



MESA THEATER

Thursday, July 30

7:30 - 9:00 p.m.

01

OVERVIEW

RIFF for RELIEF is dedicated to raising funds for the needs of Grand Valley's musicians in the wake of the COVID-19 pandemic.

RIFF for RELIEF will also introduce Grand Junction's Creative's Landing, which aims to bring the valley's creatives under one umbrella.



02

THE SHOW



PRELUDE

"Mini Desks" records local artists' performances and works as a live-segment prelude.



SHOWCASE

Three artists will take part in live acoustic performances.



HEADLINER

A single band performs a live show on the main stage.

03

GRAND VALLEY MUSIC RELIEF FUND

Through the GVMRF, artists who have suffered financial hardships due to the COVID-19 epidemic will have the opportunity to be awarded funds. Corporate sponsorship and public donations will come together to form the GVMRF.

All funds will flow through West Slope Startup Week with Grand Junction Economic Partnership serving as the fiscal agent. Public donations will be accepted through a certified GoFundMe account.

Artists will be encouraged to submit applications for stimulus consideration. The selection process will be 100% transparent, and aims to be fair and equal.

04

COMMUNITY SPONSORS & PARTNERS

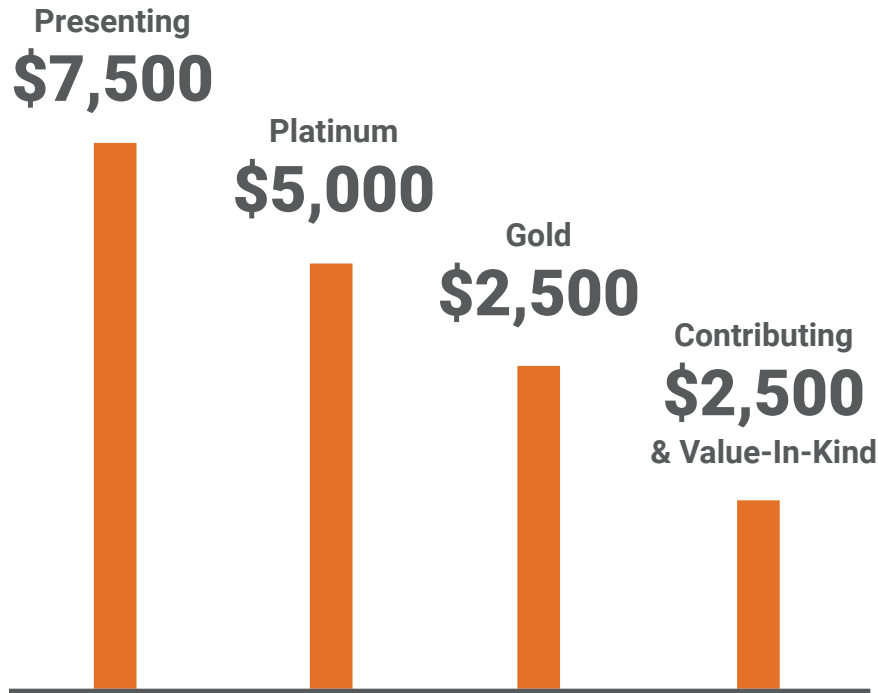
The success of RIFF for RELIEF and the Grand Valley Music Relief Fund depends on the generosity of our community's corporate sector.

From De Beque to Loma, your contributions will help those in our creative and artistic community survive during these unprecedented times.

Now is the time to reciprocate, recognize, and appreciate the artists we have all enjoyed watching perform, be it at a Rhythm & Blues, Amp at Las Colonias, or another venue in the valley.

05

SPONSOR LEVELS



CONTRIBUTIONS

Cash / Match - corporations / small businesses may support the initiative through cash sponsorship to help underwrite costs and seed the Music Relief Fund. A match of public donations on the night of RIFF for RELIEF is also encouraged.

Value In-Kind - corporations / small businesses may support the initiative through value in-kind donations to be used as incentives and raffles to encourage public donations toward the Music Relief Fund.

Benefits / Impressions	Presenting	Platinum	Gold	Contributing
<i>Logo on westslopestartupweek.com</i>	X	X	X	X
<i>Logo on creativecooperative.com</i>	X	X	X	X
<i>Logo on promotional posters</i>	X	X	X	X
<i>Logo on t-shirts</i>	X	X		
<i>Logo / Name on sponsor board</i>	X	X	X	X
<i>Logo tied to production / stream</i>	X	X	X	
<i>Logo tied to award letters</i>	X	X	X	
<i>Logo / banner displayed at concert venue</i>	X	X	X	
<i>Logo on Mailchimp emails</i>	X	X	X	
<i>Logo WSSW custom Zoom backgrounds</i>	X	X		
<i>Inclusion on sponsor slides at beginning of WSSW virtual sessions (60+)</i>	X	X		
<i>Recognition at night of show</i>	X	X		X
<i>Social Recognition / Acknowledgment</i>	X	X		X
<i>Social Engagement - like / follow / share</i>	X	X		X
<i>Recognition during media interviews, if applicable</i>	X			
<i>Two tickets to show</i>	X			
<i>Opportunity to sit on committee to vet relief fund applications</i>	X			
<i>Opportunity for product / service promotion tie-ins</i>	X			

CONTACTS

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