



**The 2nd Annual Harry T. & Harriette V. Moore
Heritage Festival of the Arts & Humanities
The Life and Work of Harry T. Moore
*Building UNITY through Diversity***

February 24-26, 2005

Harry T. & Harriette V. Moore Memorial Park
2180 Freedom Avenue, Mims, Florida
Brevard Community College- Titusville, Florida

**Honorary Chairs:
Evangeline Moore and The Honorable Judge Rhonda Babb**

Event Sponsorship Prospectus

The Harry T. and Harriette V. Moore Cultural Complex, Inc. is a Non-Profit 501 (c) (3) corporation

Mission Statement

The Moore Heritage Festival of the Arts and Humanities strives to promote awareness, appreciation, and celebration of Harry T. and Harriette V. Moore's lives and their unique contributions to the early civil rights movement; the preservation of African American culture and local heritage; and creation of a family-oriented atmosphere.

Vision Statement

To educate and enlighten local, national, and international visitors by exploring the legacy of Harry T. and Harriette V. Moore and other local contributors to history and culture through the Arts and Humanities.

Values

Justice, UNITY, Education, Change, Equality (JUECE)

Background Links: To learn more about the life and untimely death of Harry T. & Harrietta V. Moore visit the following web sites: www.nbbd.com/moorefestival/
www.pbs.org/harrymoore/terror

Schedule- At – A - Glance*

WEDNESDAY, FEBRUARY 23

- VIP Kick-off Reception – Moore Memorial Park, Mims (Invitation Only)

THURSDAY, FEBRUARY 24

- Moore Heritage Street Festival and Vendors Fair
- Heritage Exhibitions
- Arts & Humanities Education Sessions- BCC Titusville Campus
- "An Evening with Evangeline Moore" (Surviving Daughter) - Moore Memorial Park, Mims

FRIDAY, FEBRUARY 25

- Moore Heritage Street Festival and Vendors Fair
- Heritage Exhibitions
- Arts & Humanities Education Sessions – BCC Titusville Campus
- Theatrical Performance

SATURDAY, FEBRUARY 26

- Moore Heritage Walk-a-thon
- Moore Heritage Street Festival and Vendors Fair
- Heritage Exhibitions
- Arts & Humanities Education Sessions – BCC Titusville Campus
- Moore Heritage Awards Gala – Freedom Award Presentation

SUNDAY, FEBRUARY 27

- Moore Heritage Cruise – Carnival "Fantasy" 4 Days from Port Canaveral to the Bahamas

**Program schedule subject to change.*

Heritage Festival Committee Chairs:

Gloria Bartley, Chairperson, B-CC National Alumni Association, Inc. Brevard Chapter
Bill Gary, Co-Chair, North Brevard NAACP
Delores Abraham, Co-Chair, North Brevard NAACP

Heritage Festival Sub-Committee Chairs:

Adrienne Dennis, Social Events
Dr. Ben Brotemarkle, BCC Titusville Campus, Education
Cedric Nixon, Education
Rosalie Foster, Brevard County Historical Society, Curatorial
Kim Carter, Awards
Ben Cain, Brevard Ebony News, Promotions and Marketing
Dennis McKee, Brevard County Parks & Recreations, Promotions and Marketing
Joyce Dixon, Eugene Johnson and Evangeline Moore, Sponsorships
Joan Hines, Church Relations

Shykina Sherman, Communications
Laquasia Clinkscales, Center-Stage Entertainment, Inc., Entertainment
Carlos Daniels, Vendors
Commander Mel Williams, Titusville Police Department, Security
Juanita Barton, Moore Cultural Center, Brevard County Parks & Recreation Liaison

Moore Festival Consultants

RCP Limited – Tracy Moore, Henry Moore

Moore Cultural Complex, Inc. Board Members:

President: Bill Gary
Vice President: Dave Rich
Secretary: Gloria Bartley
Treasurer: Mildred Whitehead
Delores Abraham, Randal Clay, Dr. Maxwell King, Evangeline Moore, Patrice Pilate, Clarence Rowe (President Emeritus), Charlie Smith, Kathy Turnquest, Leroy Smith, Juanita Wright, William Warren

Moore Heritage Street Festival and Vendor's Fair Title Sponsor \$15,000

Thursday through Saturday the Arts & Humanities sessions at BCC Titusville will offer education and cultural enrichment forums for students and the general public. The Moore Heritage Street Festival and Vendors Fair will showcase an array of vendors and spotlight local and national entertainment on Center Stage. New on Saturday Moore Memorial Park is the starting gate for the Moore Heritage "Walk-a thon for Unity" that will focus on childhood obesity education. As title sponsor your organization will receive:

- One complimentary vendor's booth during the festival.
- Signage on-site at Center Stage.
- Logo on promotional ads.
- Logo on festival tee shirts.
- Sign recognition at Hospitality Tent during festival.
- Sponsorship recognition on festival program schedule.
- Purchase Award of \$200 towards official festival merchandise.
- One Full-Page ad in the festival program (\$1,000 Value).
- (8) Tickets to the Heritage Awards Gala (\$600 Value).
- Sponsorship link on Moore Festival web site.

Dinner & Reception Sponsorship Opportunities and Benefits

Wednesday, February 23, 2005 VIP Reception (Invitation Only) \$2,000

A VIP Reception will kick off the Moore Heritage Festival weekend activities. It's an excellent opportunity to mingle with local and national dignitaries, government representative, and the general public at this invitation only event. The reception will include heavy hors d'oeuvres and a Jazz Combo for entertainment. As sponsor of this high profile event that includes food, drinks and entertainment, you will receive:

- Sign recognition at event.
- Sponsorship recognition on festival web site
- (2) Tickets to Gala Awards Dinner.
- Sponsorship recognition on festival printed schedule.
- Sponsorship recognition on invitation materials.

- 1/2 page ad in the festival program (\$500 Value).
- One complimentary vendor's booth during the festival

Thursday, February 24, 2005 "An Evening with Evangeline Moore" \$3,000 Title / \$1,500 Co-Sponsor (2)

This special event is in honor of Harry T. & Harriette V. Moore's surviving daughter Evangeline Moore. This historical "evening" with Evangeline will give you an inside look into the Moore's family life. Be a part of this red carpet event held at the **Moore Memorial Park** that will spotlight community leaders, dignitaries, and those most influenced by the Moores. A reception will follow. As sponsor you will receive:

- Sign recognition at the event.
- Sponsorship Recognition on the Moore Heritage festival web site.
- (4) Tickets to Gala Awards Dinner (Title) / (2) Tickets Co-Sponsor
- Half-page ad in the festival program / Title Sponsor (\$500 Value).
- One complimentary vendor's booth during the festival

Saturday, February 26, 2005 Moore Heritage Black Tie Awards Gala \$10,000 / Co-Sponsors \$5,000 (2)

Moore Heritage Awards Gala

As sponsor of the Harry T. & Harriette V. Moore Gala Awards Dinner you are center stage for the Moore Heritage Festival premier celebration of Community Service, featuring a national keynote speaker. Special presentations include the **Moore Heritage Freedom Award** and student awards. This night promises to be full of glitz and glamour. Your organization will receive:

- Seating at the head table.
- One complimentary street festival vendor's booth.
- (8) Tickets to the Gala Event.
- Sign recognition at the Gala.
- Full page ad in the festival program (\$1,000 Value).
- Sponsorship link on festival web site.
- Sponsorship signage at Heritage Street Festival.
- Sponsorship recognition on Festival printed schedule.
- Opportunity to welcome Gala guests

MOORE HERITAGE FESTIVAL PROGRAM ADVERTISING

Elevate your visibility by advertising in the on-site
Heritage Festival Souvenir Booklet:

Full Page

\$1,000 (includes one complimentary street festival
booth)

Inside front cover/inside back cover additional 10%

½ Page

\$500 (includes 25% off one street festival booth)

PATRONS OF THE FESTIVAL (FOR NON-PROFIT ORGANIZATIONS AND INDIVIDUALS)

GOLD - \$250

SILVER - \$100

You can show your support as a Patron of the Arts
& Humanities. You or your non-profit organization
will receive a listing in the Festival program booklet
as a Patron of the Moore Heritage Festival.



Send Donations To:

The Harry T. & Harriette V. Moore Cultural Complex, Inc.
Post Office Box 817 • Mims, Florida 32754

NEED MORE INFORMATION?

Gloria Bartley, Chairperson

Bill Gary, Co-Chair

Delores Abraham, Co-Chair

(321) 385-1264

E-Mail: HHMFestival@aol.com