



Dear Friends of The BLVD,

The celebration of the Christmas season is almost here! What that means is it is blessing time at The Blvd for our members and our community as we present our annual, ***“A Blvd Christmas”*** concert and share gifts and joy through our ***“Giving Tree”*** initiative.

Our ***“Giving Tree”*** initiative provides toys, clothes, and other items needed by children and their families in our community including those children who may have a parent or parents incarcerated. It is an opportunity for us to show the love of the Lord to those in our community who are in need. The Lord said in Matthew 25:40, “Truly, I say to you, as you did it to one of the least of these my brothers, you did it to me.”

“A Blvd Christmas” will take place on **Sunday, December 21, 2025, at 6:00 p.m.** at our **Midtown Campus, 70 N. Bellevue Blvd.** This year’s concert will feature an extraordinary lineup, including a nationally acclaimed artist whose powerful vocals and dynamic stage presence have captivated audiences across the country. While the name of our featured guest artist cannot be revealed until **October 31st**, we can assure you that this renowned artist will not disappoint and is sure to draw an enthusiastic crowd.

We are also excited to welcome the incomparable **Kyla Jade**, whose rich, soulful voice and heartfelt delivery have made her a favorite among music lovers everywhere. Rounding out the evening will be our own **versatile and inspiring Mississippi Boulevard Christian Church Sanctuary Choir**, known for their melodic harmonies and spirit-filled performances. Together, they will create an unforgettable experience that captures the true joy and wonder of Christmas.





To support the concert and our “*Giving Tree*” initiative, several sponsorship opportunities are available for you to consider. As we embark on this mission to make a meaningful impact on the lives of those less fortunate, we know your sponsorship would not only help us stage an extraordinary event but also contribute to the success of our “*Giving Tree*” initiative.

Attached is a listing of our various sponsorship levels and packages that have been tailored to accommodate your organization's interests and budget as well as highlight your commitment to social responsibilities in making Memphis a better place for all of us to live. Therefore, we kindly request you consider becoming a sponsor and joining us at this incredible concert and making a meaningful difference in the lives of those who need it most while also enjoying an incredible evening of Christmas joy.

If you have any questions about sponsorships or advertising, please contact Althea Burkett burkett.althea@theblvd.org or (901) 729-6222 or Anthony Coleman at Acoleman1934@yahoo.com or (901) 598-0772.

We hope that you will choose to be a part of this wonderful endeavor and help us create lasting memories for families in need this Christmas season.

Joyfully,

Rev. Dr. J. Lawrence Turner, Senior Pastor



A Blvd Christmas Concert 2025 Sponsorship Packet

Event Overview

The Boulevard (The Blvd) proudly presents our annual **Christmas Concert** on **Sunday, December 21, 2025**, at our Midtown campus at 6pm. This inspiring evening will feature live music, special guest artists, and dynamic performances that lift hearts and celebrate the joy of the season, Jesus Christ.

This year's **featured musical artist** will not disappoint. He is a world-renowned performer whose gift will make this concert a night to remember. Of course, the concert will feature our **incomparable Sanctuary Choir**, celebrated for their melodious voices and soul-stirring harmonies that inspire and uplift audiences year after year, and Sunday after Sunday. Their dynamic sound, coupled with special guest performances and powerful musical arrangements, will create a worship experience that captures the true meaning of Christmas.

More than just a concert, this event has a purpose. The Christmas Concert directly supports **The Blvd Giving Tree**, our outreach initiative that provides toys and resources for:

- Children of incarcerated parents
- Victims of domestic violence
- Indigent children of Memphis City Schools

Through the generosity of sponsors and supporters, hundreds of children and families in Memphis will experience hope and joy this Christmas.

Why Partner with Us?

- **Visibility:** Connect with a diverse audience across generations.
- **Community Impact:** Directly support children and families in need during the holiday season.
- **Brand Alignment:** Be associated with excellence, generosity, and community transformation.
- **Recognition:** Gain exposure through our platforms, including social media, printed programs, and live mentions.

Sponsorship Levels

Presenting Sponsor – \$10,000

- Exclusive naming rights: “*A Blvd Christmas Concert presented by [Your Company]*”
- Logo on all promotional materials (flyers, website, social media, banners, programs,)
- Full-page ad in concert program
- On-stage acknowledgment during the concert
- Priority seating for 10 guests
- Recognition on The Blvd website
- Join Pastor Turner on church social media platforms to promote your business
- Joining Pastor Turner on Fox13, during church broadcast, to promote your business
- VIP Reception Dinner (Pre-Event) for 10 guests
- 2 Reserved Parking Passes

Platinum Sponsor – \$5,000

- Prominent logo placement on promotional materials
- Half-page ad in concert program
- On-stage acknowledgment during the concert
- Reserved seating for 8 guests
- Recognition on The Blvd website and social media page
- VIP Reception Dinner (Pre-Event) for 8 guests
- 1 Reserved Parking Passes

Gold Sponsor – \$2,500

- Logo placement on select promotional materials
- Quarter-page ad in concert program
- Reserved seating for 6 guests
- VIP Reception Dinner (Pre-Event) for 6 guests
- Recognition on The Blvd website

Silver Sponsor – \$1,000

- Logo listed in concert printed and digital program
- Reserved seating for 4 guests
- Recognition on The Blvd website
- VIP Reception Dinner (Pre-Event) 4 guests

Friend of The Concert – \$500

- Name listed in program as a supporter
- 2 VIP Tickets
- VIP Reception Dinner (Pre-Event) 2 guests

Marketing & Media Reach

- **In-person reach:** 2,000+ attendees across campuses
- **Online reach:** 15,000+ followers across social platforms
- **Livestream audience:** Thousands of viewers locally and nationally
- **Printed Program Distribution:** (Limited Number) and Digital Program Distribution

Next Steps

To confirm your sponsorship or request more information, please contact:

Anthony Coleman

(901) 598-0772

Acoleman1934@yahoo.com

