your individual needs, street team promotions: and performances\*\***

**This is an issues committee we are not supporting any candidates.**

**Contribution Limits for Political Committees**

Political committees that make contributions to candidates may not accept contributions in excess of \$500 per election from any one person.

**There is no limit to the amount one person may give to a political committee supporting or opposing issues.**

If the political committee is supporting or opposing both candidates and issues, the limit is \$500 per election from any one person.

A political committee may not:

1. Accept a contribution in excess of \$500 from any one person per election if the political committee is supporting or opposing candidates
2. Accept more than \$100 per election from an unemancipated child under the age of 18.

***(Sections 106.08, 106.011(1), & 106.19, F.S.)***

**SPONSOR RESPONSE FORM**

\_\_\_\_\_  
Name of Company / Organization

\_\_\_\_\_  
Contact Person

\_\_\_\_\_  
Address

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
City State / Zip

\_\_\_\_\_  
FAX

**Yes, we are interested!** We will participate as a sponsor of  
“The Movement – Central Florida” INC events.

**THE MOVEMENT PLATINUM (100,000.00)**

**THE MOVEMENT GOLD (50,000.00)**

**THE MOVEMENT SILVER (25,000.00)**

**THE MOVEMENT BRONZE (10,000.00)**

**THE PATRON PACKAGES**  
**(\$ \_\_\_\_\_)**

Our Check in the amount of \$ \_\_\_\_\_  
is enclosed.