



To Our Cherished Community Partners & Sponsors:

We were absolutely delighted to recently complete our most popular season of Heartland Idol to date, with thousands of spectators enjoying the eleven exciting & entertaining shows. The finale' on November 14<sup>th</sup> has been heralded as the "best ever" by those in attendance, and -- for the 1<sup>st</sup> time ever -- was seen and heard via both live radio & television, in addition to the outstanding print media coverage that the Heartland Idol competition enjoyed throughout it's 3-month run.

We congratulate the 2009 Heartland Idol winners in all three "Idol" divisions... Sydni Hornick (Junior Division), Christopher Hawthorne, Jr. (Teen Division), and Jarred Gravley (Heartland Idol Champion). The competition has never been tougher, and the shows have never been more exciting! **Additionally, in keeping our promise set forth since Idol's inception, Heartland Idol, Inc., a 501(c)(3) corporation, will be donating over \$2,000 in profits generated from the food and beverage sales during this past year to several local charities.**

With the thunderous applause and congratulations still ringing in our ears, plans have already begun for the 2010 Heartland Idol series, the 7th year for Florida's premier singing and entertainment competition. Already, further enhancements are being added to next year's series, including even more emphasis on the wildly successful "children's" divisions (Junior & Teen), the return of some welcome and familiar faces and the inclusion of new, exciting themed semi-finals!

Our 2010 series will feature eleven thrilling shows, with a tremendous amount of exposure for all of our series sponsors. Your sponsorship dollars are instrumental in marketing the event and allowing the prize levels to stay competitive enough to attract the very best talent from all over Highlands, Hardee, Polk, DeSoto, Hendry and Okeechobee Counties. Additionally, we realize the difficult economic times that we're all in, and have unanimously decided to maintain our sponsorship levels at the same amount for a 3<sup>rd</sup> consecutive year.

For 2010, we feature 4 distinct sponsorship levels, each level representing an incredible return on your investment at ALL of the series' shows. Idol sponsorship is a great (TAX-DEDUCTIBLE) investment and an opportunity to feature your business in front of thousands of neighbors & potential customers. Ranging from \$1,500 to just \$100, our sponsorship levels are outlined below:

	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>	<b>Friends</b>
Your Company's Name/Logo on the Official Event T-Shirts	<b>X</b>			
Opportunity to be a "Celebrity Judge" for One Show	<b>X</b>			
Sponsor Listing in All Print Advertising	<b>X</b>			
Listing on the Sponsor Banner/Poster at Each Show	<b>X</b>			
Listing on the Corrugated Signs at Each Show		<b>X</b>	<b>X</b>	<b>X</b>
Mentions by Event Emcees Before & During Each Show	<b>often</b>	<b>2-3 times</b>	<b>1-2 times</b>	
Links on HeartlandIdol.com & Idol's Facebook page	<b>X</b>	<b>X</b>		
Listing in the Thank You ad after the event's finale	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
<b>TOTAL SPONSORSHIP INVESTMENT</b>	<b>\$1,500</b>	<b>\$750</b>	<b>\$300</b>	<b>\$100</b>

We certainly hope your business will choose to sponsor the 2010 Heartland Idol series at one of the levels listed above. A limited number of in-kind sponsorships are also available and all **donations are greatly appreciated and acknowledged.** If you or others at your company would like to volunteer at the shows, we'd love to have you – just let us know!

Again, Heartland Idol, Inc. is a 501(c)(3) organization. Please make your sponsorship/donation check payable to: Heartland Idol, Inc. If you have any questions at all, please call 863-386-4417. We look forward to your participation, questions and suggestions. As always, thank you VERY much for your continued support of this tremendous event!

Diana Lynn Walker  
President/Founder

**5329 Ivory Drive ♪ Sebring, FL 33875**  
**(863) 386-4417**  
[www.heartlandidol.com](http://www.heartlandidol.com)