

15TH ANNUAL  
*Lone Star*

**CRAWFISH FESTIVAL**

April 13, 2019  
Stubb's Bar-B-Q

*Featuring*

Live Entertainment from  
Local Artists

[LONESTARCRAWFISHFESTIVAL.ORG](http://LONESTARCRAWFISHFESTIVAL.ORG)

Presented by **PHI DELTA THETA** Benefiting **THE BUSBY FOUNDATION**

*Helping families in Central Texas suffering from ALS/Lou Gehrig's Disease*



**JOIN US IN CELEBRATING** cold beer and “all-you-can-eat” crawfish at Stubb’s Bar-B-Q for the 15<sup>th</sup> Annual Lonestar Crawfish Festival. We’ll be partying Cajun-style with rocking, 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)**

## MESSAGES FROM FOUNDATION RECIPIENTS

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“I will never forget what the Busby Foundation did for us. It takes special people to reach out and help someone, to touch a family by giving and caring.” – Paul and Teresa B.

“I am so impressed with the love, care and spirit of helping that I have experienced through The Busby Foundation. All of the people who helped my sister-in-law were so generous with their time, support and love. I could never thank all of those connected with The Busby Foundation enough.” – Brett W.

## EVENT DETAILS

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**WHEN**.....

**Saturday, April 13, 2019**

*6:00pm- 10:30pm*

**WHERE**.....

**Stubb’s Bar-B-Q**

*StubbsAustin.com*

**WHO’S PLAYING**.....

**Headliner TBD**

**Jackopierce**

[www.jackopierce.com](http://www.jackopierce.com)

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

6:00pm Sponsor Doors Open

6:30pm Gen. Admission Doors Open

7:00pm Live Music Starts

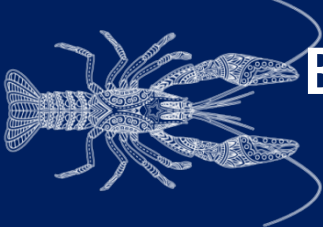
10:30pm Event Ends

**FOR MORE INFO CONTACT**

**Michelle Murdough**

*michellemurdough@gmail.com*

# SPONSORSHIP OPPORTUNITIES



## BIG CRAWDADDY TITLE SPONSOR \$25,000

- Exclusive event title name recognition
- Private In-House Acoustic Concert
- Recognition as title sponsor in all forms of media, radio and email newsletters
- Distribution of sponsor provided corporate materials to all attendees
- 20' x 20' sponsor provided banner with stage presence
- 2-minute stage announcement
- 35 corporate VIP tickets and event t-shirts
- All-you-can-eat crawfish
- Beer and wine

### *Exclusive After Party Sponsorship*

#### GRAND CRAWDADDY AFTER PARTY SPONSOR

**\$12,000**

- Private musical concert with local artist
- Undivided full-room recognition as After Party Sponsor
- Recognition as After Party Sponsor in all forms of media, radio and email newsletters
- Attendance available to all Event Sponsors
- 10' x 5' sponsor-provided banner with main stage presence
- 5' x 8' sponsor-provided banner near stage for After Party
- 1-minute stage announcement
- 30 corporate VIP tickets and event t-shirts
- All-you-can-eat crawfish
- Beer and wine

#### LONESTAR BAR SPONSOR

**\$10,000**

- Recognition as Bar Sponsor in VIP Sponsor Areas and General Areas
- Koozies with your company logo will be distributed at all bars
- One 10' x 5' sponsor-provided banner placed within a highly visible area
- 25 corporate VIP tickets and event t-shirts
- All-you-can-eat crawfish
- Beer and wine

#### LONESTAR BBQ SPONSOR

**\$7,000**

- Recognition as BBQ Sponsor in VIP Sponsor Areas
- One 10' x 5' sponsor-provided banner placed within a highly visible area
- 25 corporate VIP tickets and event t-shirts
- All-you-can-eat crawfish
- Beer and wine

#### SUCK 'EM SPONSOR

**\$5,000**

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

#### SHUCK 'EM SPONSOR

**\$2,500**

- 10 VIP tickets
- All-you-can-eat crawfish
- Beer and wine

#### PICK 'EM SPONSOR

**\$1,000**

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

# 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 CRAWDADDY TITLE SPONSOR

**\$25,000**

GRAND CRAWDADDY  
AFTER PARTY SPONSOR

**\$12,000**

LONESTAR  
BAR SPONSOR

**\$10,000**

LONESTAR  
BBQ SPONSOR

**\$7,000**

SUCK 'EM SPONSOR

**\$5,000**

SHUCK 'EM SPONSOR

**\$2,500**

PICK 'EM SPONSOR

**\$1,000**

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

## 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.....

## PLEASE MAIL OR EMAIL THIS INFO TO:

The Busby Foundation  
3700 N. Capital of Texas Highway  
Suite 420  
Austin, Texas 78746

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