



# SHERMAN SERVICE LEAGUE

presents the 2024



# CHARLIE WILLIE

music festival



# WHERE + WHEN:

June 1st

5pm - 11pm

Old Quail Run Farm

Sherman, TX

# OUR WHY:

Why is it called the Charlie Willie Music Festival? Roots. Service, and a heart for service, starts with your roots. It's driven by a purpose and a love for people. Our love for service and for people came from our roots. Part of our personal roots are our grandparents.

Charles William Dishner, known as Charlie Willie by his mama, was passionate about his family, Jesus, music and service. He was a veteran, a father of four, grandfather of 11 and friend to many. He had a love for music and ministry and gave back at any opportunity he could. Having fun and making memories with family and friends was always important to him and he believed that music was a way to speak to people like no other. He left that legacy with all 11 of his grandkids, 2 of which continue serving their community through Sherman Service League. When coming up with a new way of raising money and giving back to our community, Sherman Service League and Old Quail Run Farm partnered together with the idea that what better way to give back than going back to those roots. Cultivating that same love for music and gathering people while also serving others. A joyous way to come together for a greater good.

— *Gracie Lindsey*  
fundraiser chair

# WHAT TO EXPECT:

The Charlie Willie Music Festival will consist of a local artist, an opener and a main act. We expect to have contracts signed very soon and can then announce these amazing Texas Country/Red Dirt Artists! Aside from the amazing music, you can expect to see some of the best food trucks in the area, as well as a lot of fun additions! We will have a tiny tattoo artist, customized hat bar, permanently jewelry and more! All added ticket sales as well as raffle sales, and whiskey pull sales will go back into our community through non-profits, scholarships and specialty projects! This event is not open to the public; only sponsors are allowed to attend. So brush off your boots and get ready for the ultimate country concert experience. Interested in learning more about the non-profits we serve? You can find them on our website at [www.shermanserviceleague.com](http://www.shermanserviceleague.com)

# HOW TO GET INVOLVED:

We are looking for sponsors for this exciting and unique experience of raising funds for our community. The sponsorship levels are attached below with all that is included! We will also be accepting donations in the form of items for auction. Whether it's a weekend getaway or a themed gift basket, we will be doing raffles for these items as well as a whiskey pull throughout the night!

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# SPONSORSHIP PACKAGES

## COPPER

- 2 tickets
- 2 meal tickets
- program/social media mentions

\$500



## BRONZE

- 4 tickets
- 4 meal tickets
- program/social media mentions

\$800

## SILVER

- 6 tickets
- 6 meal tickets
- program/social media mentions

\$1,500



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# SPONSORSHIP PACKAGES

## GOLD

- 8 VIP tickets
- 8 meal tickets
- program/social media mentions
- banner

\$2,000



## PLATINUM

- 10 VIP tickets
- 10 meal tickets
- 2 bottles of wine and 2 beer buckets
- program/social media mentions
- banner

\$3,500

## ROYAL

- 12 VIP tickets
- 2 meet and greet passes
- 12 meal tickets
- 2 bottles of wine and 2 beer buckets
- banner
- program/social media mentions
- logo on bar napkins

\$5,000



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## SPONSORSHIP PACKAGES

### DIAMOND

- 14 VIP tickets
- 4 meet and greet passes
- 14 meal tickets
- 2 bottles of wine and 4 beer buckets
- program/social media mentions
- logo on koozies
- large banner on stage

\$7,000



### ELITE

- 20 VIP tickets
- 4 meet and greet passes
- 20 meal tickets
- 4 bottles of wine and 6 beer buckets
- program/social media mentions
- logo on cups at bar
- largest banner on stage

\$10,000

Sponsors can purchase extra tickets for \$75 per person.

\*VIP includes a spool table and designated spot at concert... the larger the sponsor, the closer to the stage!

Please make checks out to Sherman Service League

For more information go to [www.shermanserviceleague.com](http://www.shermanserviceleague.com) or email [charliewillieco@gmail.com](mailto:charliewillieco@gmail.com)