



HEALTH ALLIANCE FOR AUSTIN MUSICIANS

WWW.HEALTHALLIANCEFORAUSTINMUSICIANS.ORG

(512) 322-5177

Dear Friend,

Austin is dubbed the "Live Music Capital of the World," so it is understandable that music is a very significant and valuable part of Austin's economy. Music generates more than \$1 billion in economic activity and \$25 million in local tax revenue each year.

BOARD MEMBERS

Lidia Agraz
Karen Bartoletti
Ray Benson
Carol Clark
Marsha Cook
Betty Dunkerley
Jesus Garza
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Diana Resnik
Edward Safady
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Unfortunately, since many musicians are self-employed or only work part-time, the majority live below poverty level, resulting in them being unable to afford healthcare for themselves and their families. Musicians have traditionally relied on emergency room care, which is the most expensive type of treatment.

The Health Alliance for Austin Musicians (HAAM) was founded in April 2005 to resolve this situation. The Seton Family of Hospitals, St. David's Community Health Foundation Leadership and the SIMS Foundation joined together to provide medical, dental and mental health services to Austin's low income working musicians with a focus on prevention and wellness. In 2007, HAAM helped 929 member-musicians access nearly 4,900 primary medical, dental, and mental health appointments, earning a 94% approval rating for quality of care. HAAM's goal for 2008 is to secure and expand musicians' access to affordable healthcare.

Each year, HAAM focuses fundraising efforts with its signature event, HAAM Benefit Day. This year, **HAAM Benefit Day will be on Tuesday, October 7**. 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 \$180,000 from more than 170 participating business locations throughout the city. This was almost double what was raised the year before. With your help, we hope to be even more successful this year!

We are asking you to consider participating in HAAM Benefit Day as a Partner, Sponsor or Supporter. Attached, you will find a summary of the sponsorship opportunities and benefits as well as a Business Participation Agreement.

HAAM Benefit
Day 2008
Committee

Volney Campbell
Dan Connolly
Keith Donahoe
Scott Flack
Lisa Hickey
David Jabour
Daniel Scardino
Tim Taylor
Evan Williams
Diana Zuniga

Your business will join others that attract additional customer traffic and support that day. The news coverage for HAAM Benefit Day has been tremendous. In 2007 there were over 150 articles, photos, and television stories and a pull-out insert in the Austin American Statesman went to over 140,000 homes publicizing the event and its sponsors. Additionally, you and your customers will receive the satisfaction of knowing you are contributing to the well-being of Austin's musicians, who are critical to our city's economy and quality of life.

Help us keep Austin musicians 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



SPONSORSHIP OPPORTUNITY

HAAM Benefit Day: Tuesday, October 7, 2008

"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

Thank you for considering supporting HAAM Benefit Day by becoming a Partner, Sponsor, or Supporter. Benefits include:

Partner (\$5,000)	<ul style="list-style-type: none"> • Receive “Partner” recognition in all HAAM Benefit Day promotional material, ads and press releases; • Receive a banner for display at your business; • Receive an invitation to a special reception for major donors; • Receive a live band performance on HAAM Benefit Day at your business; • Receive an invitation to the HAAM Benefit Day press kickoff at City Hall on September 3rd; • Receive signage and promotional material; • Receive 10 tickets to a Corporate Battle of the Bands on September 3rd at Antone’s; • Your company’s name posted on and linked to the HAAM website; • Your company’s name listed in citywide promotion including e-blasts and flyers distributed through Austin Convention and Visitor’s Bureau and the Austin Hotel and Lodging Association.
Sponsor (\$2,500)	<ul style="list-style-type: none"> • Receive “Sponsor” recognition in all HAAM Benefit Day promotional material, ads and press releases; • Receive an invitation to a special reception for major donors; • Receive a live acoustic performance on HAAM Benefit Day at your business; • Receive an invitation to the HAAM Benefit Day press kickoff at City Hall on September 3rd; • Receive signage and promotional material; • Receive 6 tickets to a Corporate Battle of the Bands on September 3rd at Antone’s; • Your company’s name posted on and linked to the HAAM website; • Your company’s name listed in citywide promotion including e-blasts and flyers distributed through Austin Convention and Visitor’s Bureau and the Austin Hotel and Lodging Association.
Supporter (5% of day’s proceeds)	<ul style="list-style-type: none"> • Receive an invitation to the HAAM Benefit Day press kickoff at City Hall on September 3rd; • Receive signage and promotional material; • Receive 4 tickets to a Corporate Battle of the Bands on September 3rd at Antone’s; • Your company’s name posted on and linked to the HAAM website; • Your company’s name listed in citywide promotion including e-blasts and flyers distributed through Austin Convention and Visitor’s Bureau and the Austin Hotel and Lodging Association.
Friend	<p>I am unable to sponsor at one of the levels above but have included a donation of another amount.</p>

Funds raised on HAAM Benefit Day will be spent to deliver healthcare to uninsured Austin musicians.



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, October 7, by filling out the form below and faxing it to HAAM at 512-324-8971 before September 1, 2008.

You can learn more about HAAM by calling Carolyn Schwarz at 512-324-8976 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, October 7, 2008.

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 **on or before November 1, 2008** to: **PO Box 301496, Austin TX 78703-0025** or fax **(512) 324-8971**.

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!