

HER ES

ON THE FRONTLINE

A Day of Appreciation



Dear Supporter,

As a United States Army Veteran that served as a Combat Engineer on the frontline in Iraq, I personally know what it is like to put my life on the line to protect my family, friends, and fellow Americans. After military service, my frontline experience did not stop. I returned home and served as the MEMA coordinator after Hurricane Katrina and then led the GCRO for the BP Spill, helping to restore a sense of normalcy in my community.

In March 2020, COVID-19 turned our lives upside down, but our health care workers and first responders were there to keep us safe. The sacrifice made by these heroes on the frontline of the COVID-19 pandemic is unlike any other. These dedicated citizens have fearlessly carried the heavy weight of the health of our local community on their shoulders for an entire year. Now it's time we celebrate them.

I am pleased to announce that on March 27, 2021, we are hosting a community concert "Our Heroes on the Frontline – A Day of Appreciation". As Chair of this event, I am grateful to be a part of highlighting the tenacity of our local frontline workers through a community celebration of hope and healing. We will be offering free admission to frontline workers, in addition to providing entertainment from local bands, while they enjoy the music from socially distanced "pods". Throughout the day, we will be recognizing individuals that made a difference from each hospital on the Coast and municipality, as well as acknowledging the lives lost through complications from COVID-19. We are in this together. Let's thank our heroes and heroes together.

We need your community support to keep the costs free for our heroes! You can support in the following ways:

- Sponsor and attend to help us thank our frontline workers.
- Can't make it? Sponsor pods for first responders and we will contact hospitals, emergency management, police and fire responders and offer "pods" to enjoy the entertainment.
- Sign up as a food vendor with the capacity to serve 200 people or more, and donate 200 meals.

Enclosed is a sponsorship form that gives information on what is included in each sponsorship level. Checks can be made payable to Legacy Business League, P.O. Box 331, Biloxi, MS 39533. LBL is a registered 501(c)3 under the Gulf Coast Community Foundation, and all sponsorships or donations are tax deductible (EIN# 57-0908490). We ask all sponsors to support promotion of the event by highlighting it on their social media platforms.

We look forward to hearing from you. For more information about this event, please visit iamlegacy.org.

Sincerely,

Carlos Bell

Heroes on the Frontline, Event Chair
Legacy Business League, Board Member



COVID-SAFE PODS

Your sponsorship provides COVID-Safe pods that seat 6 healthcare workers and first responders in their own socially distanced space to enjoy the concert, eat delicious food from local food trucks, and have a fun day off!

LIVE MUSICAL GUESTS



UNFAZED
Show & Band



KARATE
KIDS



RHYTHM AND RAIN



SPONSORSHIP OPPORTUNITIES

Hero \$5,000

- Sponsor 5 private pods (6 people per pod) for frontline heroes
- Naming rights to the main stage
- Presenting sponsor acknowledgement in print, radio, TV and online media
- Logo recognition on "Thank You" banner and pod
- Access to the VIP sponsor tent (food and private bar, community engagement, etc.)
- Opportunity to speak during concert

Champion \$3,500

- Sponsor 4 private pods (6 people per pod) for frontline heroes
- Naming rights to the main stage
- Presenting sponsor acknowledgement in print, radio, TV and online media
- Logo recognition on "Thank You" banner and pod
- Access to the VIP sponsor tent (food and private bar, community engagement, etc.)
- Opportunity to speak during concert

Protector \$2,500

- Sponsor 3 private pods (6 people per pod) for frontline heroes
- Acknowledgement in print, radio, TV and online media
- Logo recognition on "Thank You" banner and pod
- Access to the VIP sponsor tent (food and private bar, community engagement, etc.)

Defender 1,500

- Sponsor 2 private pod (6 people per pod) for frontline heroes
- Acknowledgement in print, radio, TV and online media
- Logo recognition on "Thank You" banner and pod

Supporter \$1,000

- Sponsor 1 private pod (6 people per pod) for frontline heroes
- Acknowledgement in print, radio, TV and online media
- Logo recognition on "Thank You" banner and pod

Thank You Banner \$200

- 4' x 2' "Thank You" banner with company logo.

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FOOD VENDOR REGISTRATION

Vendor/Business Name _____ Contact Name _____
Address _____ City, State, Zip _____ Phone Number _____
Email Address _____ Website _____
MS Sales Tax Number _____ Fed ID or SS# _____

Capacity

- Expected attendance is 2,000-4,000 guests.
- Vendors must have the capacity to serve at least 200 individuals and the ability to stay for the entire event (11 AM-5 PM).

Staffing

- Vendors will receive 3 free general admission wristbands. Wristbands will be issued at time of check-in for set up. Wristbands MUST be worn to access vendor area. We are not responsible for lost, misplaced, forgotten, altered, cut-off, or stolen wristbands.

Deadlines & Timeline

- Application deadline is Friday, March 19, 2021.
- Set up begins at 8 AM and must be completed by 10 AM when doors open.
- The event lasts until 5 PM. Vendors are required to stay for the length of the event.

Space & Location

- Vendor space locations are based on the products and services listed on your application. We will try our best to honor requests, but some vendor spaces may be unable to accommodate your requirements.
- We DO NOT provide water, ice, tents, tables, chairs, service counters, storage units and/or any other equipment for your booth. Vendors need to provide their own generator as power sources are limited.
- We do not guarantee sales and reserve the right to change vendor locations without notice in accordance with changes that are made to the grounds.

Application Attachments

The following items must be emailed to legacybusinessleague@gmail.com with the application.

- Full menu
- Business logo
- Proof of insurance. All vendors are required to have a minimum of \$1,000 liability insurance.
- Completed Mississippi Revenue form ST19.

Marketing & Advertising

- Vendors are encouraged to use Heroes on the Frontline event name and dates, and make reference to the event in your marketing and social media.

This event is organized by The Legacy Business League, herein referred to as "organizer". The organizer provides general grounds security the days of the event during event hours but is not responsible for damage to, loss, or theft of property to a vendor, vendor agent, employees, business invitees, visitors or guests. Vendors shall carry their own appropriate insurance as herein required. Vendors agree to protect, save and hold harmless the organizer and its members, and/or any person, organization or corporation for whom the organizer contracts with forever for any and all damages or charges imposed for violations of any law or ordinance, whether occasioned by negligence of the vendor or those holding under the vendor. All vendors shall at all times, protect, indemnify, save and hold harmless the organizer and its members, and/or any person, organization or corporation for whom the organizer contracts with against and from any and all losses, costs (including attorney's fees), damage, liability, or expense arising from or out of or by reason of any accident or bodily injury of other occurrence to any person or persons, including the vendor, its agents, employees, and business invitees, which arises from or out of or by reason of said vendor's occupancy and of the exhibition premises or a part thereof. The decision of the organizers shall be accepted as final in any disagreement between vendors or in the decision to remove from the event without refund any vendors performing an act or practice, which, in the opinion of the organizer, is objectionable. All matters not covered in this agreement are subject to the decision of the organizers. If legal action must be taken, vendors will incur all legal fees. By signing below, I certify I am the authorized individual representing the applicant vendor and am requesting approval to be a vendor at Heroes on the Frontline A Day of Appreciation. I understand that this application and any materials I may submit do NOT guarantee space at the event. I have included an insurance certificate and completed Mississippi Revenue form ST19. I am aware that my application is not complete until all items required are submitted. I am aware that I will be notified of my acceptance or rejection for this event. I have read and agree to all the event rules and regulations.

Signature of Authorized Representative _____ Date _____

"THANK YOU" BANNER

4' x 2' "Thank You" banners with your company logo will be displayed on the barricades surrounding the event, ensuring that your company's appreciation to our frontline heroes is well expressed!



SPONSOR INFORMATION

Business Name _____

Contact Name _____

Phone Number _____

Email Address _____

Address _____

City, State, Zip _____

Sponsorship Level (circle one):

Hero (\$5,000); Champion (\$3,500); Protector (\$2,500);

Defender (\$1,500); Supporter (\$1,000); "Thank You" Banner (\$200)

Payment Information and Terms

Payment enclosed via check. Please make checks payable to:

Gulf Coast Community Foundation

ATTN: Legacy Business League

PO Box 331, Biloxi, MS 39533

Gulf Coast Community Foundation is a registered 501(c)3 and is serving as the fiscal agent for LBL.

All sponsorships or donations are tax deductible (EIN# 57-0908490).

Charge sponsorship amount to the following credit card:

Card No. _____ Exp. Date _____

Printed Name on Card _____ CCV _____

Billing address (if different from above) _____

I will make my payment online

Payments can be made online at iamlegacy.org/HERO

Signature of authorized representative _____

