

The Busby Foundation Presents

13TH ANNUAL  
*Lone Star*

**CRAWFISH FESTIVAL**

April 22, 2017  
STUBB'S BAR-B-Q

*Featuring*  
**Josh Abbott  
Band**

Helping families in Central Texas  
suffering from ALS/Lou Gehrig's Disease  
[CRAWFISHFESTIVAL.ORG](http://CRAWFISHFESTIVAL.ORG)



**JOIN US IN CELEBRATING** good food, beer and “all-you-can-eat” crawfish at Stubbs BBQ during the Annual Crawfish Festival. We’ll be partying Cajun-style with great live music right in your backyard. All proceeds from the event will go towards the Busby Foundation as they support Central Texas families affected by ALS.

The Busby Foundation was established in November 2001 by friends and colleagues to honor the courageous life and legacy of former ALS victim, Bo Busby. The foundation provides financial support and assistance to Central Texas families with gifts ranging from a few hundred to many thousands of dollars. Our financial support and continued empathy comforts patients and their families when the disease may overwhelm them with its ongoing demands and lifestyle changes.

Since its inception, The Busby Foundation has assisted many patients and their families in the Central Texas area. Here are just a few examples:

- Provide financial “gap” assistance until federal agency aid begins.
- Directing families on available resources in managing these challenges.
- Constructing wheelchair and handicap accessibility features into their home.
- Assisting with home health care and nursing aid.
- Supplying transportation vouchers to help with hospital visits.
- Donating services to help families secure wheelchairs, breathing equipment, stair lifts and other mobility devices.
- Showing compassion and empathy in demonstrating the community of ready and willing support in their battle with ALS.

About ALS: Amyotrophic Lateral Sclerosis (ALS, sometimes called Lou Gehrig’s disease) is a progressive, usually fatal, neurodegenerative disease caused by the degeneration of motor neurons, the nerve cells in the central nervous system that control voluntary muscle movement. As a motor neuron disease, the disorder causes muscle weakness and atrophy throughout the body as both the upper and lower motor neurons degenerate, ceasing to send messages to muscles. Unable to function, the muscles gradually weaken, develop twitches because of denervation, and eventually atrophy because of that denervation. The patient may ultimately lose the ability to initiate and control all voluntary movement except of the eyes.

The Crawfish Festival is an excellent sponsor-marketing vehicle. Sponsor involvement provides awareness, marketing opportunities, and enhanced community relations. Reward your best customers, employees and friends with a great evening of music and crawfish at a great Austin venue.

**[WWW.BUSBYALS.ORG](http://WWW.BUSBYALS.ORG)**

## A MESSAGE FROM A FOUNDATION RECIPIENT

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“Thank you from the bottom of our hearts for giving us a trip that we will never forget. I always dreamed of staying in the Disney Park and The Busby Foundation made it come true. It was *AMAZING*. Disney gave us VIP access to so many events and we loved the fireworks. I can still see them in my mind! We walked out onto the balcony and could hear the music playing from the park; the view was so beautiful I didn't want to leave. I would sit out on the balcony and watch the kids swim. Watching everything through their eyes was more than words can say. I hope more families will be blessed in the way we were. We cannot thank you enough for giving us the most wonderful trip we will *never ever forget* Thank you Busby Foundation for everything that you did. If I were there I'd give you all a big hug... and probably cry too. Thanks for the *memories!*”  
TammyAbrego

## EVENT DETAILS

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**WHEN**.....

**Saturday, April 22, 2017**

6:00pm- 10:30pm

**WHERE**.....

**Stubb’s Bar-B-Q**

*StubbsAustin.com*

**WHERE**.....

**Josh Abbott**

*www.joshabbottband.com*

**THE EVENING LINE-UP**.....

6:00pm Corp. Sponsor Doors Open

6:30pm Gen. Admission Doors Open

7:00pm Music Starts

10:30pm Event Ends

**FOR MORE INFO. CONTACT**

**Michelle Murdough**

*michellemurdough@gmail.com*

# SPONSORSHIP OPPORTUNITIES

## BIG CRAW DADDY CORP. TITLE SPONSOR

### \$15,000

- 30 corporate VIP tickets.
- 30 event t-shirts.
- Recognition as title sponsor in all forms of media, radio and email newsletters.
- Exclusive event title name recognition.
- Distribution of sponsor provided corporate materials to all attendees.
- 20' x 20' sponsor provided banner with stage presence.
- 2-minute stage announcement.
- Beer and wine.

## GRAND CRAWDADDY BAR SPONSOR

### \$10,000

- All you can eat crawfish.
- 30 corporate VIP tickets.
- 30 event t-shirts.
- Recognition in all forms of media, radio and email newsletters.
- Official corporate sponsor of the bar areas.
- Two 10' x 5' sponsor-provided banner placed within highly visible area.
- 30 second stage announcement.
- Beer and wine.

## GRAND CRAWDADDY BBQ SPONSOR

### \$7,000

- All you can eat crawfish.
- 25 corporate VIP tickets.
- 25 event t-shirts.
- Official corporate sponsor of the Bar-B-Que service area.
- One 10' x 5' sponsor-provided banner placed within a highly visible area.
- Beer and wine.

## SUCK 'EM SPONSOR

### \$5,000

- All you can eat crawfish.
- 20 corporate VIP tickets.
- 20 event t-shirts.
- One 5' x 7' sponsor-provided banner placed within the venue area.
- Beer and wine.

## SHUCK 'EM SPONSOR

### \$2,500

- All you can eat crawfish.
- 10 corporate VIP tickets.
- Sponsor logo or name on event website.
- Beer and wine.

## PICK 'EM SPONSOR

### \$1,000

- All you can eat crawfish.
- 4 corporate VIP tickets
- Beer and wine.

**SPECIAL OFFER!**  
Ask us about the  
dual-event sponsorship packages  
we offer. Includes the Crawfish  
Festival in April and the  
Golf Tournament in September  
2017.

A stylized illustration at the bottom of the page features a red crawfish on a blue background, with a white outline of a guitar neck and strings extending from the left side.

# SPONSORSHIP COMMITMENT

**YES!** I wish to make one of the following commitments to make a difference in the lives of those individuals living with ALS (circle or check your desired sponsor package below):

**BIG CRAW DADDY CORP.**  
TITLE SPONSOR  
**\$15,000**

**GRAND CRAW DADDY BAR**  
SPONSOR  
**\$10,000**

**CRAW DADDY BAR-B-QUE**  
SPONSOR  
**\$7,000**

**SUCK 'EM SPONSOR**  
**\$5,000**

**SHUCK 'EM SPONSOR**  
**\$2,500**

**PICK 'EM SPONSOR**  
**\$1,000**

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**EVENT WILL GO ON RAIN OR SHINE. NO REFUNDS.**

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## SPONSOR INFORMATION

## ALTERNATIVE INFORMATION

Name.....

Company.....

Address.....

City..... State..... Zip.....

Work Phone..... Fax.....

Cell Phone.....

Email.....

I am regretfully unable to attend, but enclosed is a donation of:

\$.....

I am interested in other sponsorship opportunities. Contact me at:

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## PAYMENT INFORMATION

Check Enclosed..... Invoice me.....

Pay by Major Credit Card (please only check one):  Mastercard  Visa  American Express  Discover

Account Number..... Expiration Date.....

Signature..... Date.....

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## PLEASE FAX, MAIL, OR EMAIL THIS INFO TO:

The Busby Foundation  
3600 N. Capital of Texas Highway Building B, Suite 250  
Austin, TX 78745-3211

Attention.....Michelle Murdough  
Phone.....512 422 7090  
Fax:.....512 727 1043  
Email.....[michellemurdough@gmail.com](mailto:michellemurdough@gmail.com)