

THE HUE MUSIC AND ARTS FESTIVAL

The Hue is an all-day, youth-led music festival held in the Eastern Coachella Valley every year. Members of Alianza's Youth Organizing Council are responsible for all aspects of the event, from selecting the performance line-up, to promotion, venue setup, and MCing. It serves as a community-driven alternative to the Coachella music festival that takes place in the area around the same time each year. The Hue emphasizes and nurtures creativity, public speaking, and leadership skills - giving young people the tools needed to secure the necessary permits for large-scale events, the ability to map event plans with City and County officials, and work on bringing local artists to the space.

SPONSORSHIP LEVEL BREAKDOWN

SUPER STAR: \$10,000

- Main stage Formal Recognition (Day of event)
- Showcase Business Logo on Event Video and all Event Materials
- Main Stage Signage Recognition (Day of event)
- Including all of the benefits below

TOUR MANAGER: \$5,000

- Mention in all Advertisements, Press Releases and Flyers
- Signage recognition throughout the event venue.
- Including all of the benefits below

SONGWRITER: \$3,000

- Business logo printed on event program
- Free booth space to display your business' products and/or service
- Including all of the benefits below

FAN: \$1,000

- Listed in Alianza's email newsletter
- Mention on a social media announcement (i.e. Facebook/Twitter)
- Name included in The Hue 2024 program (Day of event)



PO Box 38
Coachella, CA 92236
Office: (760) 972-4628
www.alianzacv.org

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SPONSOR FORM

We are pleased to support The Hue Music and Arts Festival at the level indicated below.

Sponsor Information

Sponsoring Company/Organizations: _____

Contact Name: _____

Address: _____

Phone/Fax: _____

Email: _____

Please indicate the sponsorship level below:

☐ SUPER STAR: \$10,000

☐ TOUR MANAGER: \$5,000

☐ SONGWRITER: \$3,000

☐ FAN: \$1,000

☐ Other Amount

Please choose the form of payment or support:

☐ Check

☐ Cash

☐ In-Kind: Please Specify (water/food/ volunteers/swag/etc.)

\$ _____ Amount _____

All donations are tax-deductible. Please see below for our Tax Identification Numbers:

EIN: 84-1966709

Please make checks payable to:

Alianza Coachella Valley

Memo-The Hue Music and Arts Festival

P.O. Box 38

Coachella, CA. 92236

For more information contact Director of Development and External Relations Patricia S. Carrillo at patriciacarrillo@alianzacv.org or (760) 972-4628. We are also available to pick up your donation.

Thank you in advance for your partnership and support!