



THE GREENVILLE ZOO FOUNDATION IS PROUD TO PRESENT
ZOOTUNES: A GREENVILLE ZOO FOUNDATION CONCERT SERIES



SPONSORSHIP GUIDE

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ZOO TUNES

FRIDAY, JUNE 15: SHOVELS & ROPE

FRIDAY, AUGUST 10: ROBERT RANDOLPH AND THE FAMILY BAND

Zoo Tunes: A fundraising concert series, hosted by The Greenville Zoo Foundation, and offered in partnership with the Greenville Zoo and the City of Greenville. We are delighted to offer two concerts in an intimate and unique setting at the Greenville Zoo. In addition to amazing music in this unusual venue, we'll have beer, wine and food offerings to complete the intimate VIP experience. One thousand hundred people are expected to attend each concert.

THE ORGANIZATION

The Greenville Zoo Foundation is a non-profit organization focused on supporting the Greenville Zoo and its dedication to animal care, education, conservation and the overall enjoyment of the community. The Foundation is dedicated to marketing, advocacy and fundraising efforts that improve the Greenville Zoo for guests, animals, and staff.

ABOUT THE ARTISTS

Shovels & Rope are an American folk duo from Charleston, South Carolina composed of husband and wife Michael Trent and Cary Ann Hearst. Like Trent, who also played with the indie rock band the Films, Hearst had spent the years prior pursuing a solo career, utilizing her raw yet melodious and expressive voice to deliver a handful of albums, one of which landed a single, "Hell's Bells," in the 2010 season of *True Blood*. Inspired by the likes of Woody Guthrie, Elvis Costello, Bob Dylan, the

Cramps, and the soulful harmonies of Johnny Cash and June Carter, the pair provided tour support for like-minded artists such as Justin Townes Earle, Hayes Carll, and the Felice Brothers before heading into the studio to lay down the tracks for their debut. The resulting *O' Be Joyful*, which channeled country, bluegrass, and blues through a nervy indie rock prism, was released in 2012. The album fared well with critics and roots music fans, and at the 2013 Americana Music Honors & Awards, Shovels & Rope were named Best Emerging Artist.

The duo's second album, *Swimmin' Time*, was released in August 2014. That year also saw the debut of a documentary about the duo, *The Ballad of Shovels & Rope*, which won the Tennessee Spirit Award at the Nashville Film Festival. In November 2015, Shovels & Rope released *Busted Jukebox, Vol. 1*, in which the duo covered songs by their favorite artists in collaboration with like-minded musicians, including Shakey Graves, the Milk Carton Kids, JD McPherson, Butch Walker, and others. Shovels & Rope signed with noted indie label New West Records for the release of their fifth album, 2016's *Little Seeds*. *Busted Jukebox, Vol. 2*, featuring Brandi Carlile and Rhett Miller, among others, appeared in December 2017.





ABOUT THE ARTISTS

Robert Randolph

Many musicians claim that they “grew up in the church,” but for Robert Randolph that is literally the case. The renowned pedal steel guitarist, vocalist and songwriter led such a cloistered childhood and adolescence that he heard no secular music while growing up. If it wasn’t being played inside of the House of God Church in Orange, New Jersey—quite often by Robert and members of his own family, who upheld a long but little known gospel music tradition called sacred steel—Randolph simply didn’t know it existed.

Which makes it all the more remarkable that the leader of Robert Randolph and the Family Band—whose label debut for Sony Masterworks, *Got Soul*, was released on Feb. 17, 2017—is today an inspiration to the likes of Eric Clapton, Carlos Santana and Derek Trucks, all of whom have played with him and studied his technique. It wasn’t until he was out of his teens that Randolph broke away from the confines of

his social and musical conditioning and discovered rock, funk, soul, jazz and the jam band scene, soon forging his own sound by fusing elements of those genres.

“It was all church music. It was a movement within our church and that’s all we used to do,” says Randolph of the sacred steel music he played at the time, music whose association with his church stretches back to the 1920s. Once Randolph began to discover other forms of music, he saw how they were all connected, and was eager to find his own place. “All music is related. Gospel is the same as blues,” he says. “The only thing that changes is in hardcore gospel people are singing about God and Jesus and in the blues people are singing about ‘my baby left me’ and whiskey. When we first started out, guys really weren’t allowed to leave the church. I was the one that stepped out and started this thing. My dad would say, ‘Why do you come home smelling like beer and cigarettes?’ ‘Well, we just got done playing some smoky club till 2 a.m.!’ It was all foreign and different.”

By the early 2000s, Randolph had begun applying his dazzling steel guitar technique to secular music, and from that grew the Family Band. The group’s sound was so different than anything else around that they were soon packing New York City clubs. Their first album, 2002’s *Live at the Wetlands*, was recorded at the now defunct jam band haven, and was followed by four studio albums and another live set, each widening the band’s audience—they’ve long been regulars on the festival circuit—and broadening their stylistic range as well.

“Things happened really fast,” Randolph—named one of the 100 Greatest Guitarists of All Time by Rolling Stone—says now. “When I look back on that time, to be honest, I had no idea what the hell we were doing. We’d get told, ‘You guys are going on tour with Eric Clapton.’ ‘Oh, OK.’ I thought, this guy must not have a clue who I am but the first time I met him we talked for about an hour and played music backstage.”

The Family Band’s improvisational skills quickly made them mega-popular among the jam-band crowd, but for Randolph and his band mates, what they were doing was just an extension of what they’d always done. “The jam band scene has that name but it’s really a true music art form scene where you can just be who you are,” Randolph says. “We fit in that category in some sense but the jam band scene itself has changed a lot since that time. I’ve grown to like songs and I like to jam within the song.”

On *Got Soul*—which features guest artists Anthony Hamilton, Darius Rucker, Cory Henry—Robert Randolph and the Family Band walk that line deftly, displaying their virtuosity within the context of a dozen smartly crafted tunes. “I like both playing live and recording,” says Randolph. “The thing about a record is you get a chance to rehearse parts and fine-tune things. But if you look at most great music artists—people like Stevie Wonder—the song is totally different from the show. When you’re in the studio, it’s hard to improvise without an audience.

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR – \$15,000 **SOLD**

Recognition as Title Sponsor of ZooTunes

- Top sponsor logo placement on all ZooTunes collateral materials and promotional efforts, including but not limited to:
 - Pole banners on East Washington Street
 - On-site event signage
 - Event advertising (website, print and radio)
 - Event posters
- Opportunity to have one evening rental, which includes two hours of exclusive Greenville Zoo access for your guests*
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- Click through logo link on Greenville Zoo Foundation website
- Complimentary VIP passes to each concert (16)

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 - On-site event signage
 - Event advertising
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- One company banner displayed at the zoo during the event (banner to be provided by sponsor)
- Company mention in all press releases
- Special recognition at event
- Recognition in Greenville Zoo's Newsletter and eNewsletter
- Complimentary VIP passes to each concert (12)

MEDIA SPONSOR – IN-KIND

- Exclusive recognition as television, radio and/or print sponsor
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 - On-site event signage
 - Event advertising
 - Event posters
- Company mention in all press releases
- Recognition in Greenville Zoo's Newsletter and eNewsletter
- Complimentary passes to ZooTunes (amount varies per sponsorship amount)

GOLD SPONSOR – \$5,000

- Logo placement on select ZooTunes collateral materials and promotional efforts, including but not limited to:
 - On-site event signage
 - Event advertising
 - Event posters
- Recognition in Greenville Zoo's Newsletter and eNewsletter
- Complimentary passes to ZooTunes (8)

SILVER SPONSOR – \$2,500

- Logo placement on select ZooTunes collateral materials and promotional efforts, including but not limited to:
 - On-site event signage
 - Event advertising
 - Event posters
- Complimentary passes to ZooTunes (6)

BRONZE SPONSOR – \$1,000 OR IN-KIND

- Logo placement on select ZooTunes collateral materials and promotional efforts, including but not limited to:
 - On-site event signage
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- Complimentary passes to ZooTunes (2)



SPONSORSHIP AGREEMENT

Title - \$15,000
Presenting - \$10,000
Media - In-Kind
Gold - \$5,000
Silver - \$2,500
Bronze - \$1,000

Company Name _____

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Address _____

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Phone _____ Email _____

Sponsorship Level \$ _____ In-Kind sponsorship amount \$ _____

I would like _____ additional VIP tickets.

Authorized Signature* _____

**By signing above, you are acknowledging your commitment to sponsor Zoo Tunes and will submit payment by June 1, 2018.*

The Greenville Zoo Foundation/Friends of the Greenville Zoo is a non-profit 501(c)-3 FID #57-0654589.

Please make checks payable to:

Greenville Zoo Foundation, ZooTunes
and send payment along with this form to:

Greenville Zoo Foundation
150 Cleveland Park Drive
Greenville, SC 29601

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