WE ARE THE FUTURE OF LIVE!
The first House of Blues opened in November 1992 in Cambridge, Massachusetts. Conceptualized by eclectic entrepreneur Isaac Tigrett, this music venture was financed by Hollywood elites including Dan Aykroyd, Aerosmith, and River Phoenix. Tigrett’s goal was to bring Blues music back to the forefront of culture while paying homage to its roots. To help further this goal, Tigrett started a non-profit – International House of Blues Foundation (IHOBF) – in January 1993 with a focus on bringing Blues education into classrooms and “promoting multicultural values of diversity and racial harmony through art & music.” Tigrett’s founding HOB board members and advisors list was a who’s who including Clarence Avant, Suzanne De Passe, Henry Louis Gates, Jr, Isaac Hayes, Magic Johnson, and Alfre Woodard.

IHOBF programs flourished. With every new HOB location, educational programs followed shortly behind, opening their doors to local classrooms. By 1995 IHOBF had impacted over 10,000 students. Today that number has grown to over 1 million.
IHOBF, renamed to Music Forward Foundation in 2014, now lives as a part of the House of Blues and Live Nation family. Since 1993 Music Forward’s mission has evolved, we now take aim at an entire industry with the goal - to transform young lives, inspire careers, and champion a more inclusive music industry.

MFF kick-starts music & live entertainment careers through workshops, panels, and showcases that connect passions to professions. We open doors to an unmatched, nationwide network of music and live entertainment industry insiders to redefine what’s possible for tomorrow’s innovators and leaders. Both community and industry are transformed by Music Forward experiences, bridging opportunities for the music community to become more innovative and inclusive.

Throughout our three decades, Music Forward has mastered highlighting the role music plays in reflecting the human condition and driving social change.
MUSIC FORWARD IN ACTION
CURRENT INDUSTRY + CORPORATE PARTNERS

- Live Nation
- House of Blues
- Ticketmaster
- Crossroads Presents
- Mizuho
- Torys LLP
- Sony Music
- Sennheiser
- Citizens
- Adventurous Journeys
- Brascia Builders Inc.
- Citi
- City National Bank
- Faegre Drinker
- Vevo
- Thompson Hill
- HM Insurance Services, Inc.
- Discover Global Network
- Truist
- Union Bank
- Concord
- The MLC
- UTA
- U.S. Bank
- Paul Hastings
- Visa
- Scotiabank
- BMG
- Inherit the Music
- Norris Foundation
- California Arts Council
- Adkins Mastrovich Family Foundation
- Los Angeles County Arts & Culture
- Epam
- HSBC
- Empower Results
- Aon
- Ankura
- Living Legacy Foundation
- Music Drives Us
INVEST IN THE FUTURE OF LIVE!
### Sponsor Ranges

<table>
<thead>
<tr>
<th>Sponsorship Range</th>
<th>Range</th>
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<tbody>
<tr>
<td>$2,500-$50,000</td>
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<tr>
<td>$5,000-$50,000</td>
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<tr>
<td>$5,000-$100,000</td>
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</table>
ALL ACCESS FEST

DATE: AUGUST 2, 2023
ATTENDANCE: 2,000
YOUTH AGES: 16-24
All Access Fest is an all-day virtual career fair that invites youth ages 16-24 to follow their dream of a career in the music industry at a fair that will spark discovery and map pathways to success.

**ALL ACCESS FEST FEATURES:**

- Panels
- Workshops
- Breakout Sessions
- Exhibitor Booths
- Demos
- Recruitment Opportunities
- Interviews
- Artist Performances
## Partner Opportunities

<table>
<thead>
<tr>
<th>Presenting**</th>
<th>Supporting**</th>
<th>Areas</th>
<th>Keynote</th>
<th>Panel/Experience</th>
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** Brand exclusivity
Music Forward Foundation is bringing together music industry change makers for our inaugural Music Forward Brunch. Our daily mission is to redefine what’s possible for tomorrow’s innovators and leaders and we want to celebrate those who are consciously doing great work that makes a difference. We will recognize and honor visionaries across multiple categories who are positively impacting the world - moving our communities, industry, and society forward.

Staying true to our Live Nation roots, guests will also enjoy a performance by a popular artist. This event will be held in a legendary venue.

This brunch will be attended by industry leaders, artists, executives, and Live Nation stakeholders.

**OCTOBER 1, 2023**

**ATTENDANCE:**

**LOCATION:**

**HOLLYWOOD BOWL**

**HONOREE CATEGORIES**

- ARTIST
- COMPANY
- EXECUTIVE
- VENUE
- TOUR
- FESTIVAL
- EDUCATOR

*CELEBRITIES SEEN ARE FOR ILLUSTRATIVE PURPOSES ONLY.*
PARTNER OPPORTUNITIES

<table>
<thead>
<tr>
<th>BRUNCH SPONSORSHIPS</th>
<th>$50,000</th>
<th>$25,000</th>
<th>$10,000</th>
<th>$5,000</th>
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<tr>
<td>Name lock in event title</td>
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<tr>
<td>VIP tables</td>
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<td>Inclusion in program book</td>
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<tr>
<td>Pre-event meet/greet with awardees</td>
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<tr>
<td>Executive to present an award</td>
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<tr>
<td>Name/logo on marketing assets</td>
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<tr>
<td>Logo position on Step &amp; Repeat</td>
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<tr>
<td>Logo included in post event recap</td>
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<tr>
<td>Category exclusivity</td>
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<td>Half-table</td>
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**BRUNCH SPONSORSHIPS**

- **$50,000**
  - Name lock in event title
  - Prominent stage/venue signage
- **$25,000**
  - VIP tables
  - Inclusion in program book
  - Pre-event meet/greet with awardees
  - Executive to present an award
- **$10,000**
  - Name/logo on marketing assets
  - Logo position on Step & Repeat
- **$5,000**
  - Category exclusivity

*CELEBRITIES SEEN ARE FOR ILLUSTRATIVE PURPOSES ONLY.*

**DATE:**
OCTOBER 1, 2023

**ATTENDANCE:**
200

**LOCATION:**
HOLLYWOOD BOWL
DATE: OCTOBER 2, 2023
GOLFPERS: 120
EST. ATTENDANCE: 300
EL CAB GOLF COURSE · TARZANA, CA
Imagine this – your favorite Saturday foursome out on one of the most exclusive courses in LA and one of your favorite artists joins as an honorary fifth player...

Music Forward Foundation is hosting a celebrity golf tournament, inviting avid and occasional golfers to join us on the green to golf for a cause.

Players will be able to meet some of the amazing youth from our programs as they will be on-site performing, greeting, and showcasing their talents.

This event will also have something for the non-golfers. Sponsors, guests, and friends will be able to join us after the 18th for dinner, cocktails and a live performance. A well-known talent will host our clubhouse activities.

*Celebrities seen are for illustrative purposes only.
# Partner Opportunities

**OCTOBER 2, 2023**  
120 **Golfers**  
300 **Est. Attendance**  
**El Cab Golf Course · Tarzana, CA**

<table>
<thead>
<tr>
<th><strong>Golf Sponsorships</strong></th>
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<th><strong>$30K</strong></th>
<th><strong>$20K</strong></th>
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<td>Seating at award dinner</td>
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</tbody>
</table>

*On-Site Activation Only*

**Celebrities Seen Are for Illustrative Purposes Only.**
THANK YOU

CONTACT
SPONSOR@MUSICFORWARDFOUNDATION.COM
FOR MORE INFORMATION