

THE AUNTIE KAREN FOUNDATION PRESENTS
23RD ANNUAL

2027 LEGENDS OF...

GREGORY PORTER

TWO-TIME GRAMMY® AWARD WINNER

THE GRAND FINALE OF OUR
25TH ANNIVERSARY



Sponsorship Opportunities

FRIDAY, FEBRUARY 5, 2027 • 8:00 PM • KOGER CENTER FOR THE ARTS

Welcome

The Auntie Karen Foundation invites you to become a sponsor of the **23rd Annual Legends of... Concert**, an iconic celebration of music, culture and community, and the **Grand Finale of our 25th Anniversary**.

Since our first concert in 2004 with the legendary Roberta Flack and the Capital City Chorale, Legends of... has presented unforgettable performances by some of the most respected artists in music, including Dianne Reeves, Al Jarreau, Patti Austin, the Joe Sample Trio, George Duke, Gladys Knight, Vanessa Williams, Take 6, After 7 and many others.

In 2027 we close our 25th year with two-time GRAMMY® Award winner **Gregory Porter**, one of the most celebrated jazz vocalists of his generation. The evening opens with the **Auntie Karen All-Star Band**, showcasing talented regional artists and celebrating homegrown excellence.

Legends of...2027 takes place **Friday, February 5, 2027 at 8:00 PM** at the Koger Center for the Arts in Columbia, South Carolina.

Legends of... is more than a performance. It celebrates the rich legacy of African American music and its lasting impact on culture, community and history. As a sponsor, you align your organization with a trusted nonprofit that has spent 25 years empowering, enlightening and educating through the arts.

Your support sustains our year-round programs, including Artpreneur in Schools, the Young Entrepreneurs Conference and Auntie Karen Storytime, serving youth and families across South Carolina and beyond.

We look forward to partnering with you to make Legends of...2027 an unforgettable celebration.

SPONSORSHIP OPPORTUNITIES

Sponsorships range from a **\$160 Patron** to the **Title Sponsor** who underwrites the artist. Every gift matters, and every level includes valuable benefits:

- Exposure to the general public and to VIPs within the community
- Publicity through posters, flyers, the internet and other media; major sponsors receive radio and television coverage and branding opportunities
- An enhanced image as a good corporate citizen and community supporter
- The satisfaction of supporting the Auntie Karen Foundation, the arts and our community

We can customize a package to meet your goals and priorities.

KEY DATES

Nov 15, 2026	Logos due for the poster and marketing
Jan 15, 2027	Program book ads due; ticket use confirmed
Feb 4, 2027	Legends of... Master Class
Feb 5, 2027	VIP Reception, Silent Auction and Concert

LET'S TALK

Karen Alexander-Banks

Karen.Alexander@auntiekaren.org
(803) 748-7124

About the Auntie Karen® Foundation

The Auntie Karen Foundation is a global, nonprofit 501(c)(3) charitable corporation certified by the State of South Carolina on October 31, 2001. Our mission is to create and implement replicable community outreach programs designed to **empower, enlighten and educate through the arts.**

Young Entrepreneurs Conference

Since 2004, this conference on the campus of Benedict College has brought together youth ages 7 to 22 from across the region to foster economic empowerment. Each year, ten young entrepreneurs under the age of 25 are featured.

Artpreneur in Schools

Artpreneur and Technopreneur classes “inspire a new generation of business leaders through arts and technology,” with classes in visual art, dance, creative cooking, guitar, bass, drums, keyboards, spoken word and etiquette. The pilot began in 2003.

Auntie Karen Storytime and Auntie Karen’s Place

Original characters, puppets, music and stories teach children life skills, from health and emergency preparedness to jazz and financial literacy. Auntie Karen’s Place began as a 30-minute program produced with SC ETV and Palmetto Health Children’s Hospital.

Legends of... (A Salute to Black History)

Each year the Foundation honors the contributions of African Americans through the Legends of... programs: the Legends of... Master Class and the Legends of... Concert and Silent Auction at the Koger Center.

Gordon’s Garden

Gordon, an original Auntie Karen character and a purple Jamaican Yam, teaches kids healthy living habits through music, books and DVDs.

Hugs Around The World

Olivia The Octopus, Auntie Karen’s International Jazz Diva, has carried hugs to children in Brazil, Costa Rica, Venezuela, Japan, Holland, Ghana and Nigeria, beginning with survivors of Hurricane Katrina in Biloxi, Mississippi in 2005.

Our 2027 Legends of... Honoree

Gregory Porter

Raised in Bakersfield, California, Gregory Porter grew up on Southern gospel and his mother's Nat King Cole records. He went to San Diego State University on a football scholarship, found his voice in the city's jazz clubs and built his career in New York.

Today he is one of the most celebrated jazz vocalists of his generation, with a warm baritone that blends jazz, soul, gospel and R&B.



Photo: Erik Umphery

- 2014** GRAMMY® Award, Best Jazz Vocal Album: *Liquid Spirit*, more than one million copies sold
- 2017** GRAMMY® Award, Best Jazz Vocal Album: *Take Me to the Alley*
- 2025** Edison Jazz Lifetime Achievement Award

OPENING THE EVENING

The Auntie Karen All-Star Band showcases talented regional artists and celebrates South Carolina's homegrown excellence.

The Legends of... Master Class

Thursday, February 4, 2027 at Dreher High School, presented in partnership with Richland School District One.

The Legends of... Master Class gives students from across the state the chance to spend time with the GRAMMY® Award winning legends who headline the concert. As the 2027 Legends of... Honoree, Gregory Porter will also be recognized at the master class and by government officials.

The series began in 2006 at the University of South Carolina School of Music with Al Jarreau. Since then, students have learned from Patti Austin, Joe Sample, Rachelle Ferrell, Ashford & Simpson, Kenny “Babyface” Edmonds, Ramsey Lewis, Gladys Knight, Kirk Whalum, Lalah Hathaway, Jonathan Butler, Chaka Khan, Sheila E., Morris Day & The Time, The Isley Brothers, Peabo Bryson, Stephanie Mills, Vanessa Williams, Jeffrey Osborne and more.

Imagine playing the drums with Sheila E., jamming with Ernie Isley, scatting with Al Jarreau or hearing Ashford & Simpson share the stories behind their Motown hits. Students from rural communities and districts across South Carolina have had those experiences and more.

SPONSOR A STUDENT

Help bring this experience to life by sponsoring a young person.

\$25	Master Class sponsorship, per student
\$55	Student concert sponsorship, per student
\$75	Master Class and concert, per student

VIP Reception and Silent Auction

Friday, February 5, 2027 at the Koger Center for the Arts

6:00 to 7:30 PM

VIP Reception

An exclusive pre-concert gathering for 300+ guests with culinary offerings from local and regional chefs, caterers and restaurants, live music, networking and a sponsor appreciation ceremony. VIP passes are included with sponsor packages from Bronze up.

6:00 to 8:00 PM

Silent Auction

Open to every concertgoer. All proceeds benefit the Auntie Karen Foundation.

8:00 PM

Legends of...2027 featuring Gregory Porter

Opening: The Auntie Karen All-Star Band

DONATE TO THE SILENT AUCTION

Have an item, experience or service to donate? Your donation is recognized at the auction and supports our year-round programs.

Jackie Griffin (803) 260-6555 jackiedg@aol.com

Sponsorship at a Glance

LEVEL	INVESTMENT	ORCHESTRA PREMIUM TICKETS	VIP RECEPTION PASSES	VALET PASSES	PROGRAM AD
Title Sponsor	Full artist package	30	30	6	Full
Legacy Sponsor	\$75,000	24	24	6	Full
Encore Sponsor	\$50,000	16	16	4	Full
Platinum	\$25,000	12	12	4	Full
Media Event Co-Sponsor	\$10,000	10	10	4	Full
Diamond	\$10,000	10	10	4	Full
Gold	\$7,000	8	8	4	Full
VIP Reception Sponsor	\$7,000	8	8	4	Full
Emerald	\$5,000	6	6	2	Full
Valet	\$2,500	4	4	2	Half
Silver	\$1,500	4	4	2	Half
Bronze	\$600	2	2	1	Quarter
Executive Business	\$400	2	2	1	Quarter
Small Business	\$300	2 Grand Tier	2	1	Business card
Student Scholarship	\$500	10 Balcony (students)	None	None	Business card
Patron	\$160	1	None	None	Name listed

Title, Legacy and Encore are cash only. In-kind sponsorships are matched to the level of their market value. Sponsorship opportunities are available through the Auntie Karen Foundation only.

SPONSORSHIP LEVEL

Title Sponsor Artist Underwriter

YOUR INVESTMENT

Full artist packageLet's talk: Karen.Alexander@auntiekaren.org

The Title Sponsor underwrites the full artist package for Legends of...2027, and its name becomes part of the event: "Auntie Karen Foundation's Legends of...2027 presented by XYZ Company." The Title Sponsor receives the greatest community exposure and every benefit below.

30

Orchestra Premium tickets

30

VIP Reception passes

6

Valet Parking Passes

- Recognition on Concert Program Cover as a sponsor
- Full Page Ad in Concert Program
- Recognition at the VIP Reception
- Name/Logo prominently printed on material, signage and advertisement
- Live recognition at the concert by the Emcee
- Logo on concert poster
- Name listed on Auntie Karen Radio Link for one (1) month
- Regional Media Promotion (TV, Radio and Print)
- Social Media Promotion (Facebook, Instagram)
- Electronic Media Promotion (Email Blast)
- Opportunity to include branded items for concert attendees
- Radio Tagline: Presenting Sponsor of Legends of...2027
- Name printed on concert ticket
- Recognition in all Press Releases

Cash only. These funds help cover Legends of...2027 artist expenses; in-kind contributions are not accepted at this level.

SPONSORSHIP LEVEL

Legacy Sponsor 25th Anniversary Grand Finale

YOUR INVESTMENT

\$75,000

Legacy Sponsors stand behind the Grand Finale of the Auntie Karen Foundation's 25th Anniversary, the highest level of support short of underwriting the artist.

24

Orchestra Premium tickets

24

VIP Reception passes

6

Valet Parking Passes

- Special recognition as a Legacy Sponsor of the 25th Anniversary Grand Finale
- Recognition on Concert Program Cover as a sponsor
- Full Page Ad in Concert Program
- Recognition at the VIP Reception
- Name/Logo prominently printed on material, signage and advertisement
- Live recognition at the concert by the Emcee
- Logo on concert poster
- Name listed on Auntie Karen Radio Link for one (1) month
- Regional Media Promotion (TV, Radio and Print)
- Social Media Promotion (Facebook, Instagram)
- Electronic Media Promotion (Email Blast)
- Opportunity to include branded items for concert attendees
- Recognition in all Press Releases

Cash only. These funds help cover Legends of...2027 artist expenses; in-kind contributions are not accepted at this level.

POSTER AND MARKETING DEADLINE: NOVEMBER 15, 2026 | PROGRAM BOOK PRINTING DEADLINE: JANUARY 15, 2027

SPONSORSHIP LEVEL

Encore Sponsor

YOUR INVESTMENT

\$50,000

Encore Sponsors receive top-tier recognition across every Legends of...2027 platform.

16

Orchestra Premium tickets

16

VIP Reception passes

4

Valet Parking Passes

- Recognition on Concert Program Cover as a sponsor
- Full Page Ad in Concert Program
- Recognition at the VIP Reception
- Name/Logo prominently printed on material, signage and advertisement
- Live recognition at the concert by the Emcee
- Logo on concert poster
- Name listed on Auntie Karen Radio Link for one (1) month
- Regional Media Promotion (TV, Radio and Print)
- Social Media Promotion (Facebook, Instagram)
- Electronic Media Promotion (Email Blast)
- Opportunity to include branded items for concert attendees
- Recognition in all Press Releases

Cash only. These funds help cover Legends of...2027 artist expenses; in-kind contributions are not accepted at this level.

SPONSORSHIP LEVEL

Platinum

YOUR INVESTMENT

\$25,000

12

Orchestra Premium tickets

12

VIP Reception passes

4

Valet Parking Passes

- Recognition on Concert Program Cover as a sponsor
- Full Page Ad in Concert Program
- Recognition at the VIP Reception
- Name/Logo prominently printed on material, signage and advertisement
- Live recognition at the concert by the Emcee
- Logo on concert poster
- Name listed on Auntie Karen Radio Link for one (1) month
- Regional Media Promotion (TV, Radio and Print)
- Social Media Promotion (Facebook, Instagram)
- Electronic Media Promotion (Email Blast)
- Recognition in all Press Releases

POSTER AND MARKETING DEADLINE: NOVEMBER 15, 2026 | PROGRAM BOOK PRINTING DEADLINE: JANUARY 15, 2027

SPONSORSHIP LEVEL

Media Event Co-Sponsor

YOUR INVESTMENT

\$10,000

in-kind

10

Orchestra Premium tickets

10

VIP Reception passes

4

Valet Parking Passes

- Recognition on Concert Program Cover as a sponsor
- Full Page Ad in Concert Program
- Recognition at the VIP Reception
- Name/Logo prominently printed on material, signage and advertisement
- Live recognition at the concert by the Emcee
- Logo on concert poster
- Name listed on Auntie Karen Radio Link for one (1) month
- Social Media Promotion (Facebook, Instagram)
- Electronic Media Promotion (Email Blast)
- Recognition in all Press Releases

SPONSORSHIP LEVEL

Diamond

YOUR INVESTMENT

\$10,000

10

Orchestra Premium tickets

10

VIP Reception passes

4

Valet Parking Passes

- Recognition on Concert Program Cover as a sponsor
- Full Page Ad in Concert Program
- Recognition at the VIP Reception
- Name/Logo prominently printed on material, signage and advertisement
- Live recognition at the concert by the Emcee
- Logo on concert poster
- Name listed on Auntie Karen Radio Link for one (1) month
- Social Media Promotion (Facebook, Instagram)
- Electronic Media Promotion (Email Blast)

POSTER AND MARKETING DEADLINE: NOVEMBER 15, 2026 | PROGRAM BOOK PRINTING DEADLINE: JANUARY 15, 2027

SPONSORSHIP LEVEL

Gold

YOUR INVESTMENT

\$7,000**8**

Orchestra Premium tickets

8

VIP Reception passes

4

Valet Parking Passes

- Recognition on Concert Program Cover as a sponsor
- Full Page Ad in Concert Program
- Recognition at the VIP Reception
- Name/Logo prominently printed on material, signage and advertisement
- Live recognition at the concert by the Emcee
- Logo on concert poster
- Social Media Promotion (Facebook, Instagram)
- Electronic Media Promotion (Email Blast)

SPONSORSHIP LEVEL

VIP Reception Sponsor

YOUR INVESTMENT

\$7,000

Put your brand in front of 300+ guests at the pre-concert VIP Reception, featuring culinary offerings from local and regional chefs, caterers and restaurants, live music and networking. Includes the full Gold package, plus:

8

Orchestra Premium tickets

8

VIP Reception passes

4

Valet Parking Passes

- Special listing in the concert program as The VIP Reception Sponsor
- Signage at the VIP Reception
- Recognition on Concert Program Cover as a sponsor
- Full Page Ad in Concert Program
- Recognition at the VIP Reception
- Name/Logo prominently printed on material, signage and advertisement
- Live recognition at the concert by the Emcee
- Logo on concert poster
- Social Media Promotion (Facebook, Instagram)
- Electronic Media Promotion (Email Blast)

SPONSORSHIP LEVEL

Emerald

YOUR INVESTMENT

\$5,000**6**

Orchestra Premium tickets

6

VIP Reception passes

2

Valet Parking Passes

- Recognition on Concert Program Cover as a sponsor
- Full Page Ad in Concert Program
- Recognition at the VIP Reception
- Live recognition at the concert by the Emcee
- Logo on concert poster
- Social Media Promotion (Facebook, Instagram)
- Electronic Media Promotion (Email Blast)

POSTER AND MARKETING DEADLINE: NOVEMBER 15, 2026 | PROGRAM BOOK PRINTING DEADLINE: JANUARY 15, 2027

SPONSORSHIP LEVEL

Valet 2 available

YOUR INVESTMENT

\$2,500**4**

Orchestra Premium tickets

4

VIP Reception passes

2

Valet Parking Passes

- Valet parking marketing
- Branded items for valet cars (300 promotional items)
- Recognition on Concert Program Cover as a Silver sponsor
- Half Page Ad in Concert Program
- Recognition at the VIP Reception
- Name/Logo prominently printed on material, signage and advertisement
- Live recognition at the concert by the Emcee

SPONSORSHIP LEVEL

Silver

YOUR INVESTMENT

\$1,500**4**

Orchestra Premium tickets

4

VIP Reception passes

2

Valet Parking Passes

- Recognition on Concert Program Cover as a sponsor
- Half Page Ad in Concert Program
- Recognition at the VIP Reception
- Name/Logo prominently printed on material, signage and advertisement
- Live recognition at the concert by the Emcee

SPONSORSHIP LEVEL

Bronze

YOUR INVESTMENT

\$600**2**

Orchestra Premium tickets

2

VIP Reception passes

1

Valet Parking Pass

- Recognition on Concert Program Cover as a sponsor
- Quarter Page Ad in Concert Program
- Recognition at the VIP Reception

Friends of Auntie Karen

We know many small businesses, entrepreneurs and individuals want to give at a level other than our corporate packages. Friends of Auntie Karen sponsorships meet those needs.

Executive Business

Two Orchestra seats, two VIP Reception passes, one valet parking pass and a quarter page ad

\$400

Small Business

Two Grand Tier seats, two VIP Reception passes, one valet parking pass and a business card ad

\$300

Student Scholarship

Ten student Balcony seats and a business card ad

\$500

Patron

One Orchestra seat and your name listed as a Friend of Auntie Karen in the program book

\$160

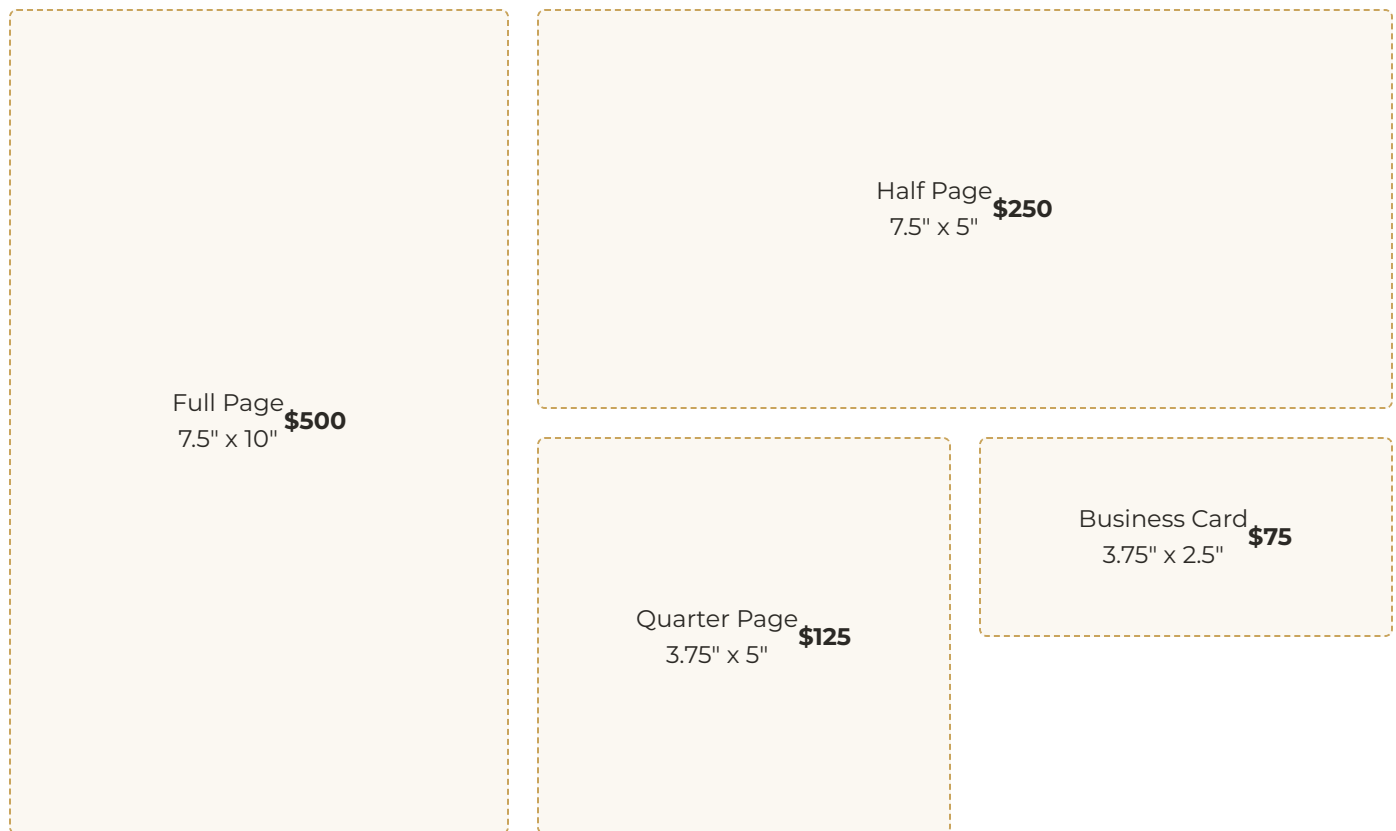
IN-KIND SPONSORSHIPS

In-kind sponsors donate a product or service instead of a direct financial contribution; for example, a hotel may provide rooms for the artists or a restaurant may provide food. The market value of the contribution must meet or exceed the level selected. A sponsorship may also combine cash and in-kind contributions.

EVERY SEAT MATTERS: USING YOUR TICKETS

Please tell us how you plan to use your tickets when you sign your agreement, and confirm by **January 15, 2027**. You may use all of them, use some and release the rest, or donate them to students and community guests. Donated tickets are recognized in the program book. Tickets not confirmed by January 15, 2027 may be released to students and community guests.

Program Book Ad Specifications



ARTWORK REQUIREMENTS

Email artwork to **graphics@auntiekaren.org** by **January 15, 2027**. Logos for the poster are due **November 15, 2026**. Accepted formats: JPEG, TIFF or PDF at 300 dpi minimum; files of 10 MB or less may be emailed. If you cannot supply digital art, please send clean black and white artwork. A basic ad can be created if no artwork is available. Artwork that is not camera ready is subject to a design fee, agreed to before work begins.

Auntie Karen Foundation

LEGENDS OF...2027

Sponsorship Agreement

Featuring Gregory Porter | Opening: The Auntie Karen All-Star Band
Friday, February 5, 2027 | 8:00 PM | Koger Center for the Arts

POSTER & MARKETING DEADLINE: NOVEMBER 15, 2026

PROGRAM BOOK PRINTING DEADLINE: JANUARY 15, 2027



1 SPONSOR INFORMATION

Company / Sponsor name (as it should appear in print)

AK Representative

Contact name

Phone

Email

Street address

City

State

ZIP

Website / social media handle (for recognition)

2 SPONSORSHIP LEVEL

MAJOR SPONSORS

☐ Title (Artist Underwriter) full artist package	Let's talk
☐ Legacy Sponsor cash only	\$75,000
☐ Encore Sponsor cash only	\$50,000
☐ Platinum	\$25,000
☐ Media Event Co-Sponsor in-kind	\$10,000
☐ Diamond	\$10,000
☐ Gold	\$7,000
☐ VIP Reception Sponsor	\$7,000
☐ Emerald	\$5,000
☐ Valet 2 available	\$2,500
☐ Silver	\$1,500
☐ Bronze	\$600

FRIENDS OF AUNTIE KAREN

☐ Executive Business	\$400
☐ Small Business	\$300
☐ Student Scholarship (10 seats) x ____	\$500
☐ Patron name in program book	\$160

PROGRAM AD ONLY

☐ Full page 7.5" x 10"	\$500
☐ Half page 7.5" x 5"	\$250
☐ Quarter page 3.75" x 5"	\$125
☐ Business card 3.75" x 2.5"	\$75
☐ Donation \$_____ In-kind value \$_____	

3 YOUR TICKETS AND GUESTS

Every seat matters. Please tell us how you plan to use the concert tickets, VIP Reception passes and valet passes in your package so no seat goes empty.

☐ We will use **all** of our tickets

☐ **Donate** our tickets to students and community guests

☐ We will use ____ tickets; release the rest

☐ Not sure yet; we will confirm by **January 15, 2027**

Ticket contact (person who receives our tickets)

Phone

Email

Ticket delivery: ☐ Pickup ☐ Mail ☐ Will Call at the Koger Center

Tickets not confirmed by January 15, 2027 may be released to students and community guests. Donated tickets are recognized in the program book.

4 PAYMENT, ARTWORK AND SIGNATURE

Make checks payable to **Auntie Karen Foundation** and mail to
PO Box 602, Columbia, SC 29202. Credit card payments can be
made online at **www.auntiekaren.org**.

Enclosed is my check for \$_____ Check # _____

Email ad artwork to **graphics@auntiekaren.org** by
January 15, 2027: JPEG, TIFF or PDF, 300 dpi minimum.
Logos for the poster are due November 15, 2026. Design
fees apply to artwork that is not camera ready.

Signature (I agree to purchase the sponsorship package selected above)

Date

FOR OFFICE USE ONLY

Received by

Cash / online / check amount

Check #

Ad received / logo received

Orchestra seats

Reception passes / valet #s

Tickets confirmed / date

Tickets delivered by / date

Released or donated seats

All contributions are tax deductible to the extent allowed by law. Sponsorship opportunities are available through the Auntie Karen Foundation only.