



HEALTH ALLIANCE FOR AUSTIN MUSICIANS

WWW.HEALTHALLIANCEFORAUSTINMUSICIANS.ORG

(512) 322-5177

Dear Friend,

The Austin music scene is a valuable and important asset to the Austin economy and culture. There are 8,000 working musicians in Austin and the industry brings in \$1 billion in economic activity and \$25 million in tax revenue. However, these musicians often work multiple jobs and struggle to pay for the basics like food and shelter, with little or nothing left for health care. Health Alliance for Austin Musicians (HAAM) provides access to affordable medical, dental and mental health services to Austin's low-income, uninsured working musicians. In 4 years, more than 1,400 musicians have gained access to needed healthcare services. In 2008, HAAM helped 1,199 member musicians access nearly 5,530 primary medical, dental, and mental health appointments, earning a 94% approval rating for quality of care. HAAM's goal for 2009 is to secure and expand musicians access to affordable healthcare.

BOARD MEMBERS

Lidia Agraz
Karen Bartoletti
Ray Benson
Carol Clark
Marsha Cook
Betty Dunkerley
Jesus Garza
John T. Kunz
Diana Resnik
Edward Safady
Robin Shivers
Tim Taylor
Richard Topfer

HAAM Benefit Day 2009 Committee

Volney Campbell
Keith Carmichael
Dan Connolly
Keith Donahoe
Scott Flack
Lisa Hickey
David Jabour
Nancy Nichols
Tim Taylor
Evan Williams
Diana Zuniga

Each year, HAAM focuses fundraising efforts with its signature event, HAAM Benefit Day. This year, **HAAM Benefit Day will be on Tuesday, September 22**. The funds raised at this event are crucial to ensuring that local musicians will continue to receive primary medical, basic dental and mental health services. Last year's fundraiser raised more than \$150,000 from more than 200 participating businesses throughout the city. With your help, we hope to be even more successful this year!

I am writing to ask your company to be an underwriter with a \$10,000 contribution.

Underwriters receive:

- **prominent recognition** including your business' logo on all HAAM Benefit Day promotional materials, ads and press releases
- receive **banners, signage and promotional materials** for display at all business premises
- recognition in **Social Networking Promotional Campaign** through Facebook, MySpace, and Twitter
- receive a **live band performance** on HAAM Benefit Day at your business
- your company's name posted and linked to the **HAAM website**
- your company's name listed in all **city-wide promotions**, including e-mails and flyers distributed through the Austin Convention and Visitor's Bureau and the Austin Hotel and Lodging Association.
- invitations to a **HAAM Benefit Day Launch Party** on August 26 at B.D. Riley's
- invitations to the **VIP party** on HAAM Benefit Day for major donors

HAAM benefit Day supporters report that they experienced higher visitor traffic on HAAM Benefit Day 2008, with a 10-15% increase in sales. Last year's event received tremendous news coverage!

- over **150 articles** featured in Austin American Statesman, Austin Chronicle, and online media outlets (i.e. Austin360.com, do512.com, and Austinist.com)
- A special insert in the Austin American Statesman distributed to **140,000+** subscribers
- **Live radio coverage** by diverse radio stations including 101X, KLBJ, KGSR, and KUT
- Television coverage with an audience of **500,000+**

Most important, your company - their employees and customers - have the satisfaction of knowing they are contributing to keeping live music in Austin alive and well! As a leader in the community and strong supporter of Austin's live music scene, I hope you will consider becoming an Underwriter for HAAM Benefit Day.

I hope you will help us keep live music in Austin alive and well!

I appreciate your consideration of this request.

Sincerely,

Tim Taylor,
HAAM Benefit Day Committee Chairman

P.O. Box 301496, Austin, TX 78703-0025



UNDERWRITING SPONSOR

HAAM Benefit Day: Tuesday, September 22, 2009

"At Whole Foods Market, we are intimately tied to the health of the communities we serve, and we recognize it is our responsibility to give back in meaningful ways. HAAM Benefit Day allows us to both celebrate and support the people who make Austin such a desirable place to live. Whole Foods Market is proud to continue our relationship with the Health Alliance for Austin Musicians because we know that the city of Austin is only as strong and healthy as the wellbeing of its residents." – Elizabeth Leader Smith, Whole Foods Market

Underwriting Sponsor \$10,000

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HAAM Benefit Day 2008 news coverage recap:

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- A special insert in the Austin American Statesman distributed to **140,000+** subscribers
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Funds raised on HAAM Benefit Day will be spent to deliver healthcare to uninsured Austin musician.



Clip Impressions Report: 2008 HAAM Benefit Day

Select Print Coverage including

- * **Austin Business Journal:** 2008 Health Care Directory, feature w/ art; May 2008; 6,700 weekly
- * **The Austin Chronicle:** "Off the Record" item; June 20, 2008; 90,000 weekly
- * **Austin American-Statesman:** Metro & State, "Local Briefing," item Sept. 6, 2008; 177,000 daily
- * **Austin Business Journal:** Business Calendar listing, Aug. 15-21 2008; 6,700
- * **HeartBeat:** A Publication for the Associates of the Seton Family of Hospitals, preview w/ Willie Nelson photo/HAAM logo, October 2008; 100,000
- * **Country Line Magazine:** item, October 2008; 15,000
- * **Austin American-Statesman:** "Austin360Bets," Weekend Out & About listing, Oct. 2, 2008; 177,000
- * **Austin American-Statesman:** Metro & State, "Local Briefing," item, Oct. 5, 2008; 215,836 Sunday
- * **Austin American-Statesman:** Page One, Calendar: The Week Ahead, Oct. 6, 2008; 177,000
- * **Austin American-Statesman:** Special HAAM Benefit Day insert, Oct. 7, 2008; 145,000
- * **Austin American-Statesman:** Life & Arts page one feature w/ color photo about Richard Topfer, Oct. 7, 2008; 177,000
- * **Austin American-Statesman:** "Austin360Bets," featured recommended w/ photo of member-musician, Oct. 7, 2008; 177,000
- * **Austin American-Statesman:** Metro & State, Page One color art, Oct. 8, 2008; 177,000
- * **The Austin Chronicle:** "Off the Record" recap w/ numerous photos, Oct. 10, 2008; 90,000
- * **Austin American-Statesman:** Metro & State, "Local Briefing," item, Nov. 14, 2008; 177,000
- * **Austin American-Statesman:** Life & Arts, Austin Music Source, Nov. 16, 2008; 215,836
- * **Country Line Magazine:** Item, December 2008; 15,000

Select Electronic Media including

- * **Texas Music e-zine:** item, Sept. 11, 2008; 30,000
- * **Austin American-Statesman:** Metro & State, referral to statesman.com/multimedia slide show; Oct. 8 3, 2008; 177,000
- * **Austin American-Statesman:** numerous Austin Music Source blog; 2,000
- * **107.1 KGSR Radio Austin:** morning show live shots from Whole Foods; 80,000 weekdays
- * **101X KROX:** morning show live shots from Whole Foods; 80,000 weekdays
- * **93.7 KLBJ:** live shots from Whole Foods; 100,000 weekdays
- * **Teleclip TV Report:** total of 65 stories ran on local television outlets with run time of more than two hours for total publicity value of \$63,438; 547,619 viewers

Additional PR & Promotional Efforts including

- * **Austin American-Statesman:** numerous free community ads; 177,000
- * **The Austin Chronicle:** numerous free ads including HAAM Benefit Day special thanks November 2008; 90,000
- * **Monthly calendar listings:** item listing sent to more than 40 print and on-line outlets including Holly's Happenings and do512.com
- * **PR E-Mail Campaigns:** VIP/media lists of more than 600 serviced five times



BUSINESS PARTICIPATION AGREEMENT

“The real benefit of supporting HAAM Benefit Day is not in the short term benefit to that day’s sales, although there is a positive effect. The benefit we are most pleased with is the opportunity to associate ourselves and our image with an organization that is so positive for what we all love about Austin. Helping people in our community, musicians, that make Austin a great place to live. Everyone wants to support the Austin they want and identify with. HAAM represents a part of that identity.” – Mike Haggerty, Thundercloud Subs

Your business can support HAAM Benefit Day on Tuesday, September 22, by filling out the form below and faxing it to HAAM at 512-324-3415.

You can learn more about HAAM by calling Carolyn Schwarz at 512-324-3414 or visiting www.healthallianceforaustinmusicians.org.

BUSINESS NAME: _____

CONTACT NAME: _____

ADDRESS: _____

PHONE: _____ FAX: _____ E-MAIL _____

The undersigned agrees to donate \$ _____ or _____ % of the above business’ gross sales generated on HAAM Benefit Day, September 22, 2009.

I am unable to participate at one of the levels above but I support the work of HAAM with a donation of \$ _____.

Tax-deductible donations are accepted by check or credit card. Checks should be payable to **ACF/HAAM Fund**. Please mail or fax your donation to: **PO Box 301496, Austin TX 78703-0025 or fax (512) 324-3415.**

Credit card information

Name on the card: _____

___ MasterCard ___ Visa ___ American Express

Card number _____ expiration _____ (MM/YY)

Donor’s signature _____

THANK YOU FOR YOUR SUPPORT OF THE HEALTH ALLIANCE FOR AUSTIN MUSICIANS!