



The only songwriters retreat in honor of Buddy Holly, hosted in his hometown of Lubbock, Texas.

# SPONSORSHIP OPPORTUNITIES

SEPTEMBER 19-22, 2023 \* LUBBOCK, TEXAS

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A partnership of



# OUR MISSION



The Lubbock Entertainment Performing Arts Association (LEPAA) and The Buddy Holly Educational Foundation (TBHEF) have partnered to present the Buddy Holly Songwriters Retreat and Showcase. The 4-day retreat and festival, honors the legacy of Buddy Holly, inspiring and cultivating songwriters in his hometown of Lubbock, Texas.

The mission of The Buddy Holly Songwriters Retreat is to cultivate aspiring songwriters through sights, landscapes and the friendly folks that make up the West Texas culture that inspired Buddy Holly himself. At the end of the retreat, participants will have collaborated with mentors to further refine their songwriting creative process.



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# ABOUT THE RETREAT

The  
**Buddy  
Holly**  
Songwriters Retreat

The week-long songwriters retreat was created in 2019. Each year, between 20-30 songwriters from all over the US, the UK and even as far as New Zealand travel to Lubbock to participate in the retreat. The songwriters bring a wide array of experience from novice to seasoned songwriters, and expand all genres, from country music to rap, from pop to classically trained.

During the day, the writers break up into small groups to collaborate with mentors and each other through the creative process of songwriting. Each evening, the groups come back together for great local cuisine, and share the songs written during the day. The songwriting groups rotate each day, paving the way for creativity, inspiration and connection with fellow artists.

A Songwriters Showcase concert wraps up the retreat week, where the best of the best songs are debuted at The Buddy Holly Hall. The connections made and anthems penned during the week are life-long and ever lasting.



*I'm still coming down off the high of the experience.  
Lots of new friends blended with previous friendships.  
So much fun, so much music and a lot of laughter.  
True commonality for most of us that are  
separated by thousands of miles.  
Also, a huge thanks to Buddy Holly who is still  
keeping the music alive!  
Steve Garry*

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# SPONSORSHIP OPPORTUNITIES

SEPTEMBER 18-22, 2023

## **Ballad Sponsor \$10,000**

- VIP meet and greet with songwriters
- Invite for each night's intimate song share
- Opportunity for promotional item in retreat swag bag
- Company logo displayed on all printed materials and all advertisements
- Name listed on socials and retreat website
- Name displayed at each event during the week
- Representative from organization to be acknowledged on stage at Showcase
- 10 tickets to Songwriters Showcase

## **Chorus Sponsor \$5,000**

- Opportunity for promotional item in retreat swag bag
- Company logo displayed on all printed materials
- Name listed on socials and retreat website
- Name displayed at each event during the week
- 8 tickets to Songwriters Showcase

## **Refrain Sponsor \$2,500**

- Opportunity for promotional item in retreat swag bag
- Company logo displayed on all printed materials
- Name listed on socials and retreat website
- Name displayed at each event during the week
- 6 tickets to Songwriters Showcase

## **Verse Sponsor \$1,000**

- Opportunity for promotional item in retreat swag bag
- Name listed on socials and retreat website
- Name displayed at each event during the week
- 6 tickets to Songwriters Showcase

## **Bridge Sponsor \$500**

- Name listed on socials and retreat website
- Name displayed at each event during the week
- 4 tickets to Songwriters Showcase



# PARTNER OPPORTUNITIES

## MULTI-YEAR COMMITMENTS

### **Hometown Scholarship Sponsor \$5,000 per year for 3 years**

The Hometown Scholarship offers a unique opportunity for a benefactor to sponsor a singer/songwriter from your hometown. The scholarship covers lodging, food, local transportation and all costs for the attendee during the retreat; does not include transportation to Lubbock. Additional benefits include:

- Commemorative guitar autographed by each year's retreat attendees and mentors
- Recognition on retreat social media, and songwriters personal social media channels
- Acknowledgement in all printed materials, website and Showcase program

### **Backstage Sponsor \$3,000 per year for 3 years**

The Backstage Sponsor is ideal for a benefactor who appreciates what happens behind the scenes. Benefits include:

- Commemorative guitar autographed by each year's retreat attendees and mentors
- Recognition on retreat social media, and songwriters personal social media channels
- Acknowledgement in all printed materials, website and Showcase program

# ATTENDEES

The *Buddy Holly*  
Songwriters Retreat



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# ATTENDEES

The  
**Buddy  
Holly**  
Songwriters Retreat

Just wanted to say thank you so much for hosting me last week. It was a truly wonderful and fruitful experience. Like a productive, educational summer camp for semi-adults.

Stevie Redstone



I lack the words to really say how much I enjoyed and was enriched by the songwriter retreat. The connections I made with all these great new people are already snapping into action, and plans to collaborate further are being made. I so appreciate being made a part of this phenomenal week.

Aaron Lacombe



You meet a lot of really encouraging songwriters that want you to learn and give your message to the world, which is what I needed right now.

Moriah Morales



The experience is priceless. - Jay Boy Adams



It was an awesome unforgettable week! To be part of a family of artists that can get together and accomplish so much was very rewarding.

Calistro Junior Vasquez



It was truly an honor. Such a pleasure to see Lubbock becoming the place it was always meant to be - a place that connects people from all over the world.

Colin Gilmore

Imagine a bunch of people with huge hearts and open arms, and you're in Lubbock, Texas. It's really warm, literally, and soulfully. It's a brilliant place to be. If you're a songwriter and you're thinking of coming here, don't think about it.

Do it. It's absolutely brilliant.

Peter Donegan

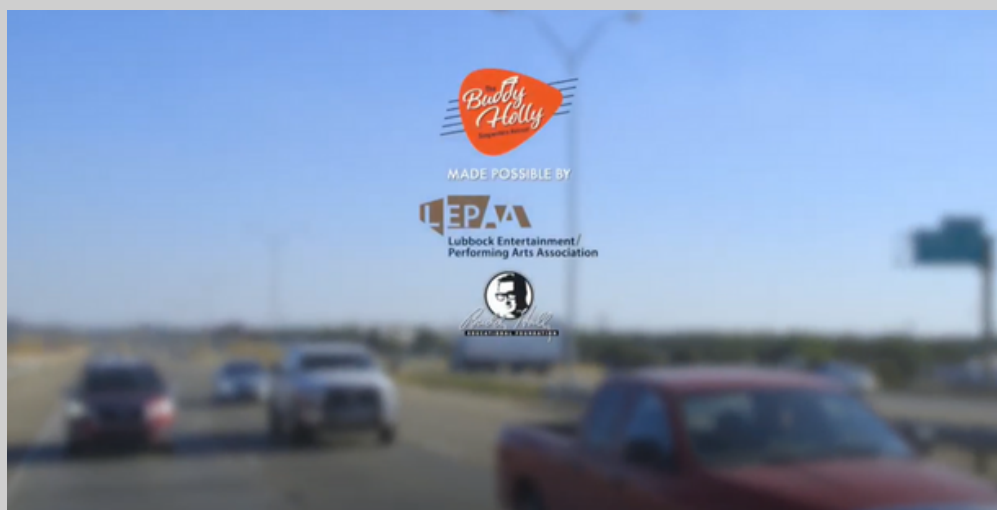


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# YOUTUBE



## 2019 REEL



## 2022 REEL



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# ABOUT



The Lubbock Entertainment Performing Arts Association is dedicated to building community through extraordinary experiences, creative collaboration, and inclusive access to the arts, entertainment, and education. We steward The Buddy Holly Hall of Performing Arts and Sciences, a privately funded and privately operated performing arts campus, located in downtown Lubbock. Learn more at [www.lepaa.org](http://www.lepaa.org) or [buddyhollyhall.com](http://buddyhollyhall.com).



The mission of The Buddy Holly Educational Foundation is to honor Buddy's legacy as well as to make Buddy and Maria Elena Holly's dream of extending musical education, including songwriting, production, arranging, orchestration, and performance, to new generations regardless of creed, color, ethnicity, or learning level. We will empower a new generation to follow in Buddy's footsteps. Learn more at [TBHEF.org](http://TBHEF.org).

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