



# NOTE WORTHY

A BENEFIT FOR  
VH1 SAVE THE MUSIC

## **ABOUT NOTEWORTHY NAPA 2014:**

In September 2014, the Foundation, along with Platinum Partner William Hill Estate Wines, will once again host an intimate evening filled with exquisite wine, world-class cuisine and an up close and personal acoustic performance with a musical artist, whose music serves as an outlet to share personal stories, while inspiring and uniting diverse audiences.

The “Noteworthy” event raises awareness about the work of the VH1 Save The Music Foundation and will help to restore music education programs in public schools – providing a stage for students to express themselves, work together in teams and imagine the possibilities of life.

## **WHO ATTENDS:**

Past Songwriters events, which is now our Noteworthy event, including the following performers, moderators and attendees: Andy Grammer, Angie Stone, BeBe Winans, Bernie Taupin, Bette Midler, Colbie Caillat, Courtyard Hounds, Cy Curnin & Jamie West-Oram (The Fixx), Cyndi Lauper, Dallas Austin, Darius Rucker, Desmond Child, Eddie Cibrian, Eric Bazilian and Rob Hyman (The Hooters), Jenna Ushkowitz, Jewel, Jimmy Jam, John McEnroe, John Varvatos, Johnny Rzeznik, Kelis, LaLa Anthony, Lamont Dozier, LeAnn Rimes, Mark Salling, Matthew Morrison, Nas, Patty Smyth (of Scandal), Rainn Wilson, Rob Thomas, Robin Thicke, The Band Perry and The Neptunes (Pharrell Williams and Chad Hugo)

## **MEDIA SUPPORT:**

The Noteworthy Benefits garnered over **585 million media impressions**.

## **CUSTOMIZABLE OPPORTUNITIES:**

The Foundation prides itself in creating unique and customized event integrations specifically targeted to meet your brand goals and objectives. Together, we will continue to leverage the cross-cultural appeal of music to engage interaction with your brand at the event and promote conversation amongst consumers post event. Below are opportunities to get involved in the event:

- Create custom event concepts at \$30K
- Showcase your brand at \$10K

## **BENEFITS OF SPONSORSHIP:**

Some perks of participation include:

- Personalized sponsor activation, tailored specifically to and branded for the sponsor and product
- Logo inclusion in all aspects of the event – step-and-repeat/ stage, invites, tickets and onsite signage
- Customized social media stunts and mentions
- Contesting
- Product Sampling in VIP gift bags provided to talent performer
- Inclusion in advertising/ publicity campaigns to generate PR Buzz

## **FOR MORE INFORMATION, CONTACT:**

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