LITTLE LEGENDS *Live*

# BECOME A LEGEND

## 2027 SPONSORSHIP INVITATION

**STRONG FOUNDATIONS. BRIGHT FUTURES.**

*Impacting over 33,000 at risk children in Charleston, SC*

### LEGENDS LIVE IN CONCERT:

***Five Legendary Voices. One Unforgettable Night.***

January 28, 2027 | Charleston Music Hall

### LEGENDS LIVE ON THE LAWN:

***The Songs You Love. The Stories That Brought Them to Life.***

*An intimate evening of songs, stories & impact with David Lee Murphy, Phil Vassar, and Tim Nichols*

May 15, 2027 | The Grand Lawn at Credit One Stadium

An invitation to align your brand with your target audience through unforgettable music experiences and a bold vision for lasting impact for Lowcountry children.

THE INVITATION

# THIS IS MORE THAN A SPONSORSHIP

Little Legends Live was created around a simple but powerful idea: the organizations doing irreplaceable work for children deserve the freedom to focus on their missions - not live on a constant fundraising treadmill.

Our goal is to raise $5 million over three years to help establish five $1 million permanent endowments for our five nonprofit partners, providing long-term financial security for them to be around for generations to come making an impact on children. Together, these organizations touch the lives of more than 33,000 vulnerable Lowcountry children each year.

Corporate partners make that vision visible. Through two distinctive 2027 concert experiences, your company can entertain clients, engage employees, demonstrate community leadership and help build a source of support designed to endure for generations.

**$5 MILLION • FIVE ENDOWMENTS • ONE LASTING LEGACY**

# OUR FIVE NONPROFIT PARTNERS

**CAMP RISE ABOVE -** Life-changing camp experiences for children facing serious illnesses, life challenges and disabilities.

**CHARLESTON PROMISE NEIGHBORHOOD -** Comprehensive programs and services that support children, strengthen families and mobilize residents to action.

**FIRST TEE GREATER CHARLESTON -** Provides structured educational programs that build character and instill life-enhancing values through golf and mentorship.

**LOWCOUNTRY LITERACY PROJECT -** Empowering teachers with the training and support they need that helps young people build confidence and opportunity.

**WINDWOOD FAMILY SERVICES -** Provides help, hope and healing through family-centered behavioral, educational and therapeutic interventions for children and families.

TWO STAGES. ONE MISSION.

# TWO EXTRAORDINARY CONCERT EXPERIENCES

## LEGENDS LIVE IN CONCERT:

***Five Legendary Voices. One Unforgettable Night.***

January 28, 2027

Charleston Music Hall

*A fun concert experience celebrating legendary female voices, philanthropy and the power of music to inspire generations. Featuring five vocal performances with the hits from Aretha Franklin, Gladys Knight, Tina Turner, Celine Dion and Dolly Parton, along with a full band.*

## LEGENDS LIVE ON THE LAWN:

***The Songs You Love. The Stories That Brought Them to Life.***

May 15, 2027

The Grand Lawn at Credit One Stadium

*An intimate outdoor music experience featuring hit songs, stories & impact bringing together supporters, community leaders and corporate partners around a shared commitment to children. Upscale food, live auction and songwriter in the round experience under the oaks.*

## WHO YOU'LL REACH

***Predominantly professional women ages 30–65 • Entrepreneurs • Community leaders***

*While open to all, this event is expected to attract a **predominantly female audience**, particularly upwardly mobile women ages 30–65 who are socially connected, community-minded and influential in both household and professional purchasing decisions.*
*Attendees are expected to have strong interests in travel, dining, fashion, wellness, entertainment, and family experiences—creating a valuable opportunity for brands looking to connect authentically with this highly engaged demographic.*

**Social Media Reach: 22,000+**

**Projected In-Person Audience: 900**

## WHO YOU'LL REACH

***Affluent families • Community leaders • Philanthropically engaged households***

*Our signature outdoor event is designed to attract **high-net-worth and affluent families** from across the Charleston area, along with business owners, executives, entrepreneurs and community leaders. Attendees are expected to have strong interests in travel, dining, fashion, wellness, entertainment, family experiences and philanthropy—creating a valuable opportunity for brands looking to connect authentically with this highly engaged demographic.*

**Social Media Reach: 22,000+**

**Projected In-Person Audience: 400**

# A PARTNERSHIP DESIGNED TO DELIVER MORE

- Premium client and guest hospitality across two distinctive events.
- Meaningful association with five respected youth-serving organizations.
- Visibility before, during and after the concerts through event, digital and community channels.
- Direct access to your target market with a social media reach of over 22,000 between our nonprofit partners.
- Opportunities to engage employees and customers around a positive local cause.
- Custom experiences that can make the partnership memorable - not merely visible.

**YOUR BRAND ON STAGE. YOUR LEADERSHIP IN THE COMMUNITY.**

PARTNERSHIP PORTFOLIO

# BECOME A FOUNDING CORPORATE LEGEND

Four partnership levels create a clear progression of exclusivity, visibility, hospitality, and access. Ticket benefits intentionally emphasize Legends Live in Concert while preserving a highly exclusive VIP experience at Legends Live on the Lawn. Sign up for sponsorships online HERE.

| PARTNERSHIP | INVESTMENT | AVAILABLE | 1/28 LEGENDS LIVE IN CONCERT VIP TICKETS | 5/15 LEGENDS LIVE ON THE LAWN VIP EXPERIENCE | SPONSORSHIP RECOGNITION |
|---|---|---|---|---|---|
| **FOUNDING IMPACT PARTNER** | **$100,000** | 1 available | 20 | 4 Premium Tables of 8 with Artist Meet & Greet | PRESENTING SPONSOR |
| **COMMUNITY LEGACY PARTNER** | **$50,000** | 2 available | 10 | 2 Premium Tables of 8 with Artist Meet & Greet | MAJOR SPONSOR |
| **CATALYST PARTNER** | **$25,000** | 4 available | 6 | 1 Premium Table of 8 | SUPPORTING SPONSOR |
| **CHANGEMAKER PARTNER** | **$10,000** | 40 available | 4 | 4 VIP Tickets | CONTRIBUTING SPONSOR |

*VIP ticket quantities are proposed sponsor benefits and may be refined as final venue configurations, artist agreements and hospitality plans are confirmed.*

EXCLUSIVE PRESENTING PARTNERSHIP

# FOUNDING IMPACT PARTNER | $100,000

## PRESENTING SPONSOR • 1 AVAILABLE

The Founding Impact Partner is the premier corporate partnership - designed for an organization ready to stand visibly behind the Little Legends Live mission and help set the pace for the entire campaign.

## PROPOSED FOUNDING IMPACT PARTNER BENEFITS

- Exclusive Presenting Sponsor status across both 2027 signature events, subject to final naming conventions and venue/artist approvals.
- Top-tier logo placement on major Little Legends Live event marketing, website sponsorship pages, event signage and sponsor recognition materials.
- Prominent 'sponsored by' or equivalent recognition where appropriate.
- Opportunity for a company executive to deliver brief welcome remarks at both events.
- Opportunity to provide a short corporate/community-impact video for approved event use.
- 20 VIP tickets to Legends Live in Concert at Charleston Music Hall.
- 4 Premium VIP Tables of 8 at Little Legends Live on the Lawn at Credit One Stadium.
- Priority VIP hospitality and premium guest experience at both events.
- Reserved sponsor parking allocations, subject to venue availability.
- Private sponsor/artist or backstage experience when available and permitted by artist agreements.
- Dedicated sponsor feature in Little Legends Live digital communications.
- Monthly social media post featuring Title Sponsor.
- Premium recognition in event program or digital event guide.
- Opportunity to develop two customized branded activations aligned with the guest experience.
- Invitation to be listed as a Legends Society donor and other select donor cultivation experiences.
- First opportunity to discuss renewal of the premier partnership for the following year.

## THE COMPANY THAT HELPS LEAD THE MOVEMENT.

THREE MORE WAYS TO LEAD

# MAJOR & SUPPORTING PARTNERS

## COMMUNITY LEGACY PARTNERS | $50,000

**MAJOR SPONSOR • 2 AVAILABLE**

- 10 VIP tickets to Legends Live in Concert; 2 Premium Tables of 8 and artist Meet & Greet at Legends Live on the Lawn.
- Major Sponsor recognition and premium logo placement across both events.
- Stage acknowledgement; premium event signage; website, email and monthly social recognition.
- VIP hospitality, sponsor parking allocations and select donor reception invitations.
- Opportunity for an approved branded guest activation or hospitality element.

## CATALYST PARTNER $25,000

**SUPPORTING SPONSOR • 4 AVAILABLE**

- 6 VIP tickets to Legends Live in Concert; 1 Premium Table of 8 at Legends Live on the Lawn.
- Supporting Sponsor logo placement on event materials and signage.
- Stage acknowledgement; website, social and event-program recognition.
- VIP hospitality and select sponsor reception access.
- Opportunity to align with an approved event feature or nonprofit impact story.

## CHANGEMAKER PARTNER | $10,000

**CONTRIBUTING SPONSOR • 40 AVAILABLE**

- 4 VIP tickets to Legends Live in Concert; 4 VIP tickets to Legends Live on the Lawn.
- Contributing Sponsor logo recognition on designated event materials and website.
- Event signage, program/digital guide listing and social media recognition.
- VIP reception access appropriate to the event.

- Recognition as a corporate partner helping build long-term impact for children.

MAKE THE PARTNERSHIP MEMORABLE

# SIGNATURE ACTIVATIONS & SPONSOR EXPERIENCES

The strongest partnerships go beyond logo placement. Little Legends Live can work with sponsors to select or shape experiences that reinforce the company's brand while protecting the integrity of the concerts and the mission.

### SOUNDCHECK EXPERIENCE

Invite select sponsor guests to an exclusive pre-show experience, subject to artist approval.

### PHOTO EXPERIENCE

Create a shareable, sponsor-branded guest photo environment.

### GREEN ROOM HOSPITALITY

Support artist and production hospitality with tasteful recognition.

### ENCORE MATCH

Create a live or digital matching-gift moment that turns audience enthusiasm into impact.

### ARTIST ARRIVAL / VIP TRANSPORTATION

A natural opportunity for an automotive or transportation partner.

### LEGACY STORY

Present a professionally told impact story featuring one of the five nonprofit partners.

Activation availability, exclusivity, artist access, food/beverage service, use of likenesses and venue placement are subject to final event plans and applicable venue and artist approvals.

THE INVITATION

# YOUR COMPANY CAN HELP CREATE THE NEXT GENERATION OF LEGENDS.

A Little Legends Live partnership creates something rare: a chance to combine meaningful community leadership with exceptional hospitality and music experiences - while helping build permanent financial strength for organizations serving Lowcountry children.

**LEGENDS ARE REMEMBERED FOR THE IMPACT THEY LEAVE BEHIND.**

## NEXT STEPS

- Select the partnership level that best aligns with your company's community, hospitality and marketing goals. Review sponsorship options online HERE.
- Meet with the Little Legends Live team to customize recognition and activation opportunities.
- Confirm the partnership and begin integrating your company into the 2027 campaign.




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Corporate partnership benefits in this prospectus are proposed and may be adjusted by mutual agreement based on final event production, venue requirements, artist agreements and availability.

More information on Little Legends Live at www.littlelegendslive.org