

# 2008 PIONEER AWARDS

SEPTEMBER 9TH

The Rhythm & Blues Foundation's most visible program, the Pioneer Awards, has recognized over 150 renowned artists whose contributions have influenced the development and evolution of Rhythm & Blues music. Scheduled for September 9, 2008 at Philadelphia's spectacular Kimmel Center for the Performing Arts, the 2008 Pioneer Awards will be a gala celebration of the Foundation's 20th anniversary. The event will bring together the royalty of Rhythm & Blues, along with a veritable "who's who" of the entertainment industry.

Sponsorship of the 2008 Pioneer Awards offers corporate partners a prime opportunity to build brand recognition before an upscale, culturally diverse audience of business and entertainment industry leaders. More importantly, the event provides an opportunity to support a compelling cause, as its proceeds will ensure the continuation of the Foundation's community outreach and education programs, and emergency grants to Rhythm & Blues artists during their time of need.



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## PAST PIONEER AWARD HONOREES

**1989**

LaVern Baker  
Charles Brown  
Ruth Brown  
The Clovers  
Etta James  
"Little" Jimmy Scott  
Percy Sledge  
Mary Wells

**1990/91**

Maxine Brown  
Ray Charles  
The Five Keys  
Al Hibbler  
Albert King  
Jimmy McCracklin  
Curtis Mayfield  
Sam Moore  
Doc Pomus  
The Spaniels

**1992**

Hank Ballard  
Bobby "Blue" Bland  
The Dells  
Aretha Franklin  
Chuck Jackson  
Ella Johnson  
Nellie Lutcher  
The Staple Singers  
Jesse Stone  
Rufus Thomas  
Paul "Hucklebuck" Williams

**1993**

Hadda Brooks  
James Brown  
Solomon Burke  
Dave Clark  
Floyd Dixon  
David "Panama" Francis  
Lowell Fulson  
Erskine Hawkins  
Little Anthony & The Imperials  
Wilson Pickett  
Martha Reeves & The Vandellas  
Carla Thomas  
Jimmy Witherspoon

**1994**

Otis Blackwell  
Jerry Butler  
The Coasters/ Robins  
Clarence Carter  
Don Covay  
Bill Doggett  
Mable John  
Ben E. King  
Little Richard  
Johnny Otis  
Earl Palmer  
The Shirelles  
Irma Thomas

**1995**

Booker T & The MG's  
Fats Domino  
Inez & Charles Fox  
Cissy Houston  
Illinois Jacquet  
Darlene Love  
The Moonglows  
Lloyd Price  
Arthur Prysock  
Mable Scott  
Junior Walker  
Justine "Baby" Washington

**1996**

David Bartholomew  
The Cadillacs  
The Chantels  
Bo Diddley  
Betty Everett  
The Flamingos  
Eddie Floyd  
The Isley Brothers  
Jay McShann  
Johnnie Taylor  
Doris Troy  
Johnny "Guitar" Watson  
Bobby Womack

**1997**

William Bell  
Gary U.S. Bonds  
Clarence "Gatemouth" Brown  
Gene Chandler  
The Four Tops  
Little Milton  
Gloria Lynne  
Smokey Robinson & The Miracles  
Ruby & The Romantics  
The Spinners  
Phil Upchurch  
Van "Piano Man" Walls

**1998**

Herb Abramson  
Faye Adams  
Bobby Byrd  
Tyrone Davis  
The Five Satins  
The Harptones  
Screamin' Jay Hawkins  
Ernie K-Doe  
Gladys Knight & The Pips  
The O'Jays  
David "Fathead" Newman  
Kim Weston

**1999**

Johnny Adams  
Ashford & Simpson  
Mickey Bakers  
Sam Cooke  
Isaac Hayes & David Porter  
Brenda Holloway  
Dee Dee Warwick  
John Lee Hooker  
Patti LaBelle & The Bluebells  
Barbara Lewis  
Barbara Lynn  
The Manhattanans  
Garnet Mimms  
Johnny Moore  
Bill Pinkney  
Joe Simon  
Charlie Thomas  
Dee Dee Warwick

**2000**

The Chi-Lites  
Ahmet Ertegun  
Marvin Gaye  
The Impressions  
Johnnie Johnson  
Clyde Otis  
Sylvia Robinson  
Huey "Piano" Smith  
Stevie Wonder  
Betty Wright

**2001**

Allen Toussaint  
Big Jay McNeely  
Dee Dee Sharp  
The Emotions  
Fontella Bass  
Holland/Dozier/Holland  
Sly & The Family Stone  
Louis Jordan  
Reverend Al Green

**2003**

George Clinton  
The Del Vikings  
The Dixie Cups  
Clarence "Frogman" Henry  
Maceo Parker  
The Supremes  
Koko Taylor  
Hal Jackson  
Jackie Wilson  
Dionne Warwick

**2006**

Berry Gordy  
Thom Bell  
Maze featuring Frankie Beverly  
Chubby Checker  
The Delfonics  
Bettye LaVette  
Barbara Mason  
Otis Redding



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**In Memoriam**

Ed Bradley  
Ruth Brown  
Ahmet Ertegun  
Gerald Levert



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SEPTEMBER 9TH**CORPORATE SPONSORSHIP OPPORTUNITIES****TITLE SPONSOR****\$ 100,000**

Corporate recognition as "Title" sponsor on stage at Concert  
Private pre-Concert Suite overlooking the Avenue of the Arts  
Corporate logo/name recognition on all signage, Pre-Concert Reception,  
Concert, VIP After Party and during all pre and post events  
Title Sponsor listing in 20th anniversary program booklet and on Foundation's website  
Title Sponsor listing on all press releases, email communications and PSA's  
Title Sponsor listing on all event related printed materials, invitations, print ads and  
20th anniversary VIP gift  
20 VIP/ All Access Passes for Pre-Concert Reception, Concert and VIP After Party  
(Concert seats in Chairman's Box)  
Full page color ad on back and inside front of program book

**FOUNDERS' SPONSOR****\$ 50,000**

Corporate logo/ name recognition on all signage at Pre-Concert Reception,  
Concert and VIP After Party  
Prominent listing on all press releases, email communication and PSA's  
Prominent listing in 20th anniversary program book and on Foundation's website  
Prominent listing on all event related printed materials, invitations and  
20th anniversary VIP gift  
16 VIP/ All Access Passes for Pre-Concert Reception, Concert and VIP After Party  
(Concert seats in Founder's Circle)  
Full page color ad in program book (prominent location)

**LEGACY SPONSOR****\$ 25,000**

Corporate logo/name recognition during all pre and post events  
Listing in 20th anniversary program booklet and on Foundation's website  
Listing on all press releases, email communications and PSA's  
Listing on all event related printed materials, invitations, print ads and  
20th anniversary VIP gift  
8 VIP/ All Access Passes for Pre-Concert Reception, Concert and VIP After Party  
(Concert seats in Founder's Circle)  
Full page color ad in program book (preferred location)

**PIONEER SPONSOR****\$ 10,000**

Corporate logo/name recognition during all pre and post events  
Listing in 20th anniversary program booklet  
Listing on all press releases, email communications and PSA's  
6 VIP/ All Access Passes for Pre-Concert Reception, Concert and VIP After Party  
(Preferred seating)  
Full page B/W ad in program book

**REUNION SPONSOR****\$ 5,000**

Corporate logo/name recognition during all pre and post events  
Listing in 20th anniversary program booklet  
4 VIP/ All Access Passes for Pre-Concert Reception, Concert and VIP After Party  
(Preferred seating)  
Half page B/W ad in program book



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**SPONSOR CONFIRMATION FORM**

Yes, I/my company would like to support the Rhythm & Blues Foundation's 2008 Pioneer Awards.

Please include us as a:

- |  |            |
|--|------------|
| <input type="radio"/> 20th Anniversary "Title" Sponsor | \$ 100,000 |
| <input type="radio"/> Founders Sponsor                 | \$ 50,000  |
| <input type="radio"/> Legacy Sponsor                   | \$ 25,000  |
| <input type="radio"/> Pioneer Sponsor                  | \$ 10,000  |
| <input type="radio"/> Reunion Sponsor                  | \$ 5,000   |

Contact Name and Title:

\_\_\_\_\_

Organization/Corporation:

\_\_\_\_\_

(Print name as you wish it to appear)

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

**PAYMENT INFORMATION**

Make checks payable to: Rhythm & Blues Foundation  
Mail checks to: 100 South Broad Street  
Suite 620  
Philadelphia, PA 19110  
Attn: 2008 R&B Pioneer Awards

Please invoice me/my company for the amount of \$ \_\_\_\_\_  
(to be paid in full within 10 business days and prior to event)

Charge to:  VISA  MASTERCARD  AMEX  DISCOVER

Account No. \_\_\_\_\_ Expiration Date \_\_\_\_\_ SECURITY CODE \_\_\_\_\_

\_\_\_\_\_

Name on Credit Card

\_\_\_\_\_

Authorized Signature

For additional information, call 215-568-1080 or visit our website [www.rhythmblues.org](http://www.rhythmblues.org)  
Rhythm & Blues Foundation is a 501(c)3 non-profit organization.  
Sponsorships are tax deductible to the fullest extent of the law (fair market value applies).



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**20TH ANNIVERSARY  
UNDERWRITING OPPORTUNITIES**

**EXCLUSIVE VIP RECEPTION/OFFICIAL AFTER PARTY**

**\$ 50,000**

Recognition as "Official" event sponsor in all printed event materials  
Recognition on exclusive Pre-Concert Reception or VIP After Party gift  
16 VIP/All Access Passes for Pre-Concert Reception, Concert, VIP After Party  
Showcasing of product/services at event  
Full page color ad in program book

**PIONEER REUNION HOSPITALITY SUITE SPONSOR**

**\$ 25,000**

Recognition as "Hospitality Suite" sponsor in all printed materials  
Corporate recognition on Foundation's website  
Exclusive VIP gift sponsor (to include distribution at After Party or Pre-Concert Reception)  
8 VIP/All Access Passes for Pre-Concert Reception, Concert, VIP After Party  
Full page color ad in program book

**PROGRAM BOOK SPONSOR**

**\$ 20,000**

Recognition in all printed event materials  
Corporate recognition on Foundation's website  
10 passes to Pre-Concert Reception, Concert and VIP After-Party  
6 VIP/All Access Passes for Pre-Concert Reception, Concert, VIP After Party  
Full page color ad in program book

**BANNER SPONSOR**

**\$ 15,000**

12 to 15 banners will line the Avenue of the Arts prior and during the  
2008 Pioneer Awards Rhythm & Blues Foundation's celebration  
Logo/ Corporate recognition on every event banner  
4 VIP/All Access Passes for Pre-Concert Reception, Concert, VIP After Party  
Full page color ad in program book



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## 20TH ANNIVERSARY AD BOOK RATES

This glossy photo montage will be one of the highlights of our 20th anniversary commemorative celebration. The keepsake photo album will showcase the best of the Foundation's Pioneer Award ceremonies and will include enlightening factoids and rare interviews. Candid photos, memorable moments and images of once-in-a-lifetime performances will all be captured and preserved in this beautiful presentation. Finish size 8" X 10" full glossy rich color pages.

### Memorial Page: (8X10) \$2,750

(In honor of the Foundations posthumous board members) Full page color ad and text.

<b>Full Page Color Ad</b> (4 color) (8X10)	<b>\$2,500</b>	<b>Black &amp; White Full Page Ad</b>	<b>\$1,000</b>
<b>Half Page Color Ad</b> (4 color) (4X5)	<b>\$1,500</b>	<b>Black &amp; White Half Page Ad</b>	<b>\$ 750</b>
<b>Quarter Page Color Ad</b> (4 color) (2X3)	<b>\$ 900</b>	<b>Black &amp; White Quarter Page Ad</b>	<b>\$ 500</b>

Please submit artwork on disk (as pdf.eps or Quark file with jpg) or as film (camera ready, right bleeding, emulsion side down, 150 line screen). **All images must be accompanied with official release (see attached).**

Ads can be sent to: via email to: [rjones@rhythmblues.org](mailto:rjones@rhythmblues.org)  
215.568.1080, Fax 215.568.1026

mail to: **The Rhythm & Blues Foundation**  
100 South Broad Street, Suite 620  
Philadelphia, PA 19110

Please indicate ad description/size: \_\_\_\_\_  
 Name: \_\_\_\_\_  
 Contact: \_\_\_\_\_ Organization: \_\_\_\_\_  
 Address: \_\_\_\_\_ Suite: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_ web address: \_\_\_\_\_

Please invoice me/my company for the amount of \$ \_\_\_\_\_  
 (to be paid in full within 10 business days and prior to event)

Charge to:  VISA  MASTERCARD  AMEX  DISCOVER

Account No. \_\_\_\_\_ Expiration Date \_\_\_\_\_ SECURITY CODE \_\_\_\_\_

Name on Credit Card \_\_\_\_\_ Authorized Signature \_\_\_\_\_

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**TICKET ORDER FORM**

Yes, I/my company would like to support the Rhythm & Blues Foundation's 2008 PIONEER AWARDS.

Please reserve the following individual tickets:

President's Circle Ticket (s) Pre-Reception, Keepsake Gift & Concert \_\_\_\_\_ @ \$500 = \$ \_\_\_\_\_  
Founders Circle Ticket(s) Pre-Reception, Keepsake Gift & Concert \_\_\_\_\_ @ \$250 = \$ \_\_\_\_\_  
Anniversary Ticket(s) Keepsake Gift & Concert \_\_\_\_\_ @ \$175 = \$ \_\_\_\_\_

Contact Name and Title:

\_\_\_\_\_

Organization/Corporation:

\_\_\_\_\_

(Print name as you wish it to appear)

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

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