



Crystal L. Bass'

Ain't No *Love* Like A Mother's *Love*



SPONSORSHIP OPPORTUNITIES

Patricia & Arthur Modell
Performing Arts Center
at the Lyric

Baltimore, MD

Saturday, November 15, 2014 | **8PM**

MEET THE PLAYWRIGHT



Crystal L. Bass

“I’ve come full-circle. As a teenager, I went to the Lyric Opera House to see my very first touring stage production and it changed my life. I’ve had dreams about it ever since. Now I get to bring my dreams to reality in the very place that made me believe in the arts.” – Crystal L. Bass

Producer and playwright, **Crystal L. Bass** is an **American author, freelance writer,** and **motivational speaker** with a track record of success. Throughout her career, this Baltimore native has used her platform to uncover and illuminate issues that are important to young women, to ultimately empower and strengthen them.

In 2010, Crystal L. Bass founded **Crystal Clear Publications**. The publishing house boasts a creative team of artists, editors, professors, and producers that work to assist her in transforming her works into published manuscripts, plays and films. Bass is also an active member of the Screen Actors Guild.

In September 2010, Bass wrote and published her first critically acclaimed novel, *“Dark Clouds: A Charm City Family’s Struggle,”* chronicling the life of four siblings, their relationship with their mother, and the many incidents that took place during her childhood.

After the release of her first-book, Bass teamed up with the “God-Father of Urban Theater”, **Mr. Shelly Garrett** to fulfill her dream of turning her novel into a stage play. With Garrett’s twenty-seven years of experience and Bass’ remarkable story, **Crystal L. Bass Entertainment** produced and toured nationally her hit stage play, *“Ain’t No Love Like A Mother’s Love”* (ANLLAML).

Bass’ life’s work is rooted in the desire to raise awareness and inspire people to fulfill their true purpose. Her goal is to expand her publishing company and publish other talented writers who share her desire to inspire through their stories. Bass was honored and recognized by the Rainbow Push Coalition a Top Inspirational and Engaged Leaders of 2013. Crystal L. Bass overcame every obstacle, circumstance and situation in her life that was designed to make her quit and used them as stepping stones toward a successful triumphant end. And this is just the beginning.



WINNING COMBINATION



FROM PAGE TO STAGE

Shelly Garrett, “The Godfather of Urban Theatre,” is the master of delivering the laughs to drive people to the theater. His hit stage play “*BEAUTY SHOP*” still holds *box office records* in more than 55 cities across America.

After reading “Dark Clouds” Garrett agreed Bass’ characters deserved to be experienced in living color. Under his tutelage, Bass adapted her novel into a hilarious and inspirational stage play that has gained her the loyalty of fans across the nation.



Previous Sponsors



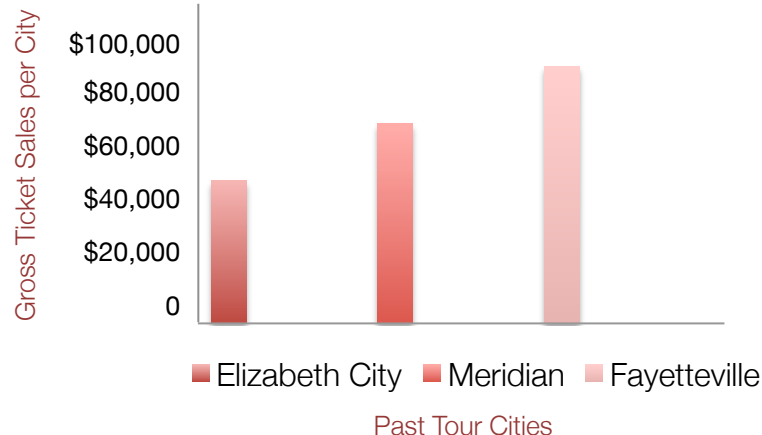
Past Shows

The Temple Theater
Meridian, MS
Capacity: 1,800 Seats
Seats Sold: 1,200 Seats

Mickey L. Burnim
Fine Arts Center
Elizabeth City, NC
Capacity: 1,000 Seats
Seats Sold: 1,000 Seats

The Crown Theater
Fayetteville, NC
Capacity: 2,400 Seats
Seats Sold: 1,800 Seats

Ain't No Love Like A Mother's Love Grossed over \$180,000 during first 3 shows





BACK BY POPULAR DEMAND



A Baltimore showing of the hit stage play was requested by fans. Crystal L. Bass joined forces with stage play veteran Palmer Williams (pictured left) to give audiences a revamped experience. The recent collaboration has shown to be beneficial for repositioning and refining the story line of "Ain't No Love Like A Mother's Love." Williams recently starred in hits (**Madea's Big Happy Family**, **The Marriage Counselor**, and **Laugh to Keep from Crying**) produced and Directed by **Tyler Perry**.



Revised for debut at the Patricia & Arthur Modell Performing Arts Center at The Lyric

"This celebrity cast is ready to give Baltimore a night to remember filled with drama and laughs!"



D'Atra Hicks

D'Atra Hicks is an American actress and singer. She is best known for her role as Jackie Simmons in Tyler Perry's stage play *Madea's Family Reunion*. She also played Nurse Trudy in the stage play *What's Done in the Dark*.



Terrell Carter

Terrell Carter has accompanied artists such as India Arie, Faith Evans, Patti LaBelle, Christina Aguilera, and famed drummer Sheila E. He has toured with Fred Hammond, Kirk Franklin, and Yolanda Adams.



Y'anna Crawley

Y'anna Crawley is the season two Winner of BET's Sunday Best. She released her debut album *Promise* in 2010, earning her the New Artist of the Year Award at the 27th Annual Stellar Awards.



Mike Brooks

Mike Brooks is a Washington, D.C./Maryland born and raised Comedian/Actor. He is known for serving up his humor raw and uncut. With his amazing wit and on the mark timing Mike will have audiences bending over in stitches!



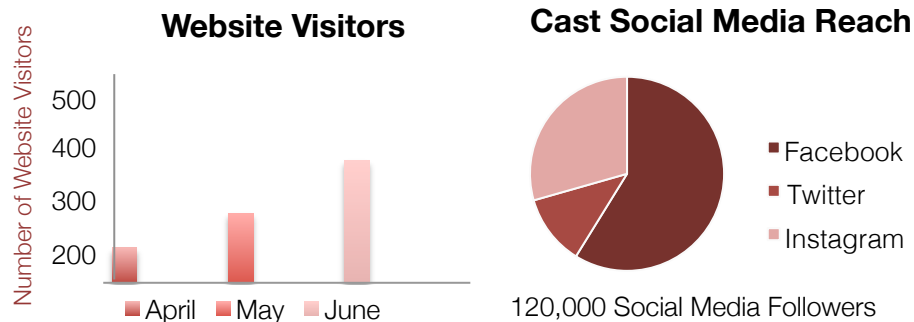
HIGHLY ENGAGED AUDIENCE

Our Local Baltimore Audience

- Majority Professional, Affluent African American Women between the ages of 30-60
- Over **70% represent** Heads of Household and/or key decision-makers.
- Actively engage with the Crystal L. Bass brand via social media including sharing, commenting, watching web based content and donating to crowd funding causes.

According to the Nielsen's 2013 African American Consumer Report 51% of AAs are receptive to in-theater advertising and are more open to receiving culturally relevant messages while consuming content starring or featuring AAs or a multicultural cast.

Social Media and Web Engagement



The Call Viewership

Performance



DECISION-MAKERS



LOYAL



ACTIVE LOCAL OUTREACH

In an effort to further increase awareness and audience engagement of the upcoming production, Crystal L. Bass recently launched "The Call" hosted on her website and YouTube.

The "docu-series" chronicles Bass' experience as she tries to find the best singers, actors, dancers, rappers, poets, and comedians in the Baltimore area for the show.

Episodes began airing on Tuesday, June 3rd at 8pm.



CHANGE THE FACE OF FAMILIES

BECOME A SPONSOR TODAY

Our stories and characters resonate with real women. Your sponsorship will not only help us to produce an inspiring show but it will enable us to carry a message of hope, transformation and love to people who need to be encouraged.

ENLIGHTEN

Due to the overwhelming rise of violence on city streets, and the lack of family structure, “Ain’t No Love Like A Mother’s Love” seeks to raise awareness and challenge its audience.

ENGAGE

Your brand will be shared in a creative, energetic and trusted setting. In addition to visibility on marketing materials, sponsors will receive VIP access during the event.

EMPOWER

Take advantage of the opportunity to be a part of a national campaign to change the face of families in America one community at a time.



PRECIOUS GEM CAMPAIGN

A self-affirming program designed to promote healthy parent-child relationships, encourage open communication within families, aid to reduce the rate of abuse and molestation of children, and cultivate high self-esteem and self-worth of young girls.



Community advocate, Bass was recognized by Reverend Jesse L. Jackson, Sr. and the Rainbow Push Coalition as a 2013 Top Inspirational and Engaged Leader.

Together we can inspire new stories...



SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR

\$50,000 (Exclusive)

One Title Sponsor Opportunity Available

See yourself as the title sponsor of ANLLAML and your brand will appear on all marketing materials, receive unparalleled brand visibility at the event, and be included in the pre-show announcement. You will also have the opportunity to host one of the pre or post events.

- ◆ Crystal L. Bass Entertainment will host a reception in your honor
- ◆ Inclusion of your logo in e-marketing materials sent to over 15,000 people on behalf of Crystal L. Bass and the Lyric Opera House
- ◆ Six (6) complimentary full-access passes to all ANLLAML events and stage production
- ◆ Six (6) strategic brand mentions throughout the main event
- ◆ Premier placement in the exhibition hall
- ◆ Inclusion of logo in the Official Souvenir Booklet – Sponsor's Page
- ◆ Signage on all printed and online promotional materials; branded social media promotion pre and during event
- ◆ Logo placement on Crystal L. Bass' website with a link to your website
- ◆ 2 full color page ads in the souvenir booklet
- ◆ Inclusion of company products and/or promotional materials in SWAG bags (150 bags)
- ◆ Host Red Carpet Event
- ◆ Event photographer to document your experience at the event
- ◆ 2-night stay in luxurious 5 star hotel at the Inner Harbor of Baltimore – ground transportation provided to and from event.
- ◆ Private meet and greet with entire cast of ANLLAML
- ◆ Mentions on TV and Radio commercials

MEDIA OUTREACH

TV

WBAL TV 11 (NBC)
WBFF TV 45 (FOX)
WJZ TV 13 (CBS)
WMAR TV 2 (ABC)
WMPB TV 67 (PBS)
WNUV TV 54 (CW)
WUTB TV 24 (MYTV)

TV

Bravo TV
One Oxygen
WE-TV
OWN
VH1
Aspire

RADIO

WRBS AM 1230
WBJC FM 91.5
WBAL AM 1090
WYPR FM 88.1
WERQ 92.3
WPGC 93.9
Syndicated Morning Shows



SPONSORSHIP OPPORTUNITIES

OFFICIAL SPONSOR \$35,000

Two Title Sponsor Opportunities Available

As an official sponsor of ANLLAML you form the majority of our sponsorships, offering your brand the minimum level of exclusivity. Official sponsor benefits include brand visibility before, during and after the event; onsite engagement with attendees and the opportunity to select from the following:

- ◆ Host pre or after event reception (brand responsible for food, beverage, décor and other related costs)
- ◆ Inclusion of your logo in e-marketing materials sent to over 15,000 people on behalf of Crystal L. Bass and the Lyric Opera House
- ◆ Four (4) complimentary full-access passes to all ANLLAML events and stage production
- ◆ Two strategic brand mentions during the main event
- ◆ Inclusion of logo in the Official Souvenir Booklet-Sponsor's Page
- ◆ Inclusion of company products and/or promotional materials in SWAG bags (150 bags)
- ◆ Photo-Ops with Celebrity Cast of ANLLAML
- ◆ Logo placement on Crystal L. Bass' website with a link to your website
- ◆ 1 full color page ad in the show brochure

MID-LEVEL SPONSOR \$20,000

Three Title Sponsor Opportunities Available

Mid-Level sponsors are essential to ANLLAML. In addition to the strategic placement in the exhibitor hall, logo placement and social media promotion mentioned above, your brand has the opportunity to share in the following:

- ◆ Inclusion of your logo in e-marketing materials sent to over 10,000 people on behalf of Crystal L. Bass and the Lyric Opera House
- ◆ Three (3) complimentary full-access passes to all ANLLAML events and stage production
- ◆ One strategic brand mention during the main event
- ◆ Inclusion of logo in the Official Souvenir Booklet – Sponsor's Page
- ◆ Inclusion of company products and/or promotional materials in SWAG bags (75 bags)
- ◆ Photo-Ops with Celebrity Cast of ANLLAML
- ◆ Logo placement on Crystal L. Bass' website with a link to your website
- ◆ Half-page full color ad in the show brochure



SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR **\$10,000**

- ◆ Inclusion of company products and/or promotional materials in VIP bags
- ◆ Inclusion of logo in the Official Souvenir Booklet
- ◆ Signage on all printed and online promotional materials
- ◆ Logo placement on Crystal L. Bass' website with a link to your website
- ◆ Social Media promotion pre and during event
- ◆ Photo-Ops with Crystal L. Bass and the cast of ANLLAML

GOLD SPONSOR **\$5,000**

- ◆ Inclusion of company products and/or promotional materials in VIP bags
- ◆ Inclusion of company logo in the Official Souvenir Booklet
- ◆ Signage on all online promotional materials
- ◆ Logo placement on Crystal L. Bass' website
- ◆ Use of brand and logo for social media promotion
- ◆ Photo-Ops with Crystal L. Bass

BRONZE SPONSOR **\$2,500**

- ◆ Inclusion of company products and/or promotional materials in VIP bags
- ◆ Inclusion of company logo in the Official Souvenir Booklet
- ◆ Use of brand and logo for social media promotion
- ◆ Photo-Ops with Crystal L. Bass



CONTACT US

Crystal L. Bass'



**Ain't No Love
Like A Mother's Love**

A Hilarious and Inspirational Stage Play

NOVEMBER 15TH, 2014

D'ATRA HICKS	TERRELL CARTER	Y'ANNA CRAWLEY	MIKE BROOKS
			

Thank You for your time and consideration.

For more information about Ain't No Love Like A Mother's Love or for questions regarding sponsorship opportunities, please contact:



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www.CrystalLBass.com

 [ANLLAML Stage Production](#)
 [@Crystal_L_Bass](#)

SPONSORSHIP DEADLINE
September 15, 2014