

THE LONON FESTIVAL: A FUN, FUNKY FAMILY MUSIC FEST & HIKE





Dear Potential Sponsor:

On November 16, 2019, **The Lonon Festival: A Fun, Funky Family Music Fest & Hike**, sponsored by The Lonon Foundation, will take place at Palmetto Islands County Park in Mount Pleasant, SC.

This one day family-friendly music festival and hike will feature live bands, food trucks, a large children's tent, a yoga tent, other wellness-themed activities, and hiking trails. Children 12 and under get in for **FREE**. Admission includes the opportunity to participate in **FREE** face painting, henna, yoga, kindness rocks, sand art, and so much more. We will even have a BYOG (Bring Your Own Guitar) Pickin' and Grinnin' tent for community members to play music together. This event celebrates music, mindfulness, health, and family fun in the beautiful outdoors while spreading awareness of The Lonon Foundation and its impact on children who have a parent fighting cancer or who have lost their parent to cancer.

We hope you will become a part of this awesome event to raise money and awareness for Lowcountry children and families impacted by cancer.

WHO WE ARE?

The Lonon Foundation, a local 501(c)(3) non-profit organization (Tax ID 81-5428998), provides resources to children who have a parent or caregiver with cancer. Our UPLIFT program provides FREE monthly events to children, ages 5-17, at various kid-friendly locations throughout the Lowcountry, in order to combat the deep psychosocial and emotional impact in these children's daily lives. The events support parental involvement and are planned by qualified volunteers from the College of Charleston, who are trained to provide support and implement a variety of therapeutic modalities including play, visual, auditory, and tactile self-expression activities, and stress reduction using a family-centered care model.

Since May 2016, UPLIFT has grown from two families to 27 families.





WHY WE UPLIFT?

Most people have lost a loved one through cancer or are close to someone who has. A 2010 study on parental cancer and the family found that cancer had a significant effect on families. Research estimated that in 2010, 1.58 million US cancer survivors lived with minor children, equating to approximately 2.85 million children in the US alone. Another study found that more than half a million US minors are living with parents in the early phases of “cancer treatment and recovery” (Weaver et al). One study found an increased risk of psychosocial problems due to having a parent with cancer, and recognized the “need for a family-oriented approach to psychological support of cancer patients” (Thastum et al).

Beyond the numbers, having a parent or caregiver with cancer is considered an adverse childhood experience (ACE), raising acute issues. In recognizing the national and local need to support such children, as well as experiencing firsthand what happens to children navigating these changes, we at The Lonon Foundation launched our UPLIFT program.

WHY WE NEED YOU?

The Lonon Foundation depends on the generosity of our community to provide these resources to families. To advocate for these families in our community, reach the families who need us, and to raise money, we need your support. Please consider participating in our yearly fundraiser, The Lonon Festival, by becoming one of our sponsors.

With Gratitude,

Anna B. Lonon
President and Founder, The Lonon Foundation





2019 Sponsorship Packages

PLAY Sponsor-\$5000 (1 available)

Opportunity to exclusively sponsor stage at event, including main stage banner (provided by sponsor)
Logo in Meadow Map/Schedule Postcard
Logo on Posters (print & digital)
Logo and hyperlink on TLF event website; logo on event e-blasts, logo on entrance banner and post event recaps.
Inclusion in TLF Newsletter
Social Media Posts (FB / Insta)
Inclusion in Press Releases
15 Free Tickets

LOVE Sponsor-\$2500 (3 available)

Logo in Meadow Map/Schedule Postcard
Logo on Posters (print & digital)
Logo and hyperlink on TLF event website; logo on event e-blasts, logo on entrance banner and post event recaps.
Inclusion in TLF Newsletter
Social Media Posts (FB / Insta)
Inclusion in Press Releases
7 Free Tickets





2019 Sponsorship Packages

INSPIRATION Sponsor-\$1000 (5 available)

Logo on Posters (print & digital)
Logo and hyperlink on TLF event website; logo on event e-blasts,
logo on entrance banner and post event recaps.
Inclusion in TLF Newsletter
Social Media Posts (FB / Insta)
5 Free Tickets

FRIENDSHIP Sponsor-\$500 (5 available)

Logo and hyperlink on TLF event website; logo on event e-blasts,
logo on entrance banner and post event recaps.
Inclusion in TLF Newsletter
Social Media Posts (FB / Insta)
3 Free Tickets

KINDNESS Sponsor (Unlimited)

We have several opportunities for businesses to donate their in
kind goods for this festival, including arts and crafts for the Kids'
Tent, food and water for volunteers and more!
Logo at product placement



Contact Information

Anna Lonon, annalonon@thelononfoundation.org, 803-463-5797
Maddy Rodeffer, maddyrodeffer@thelononfoundation.org
843-345-3834