



CLUB SPONSORSHIP FACT SHEET



Summary

The East Tennessee Parrothead Club (ETPHC) is a not-for-profit organization formed to support charitable and educational groups and activities that promote the general welfare of the community. Our purpose is to assist in these community concerns while providing a variety of social activities for people who are interested in the music of Jimmy Buffett and the tropical lifestyle he personifies.

ETPHC is one of seven Tennessee chapters and a part of the more than 200 chapters chartered by PHiP (Parrot Heads in Paradise) across the US and in Canada, Mexico, Europe and Australia. Since 2002, local chapters have donated \$53.5 million and more than 4 million hours to charitable causes. East Tennessee charities currently served by ETPHC include Second Harvest Food Bank, MEDIC Regional Blood Center, Alzheimer's Tennessee and Ronald McDonald House.



Our Social Events

Local Club events open to the public include monthly social "PHlockings" at restaurants and music venues in and around the Greater Knoxville area. Our annual schedule also includes "PHlash PHlockings," house concerts and other more spontaneous social and sometimes philanthropic opportunities, such as assisting Medic Regional Blood Bank with its Parrothead Blood Drive each May, or sponsoring pet shelter or Angel Tree donations at our holiday party.



Our Signature Events

Every summer, ETPHC organizes and hosts two signature “party with a purpose” events to build our brand while raising awareness and funds for local nonprofits.

- ❖ The **Parrothead Luau** is an East Tennessee Luau style cookout, with music, mayhem and a silent auction. All proceeds are donated to the identified local charity of choice for that year. The Luau is held in Townsend with an attendance of 300-400.
- ❖ The **Parrothead “Boat Drinks” Cruise** is a heavily attended tailgate party followed by a live-music, three-hour cruise on board the Star of Knoxville riverboat. While the event set-up limits cruise capacity to approximately 200, tailgate attendance is typically 50-100.



Our Audience and Reach

While we have garnered the interest of a significant number of second-generation fans of the laid-back, tropical lifestyle, official members and regular event participants are in the 45-65 age range. Our members are socially and philanthropically active, generally have higher than average household incomes, and are at a life stage that supports increased discretionary spending. For businesses operating in the **hospitality, recreation, entertainment or travel industries**, ETPHC communications and events offer sponsorship and marketing opportunities that represent **unusually focused access to a highly desirable demographic**.

Our robust and growing Social Media reach currently stands at nearly 300 members and plays out strongly in real-world participation. Our paid membership is also growing, as is our “cross-pollination” with sister clubs in the Southeast, traveling to attend others’ events and sharing information across our digital platforms.

Club Sponsorship can represent **thousands of impressions**, creative **event presence** (more than your logo on a banner), and **significant marketing opportunities** over the course of the year. Your support also *demonstrates to your customers and employees your commitment to a variety of community causes*.



East Tennessee Parrothead Club

Benefits of Corporate Sponsorship

Benefits-at-a-Glance	5 O'Clock Somewhere	Son of a Sailor	Coconut Telegraph
Business Category Exclusivity among sponsors \$1,500 and up	X	X	
First right of refusal	X	X	
Employee volunteer opportunities	X	X	
On-air opportunity on negotiated earned media	X		
Logo on signature events' signage	X	X	
Your banner displayed in Boat Drinks Cruise photo area	X		
Welcome remarks at Boat Drinks Cruise	X		
Verbal recognition at signature events	X	X	
Logo on ETPHC T-shirts	X	X	
Logo on Boat Drinks T-shirts	X		
Logo or listing in promotional material & news releases	X	X	X
Exhibit space at signature events	X	X	X
Sampling & couponing opportunity at signature events	X	X	X
Preferred exhibit space	X		
Sponsor billing on website & social media event pages	X	X	X
Logo in event header image for sharing across social media	X		
Logo/link on ETPHC website	X	X	
Website listing with link			X
Tickets for signature events	6	4	2
COST	\$2,000	\$1,500	\$500