



**Music City Classic**  
**4300 Kings Lane Nashville, TN 37218**

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**Phone: (615) 876-4862 Fax (615) 691-7382**  
[musiccityclassic@comcast.net](mailto:musiccityclassic@comcast.net)  
[www.musiccityclassic.net](http://www.musiccityclassic.net)

It is with great pleasure that I have this opportunity to introduce myself and the event I would like you/your company to participate in as a sponsor. My name is Eva M. Lemeh. By profession, I am an attorney and Chapter 7 Bankruptcy Trustee for the Middle District of Tennessee. My vision is to assist young people to further their education to the highest level they can achieve. Each year, low-income students face barriers to college access and success. It has been surmised that these students often lack the guidance and support they require to prepare for college, apply for financial aid, and persist throughout their studies and ultimately graduate from college. According to data collected and reported by the National Student Clearinghouse Research Center in 2015, of all first time students who entered college in the Fall of 2013, only 69.6 percent returned to college at any institution for the 2014 Fall semester. Among the contributing factors to this dropout rate are the rising cost of a college education, student transition issues, and lack of ongoing support.

In March 2014, I formally established the Music City MLK Roundball Classic, Inc. ("MCC") with a primary mission to assist young people in furthering their education to the highest achievable level. As a 501(c)3 tax exempt organization, the MCC seeks to provide aid to need based, low-income high school students who reside in Nashville, Davidson County by providing financial assistance and mentorship during their freshman year of college. The mentorship will be aimed at helping the students to stay in and complete school to degree attainment. Thus, each recipient of an MCC Scholarship will be assigned a college-educator mentor who will contact his/her assigned student monthly for two semesters to assist in identifying and addressing perceived obstacles to students' course completion (e.g., work schedules, family responsibilities, financial obligations). The mentors will counsel students both on how to acquire better study skills and on how to identify additional academic resources at their respective institutions. There will be a follow-up of every student at the two year and then the four year mark to measure academic persistence and degree completion.



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The avenue through which I plan on raising money to fund these scholarships and mentor program is an annual invitational high school basketball showcase, which will be held at Montgomery Bell Academy on Martin Luther King (“MLK”) weekend 2016 (January 16, 17 and 18, 2016) and every MLK weekend thereafter. The teams accepting the invitation will receive a stipend to cover travel, lodging and meals. On Monday, there will be a tribute to Martin Luther King and the presentation of the annual “Drum Major for Justice” Humanitarian award.

The MCC will strive to be a platform for informing and educating all the young athletes participating in the Event by hosting a breakfast lecture series aimed at preventing occurrences of deviant and destructive behavior that is prevalent in society today. The MCC will facilitate educational prevention seminars to athletes covering topics such as domestic violence, date rape, human trafficking and physical and sexual assault and discuss ways to prevent being involved in situations that result in their loss of liberty as well as loss of ability to reach their maximum potential.

The Music City Classic will initially be televised over the Internet through video casting, and will potentially be featured on Nashville’s local television network WUXP my TV30.

Enclosed please find a sponsorship agreement. Your generous sponsorship would be highlighted in the program for the Event and at the Event depending on which level of sponsorship chosen. I appreciate you considering my proposal for sponsorship. Please feel free to call me for more information about the program. I look forward to your sponsorship and hope to hear from you soon.

**MUSIC CITY CLASSIC**

/s/ Eva M. Lemeh

**EVA M. LEMEH, Executive Director**



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## 2015 Sponsorship Agreement

Individual/Business Name \_\_\_\_\_  
Mailing Address \_\_\_\_\_ Phone \_\_\_\_\_  
\_\_\_\_\_ Email \_\_\_\_\_

Advertising Agency \_\_\_\_\_ Phone \_\_\_\_\_  
Mailing Address \_\_\_\_\_ Fax \_\_\_\_\_  
\_\_\_\_\_ Email \_\_\_\_\_

Contact Person/Business \_\_\_\_\_  
Contact Person/Agency \_\_\_\_\_

### Please Check One:

\_\_\_\_\_ **MVP LEVEL \$30,000:** Entrance/ticket booth banner, banner in the gym, 30 tickets each with hospitality room privileges, front cover logo, full page ad, and logo on the website

\_\_\_\_\_ **ALL-STAR LEVEL \$20,000:** scorer's table banner, banner in the gym, 20 tickets each with hospitality room privileges, front cover logo, full page ad, and logo on the website

\_\_\_\_\_ **DUNK SPONSOR \$10,000:** banner, 10 tickets each with hospitality room privileges, front cover logo, full page ad, and logo on the website

\_\_\_\_\_ **HALF COURT SHOT SPONSOR \$5,000:** banner, 8 tickets each with hospitality room privileges, front cover logo, and logo on the website

\_\_\_\_\_ **THREE POINT SPONSOR \$2,500:** banner, which includes full page ad, 6 tickets each with hospitality room privileges, and logo on the website

\_\_\_\_\_ **FREE THROW SPONSOR \$1,000:** full page ad and 4 tickets



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\_\_\_\_\_ **CROSS OVER SPONSOR \$500: 1/2 page ad and 2 tickets**

\_\_\_\_\_ **ALLEY-OOP SPONSOR \$250: 1/4th page ad 1 ticket**

\_\_\_\_\_ **ASSIST SPONSOR \$100: business card size**

[ ] I will provide my own ad. Acceptable Formats at 300 dpi. (PDF-preferable, EPS, TIFF, JPEG, InDesign\*) \*\*

[ ] Please create an ad for me, which I agree to pay the publisher of the program for directly upon receipt of an invoice

**\*must include fonts & attachments used**  
**\*\* no Microsoft Word or Excel documents**

**Contracts and Ads are due by December 1, 2015**

**“NASHVILLE’S GOT GAME... LET THE GAMES BEGIN”**

**“INVEST NOW OR PAY LATER....INVESTING IN OUR FUTURE”**

**Make checks payable to Music City MLK Roundball Classic, Inc. and mail to 4300 Kings Lane, Nashville, TN 37218 or go to our website [www.musiccityclassic.net](http://www.musiccityclassic.net) and select the DONATE tab and make the sponsor payment.**