



I do it for Love, A Special Evening of Song

This exclusive benefit concert is being held at the gorgeous, private Atherton Estate of Heidi Roizen and David Mohler, and features **Sara Bareilles**, 2009 Grammy Award nominee for 'Song of the Year', and 'Best Female Pop Vocal Performance', as well as *West Coast Songwriters* **Eoin Harrington** and **Karmina** (CBS Records) in a special acoustic songwriters showcase.

Saturday, July 11, 2009

5:00 PM - 6:30 PM Opening Reception

6:30 PM - 8:30 PM Concert and auction

8:30 PM - 9:30 PM Exclusive VIP artist reception and performance

*Tickets for this intimate private concert are limited to 250 people
Guests will receive address and parking info upon ticket purchase*

Proceeds will benefit

Music for Minors

building a life-long love of music through early-elementary music education

West Coast Songwriters

supporting songwriters and performing artists in craft and career development through education and connection to the industry

Tickets

\$125 General Admission

\$300 VIP table seating (limited availability)

includes premium VIP seating with bottle service and hors d'oeuvres, VIP gift bag, and a private post-concert VIP reception in the Kasbah featuring appearances and additional performances by the artists

Purchase tickets at www.hosv.org

About the Performers



SARA BAREILLES, 'It's tempting to simply applaud Bareilles' capable Fiona Apple-on-Prozac homage for what it is: slightly edgy, stompy piano-based pop rock. That is, until she unfurls the ear splittingly impressive climax note of the Maroon 5-esque *Come Round Soon*. Whether banging away at the driving *Love Song*, turning slinky for *Bottle It Up* or getting contemplative on the gently orchestrated *City*, Bareilles' writing voice is uniquely her own'.--Caryn Ganz Rolling Stone Review.

www.sarabmusic.com

Sara Bareilles sings "Bottle it Up" <http://www.youtube.com/watch?v=jNqNXCXF3rA>



EINO HARRINGTON, an Irish soul man, whose passionate vocal style and energetic stage presence capture the best elements of catchy, "danceable" pop-rock jams, with a touch of classic "Blue Eyed Soul" for good measure. Armed with a distinctive Irish tenor and an emotive falsetto, Eoin weaves a tapestry of songs together which conjure up the narrative eloquence of James Taylor and the modern existentialisms of James Blunt. www.eoinharrington.com

Eoin Harrington sings on KRON 4 <http://www.youtube.com/watch?v=i1wdCrOK1FY>



KARMINA, helmed by the sister duo of Kelly and Kamille, is all about real musicians who possess talent, know-how and determination. Setting themselves apart from other pop wannabes, Kelly and Kamille write, sing, produce and perform music that springs entirely from their own creative designs. As evidenced by the songs that encompass their debut album, *Backwards into Beauty*, and its first single, "The Kiss," Karmina's music possesses a soulful, seductive embrace that tugs at the emotions, without sacrificing the hooks, melodies and exuberant sense of fun found in the very best of pop music. www.karmina.com

Karmina sings "The Kiss" <http://www.youtube.com/watch?v=sl4uhCR-GHc>

Tickets at www.hosv.org



Heart of Silicon Valley

**This unique event is produced by your friends at Heart of Silicon Valley
www.hosv.org**

Heart of Silicon Valley's (HOSV) mission is to encourage, empower and engage people with a passion for worthy causes through the sharing of music and community. HOSV has produced 18 concerts to date, showcasing artists such as Grammy Award winners Kenny Loggins, David Benoit, Gregg Rolie, as well as exciting new artists including Shana Morrison, Vienna Teng, Kenon Chen and this concert's Sara Bareilles, Eoin Harrington and Karmina. The net effect is that together we have raised over \$500,000 for charities serving arts education, children's health and environmental education—while engaging hundreds of volunteers in support of the organizations that are making a difference in our community.

About the Beneficiaries

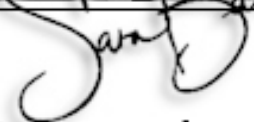


At **West Coast Songwriters** (WCS), “the song” is honored as the cornerstone of the music industry. Whether the goal is personal expression or to make a living in the music industry, knowing how to write a well crafted song or how to recognize one, is the key to success. WCS encourages members at any age or level of ability to join, for the love of music and is one of the most active music support networks in the country. With over 15 monthly events up and down the west coast, members are given numerous opportunities to learn about the art of songwriting, perform their songs, get feedback and have access to some of the most well respected members of the music industry. WCS is there to help anyone interested in writing, performing or working in the industry. www.westcoastsongwriters.org



For over 30 years, **Music For Minors** has been bringing comprehensive, well-respected music education programs to elementary schools throughout San Mateo and Santa Clara counties. For many of the children served, MFM programs are the only music education they will ever receive. Music at a young age, lays the ground work for any future musical endeavor. www.mfm.org



 Sponsor packages include:	PRESENTING SPONSOR \$25,000	HIGH NOTE SPONSOR \$10,000	BLUE NOTE SPONSOR \$5,000
ADVERTISING AND PROMOTION			
"Presented By" designation on all event materials and radio advertising	•		
ALICE Radio Promotions	•		
Press Release- company information/boilerplate included	•		
Press Release- company name listed	•	•	
Logo placement on event marketing materials and collateral	•	•	•
Logo on Print invitation (distribution 1500)	•	•	•
Logo on HTML email invitation (dist. 10,000 + viral)	•	•	
Online logo presence on event and website (includes link)	•	•	
PROMOTIONAL CONSIDERATION AT EVENT			
Ad in Event Program	Full Page	1/2 Page	1/4 page
Presenting Sponsor Banner above stage	•		
Event Signage	•	•	
Verbal recognition during program	•	•	•
ENTERTAINMENT/CLIENT HOSPITALITY			
Premium Box Seating for you and your guests. Includes bottle service, hors d'oeuvres, valet parking	20	10	8
VIP Kasbah passes for you and your guests for a private reception and artist performance post concert	20	10	8
VIP gift bag with Autographed CD	•	•	•
POST EVENT BENEFITS			
Logo and listing in organizational newsletters	•	•	
Logo placement on Organization Websites: www.hosv.org ; www.mfm.org ; www.westcoastsongwriters.org for at one year	•	•	•
OTHER BENEFITS			
Custom sponsorship packages available. Please let us work with you to address your specific needs.			



PRESENTING SPONSOR BENEFITS \$25,000

Event Marketing

- “Presenting Sponsor” recognition in all media communications
 - Press releases with company information/boilerplate
 - Event publicity in local media
 - Alice Radio promotions, radio interview
- “Presenting Sponsor” banner above stage.
- Full page ad in Event Program
- Verbal recognition during the event program
- Prominent Logo Placement in all event Marketing materials:
 - Printed invitation (distribution: 1500)
 - HTML email invitation (dist. 10,000 + viral; includes link)
 - Event program
 - Event signage
 - Event and ticket purchase website (includes link)



Entertainment/Client Hospitality

- Premium table seating for twenty at the event including:
 - Bottle service, served hors d'oeuvres, valet parking
- Twenty VIP “Kasbah passes” for private reception post concert
- Autographed CD, VIP gift bag

Post Event Benefits

- Logo and listing in MFM & WCS newsletter
- Logo to remain for one year on Organization Websites:
 - www.hosv.org, www.westcoastsongwriters.org and www.mfm.org



Sam Barallos

HIGH NOTE SPONSOR BENEFITS \$10,000

Event Marketing

- Recognition in all media communications
- Half page ad in Event Program
- Verbal recognition during the event program
- Prominent Logo Placement in all event Marketing materials:
 - Printed invitation (distribution: 1500)
 - HTML email invitation (dist. 10,000 + viral; includes link)
 - Event program
 - Event signage
 - Event and ticket purchase website (includes link)

Entertainment/Client Hospitality

- Premium table seating for ten at the event including:
 - Bottle service, served hors d'oeuvres, valet parking
- Ten VIP "Kasbah passes" for private reception post concert
- Autographed CD, VIP gift bag

Post Event Benefits

- Logo and listing in MFM & WCS newsletter
- Logo to remain for one year on Organization Websites:
 - www.hosv.org, www.westcoastsongwriters.org and www.mfm.org



BLUE NOTE SPONSOR BENEFITS \$5,000

Event Marketing

- Recognition in media communications
- Quarter page ad in Event Program
- Verbal recognition during the event program
- Logo Placement in event Marketing materials:
 - Printed invitation (distribution: 1500)
 - Event program
 - Event signage

Entertainment/Client Hospitality

- Premium table seating for eight at the event including:
 - Bottle service, served hors d'oeuvres, valet parking
- Eight VIP "Kasbah passes" for private reception post concert
- Autographed CD, VIP gift bag

Post Event Benefits

- Logo and listing in MFM & WCS newsletter
- Logo to remain for one year on Organization Websites:
 - www.hosv.org, www.westcoastsongwriters.org and www.mfm.org

About the Venue and our Hosts

This magnificent private house concert will be held at the Atherton estate of Heidi Roizen and David.



This beautiful Italianate villa and Kasbah has previously hosted such prominent visitors as Queen Noor of Jordan, Francis Ford Coppola, Prime Minister of Belize and Bill Gates among many others. The concert will take place on the tiled patio and back terrace.



The VIP post-concert artist's reception will be held in the "Kasbah", replete with authentic Moroccan décor and artifacts.

The artists will perform additional pieces in the private concert hall downstairs and on the Kasbah terrace.



David Mohler is Chief of the Musculoskeletal Tumor Service at Stanford University Medical Center where he is Clinical Associate Professor of Orthopedics.

Heidi Roizen is a longtime Silicon Valley entrepreneur and corporate director. She serves on numerous public, private and nonprofit boards and is also the creator of SkinnySongs.

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