



DAVE JODKA

MAD LOVE

MUSIC FESTIVAL

2016



Mad Love Music Festival
October 9, 2016



South Shore Conservatory
Hingham, MA 02043

madlovemusicfestival.org

Mad Love Music Festival is a one day celebration taking place on October 9, 2016 at South Shore Conservatory (SSC) in Hingham, Massachusetts.

This outdoor festival features local musicians, food, drink and activities for the whole family. Performers include The Sheila Divine, Girls Guns and Glory, The Aldous Collins Band, Ball In The House and more!

Proceeds from Mad Love Music Festival benefit the Dave Jodka Scholarship for Future Rockers at SSC. Dave was a wonderful family man, colleague and friend who passed away in October of 2014. Mad Love Music Festival is an opportunity for those who knew Dave to celebrate not only his life and spirit, but his love of music. The Dave Jodka Scholarship for Future Rockers enables students from all backgrounds to experience the love of music that Dave inspired in his family and in his life.

South Shore Conservatory is the largest community school for the arts in Massachusetts, with over 3,500 students participating in more than 50 programs ranging from individual lessons in most instruments and voice to unique classes and therapies in the Creative Arts Therapies department. SSC's mission is providing access to exceptional arts education and performance for the South Shore community, fostering creativity, artistic growth, and well-being for individuals of all ages, backgrounds and abilities. This mission is achieved not only through work at our campuses in Hingham and Duxbury, but through our Community Partnership program with outreach to schools, community centers, social service agencies, nursing homes and other organizations from Milton to Bourne. Through this initiative, faculty work with many people who may not have the opportunity to experience the arts due to disabilities, distance, or financial considerations.

South Shore Conservatory is a 501(c)(3) nonprofit organization and relies on charitable contributions to constitute 30% of its operating budget.

For information about Mad Love Music Festival sponsorship opportunities keep reading or contact:

Eileen Puzo, Director of Annual Giving
South Shore Conservatory
e.puzo@sscmusic.org
781-749-7565 x. 30



SPONSORSHIP OPPORTUNITIES



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ROCKER

\$5,000

**Maximum value of tickets received \$600;
minimum tax-deductible gift \$4,400**

- 20 Tickets to Mad Love Music Festival
- Limited edition Future Rocker poster to display in your business or home
- Corporate **ROCKER** Sponsors are welcomed to the SSC Business Partners Circle. Benefits include:
 - Half-page ad in Summer Spotlight and Duxbury Music Festival programs
 - Invitation for two to the President's Evening for Premiere Patrons
 - Listing in the SSC Annual Report, Center Stage newsletter and Summer Spotlight and Duxbury Music Festival programs
 - Listing on the SSC Business Partners website page
 - Listing on the Business Partners Recognition Slide on the lobby TVs in Hingham and Duxbury
- Individual **ROCKER** Sponsors are welcomed to the SSC Premiere Patrons Circle. Benefits include:
 - Recognition in SSC's event program books, annual report and website
 - Invitation for two to the President's Evening for Premiere Patrons
 - Invitation for two to a Conservatory Concert Series pre-concert reception exclusively for Premiere Patrons.
 - All sponsors are acknowledged on both Mad Love Music Festival and South Shore Conservatory's websites, Mad Love Music Festival's Facebook page and at event signage.



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SUPER FAN

\$2,500

Maximum value of tickets received \$300;
minimum tax-deductible gift \$2,200

- 10 Tickets to the Mad Love Music Festival
- Limited edition Future Rocker poster to display in your business or home (sample enclosed)
- Corporate **SUPER FAN** Sponsors are welcomed to the SSC Business Partners Circle. Benefits include:
 - Invitation for two to the President's Evening for Premiere Patrons
 - Listing in the SSC Annual Report, Center Stage newsletter and Summer Spotlight and Duxbury Music Festival programs
 - Listing on the SSC Business Partners website page
 - Listing on the Business Partners Recognition Slide on the lobby TVs in Hingham and Duxbury
- Individual **SUPER FAN** Sponsors are welcomed to the SSC Premiere Patrons Circle. Benefits include:
 - Recognition in SSC's event program books, annual report and website
 - Invitation for two to the President's Evening for Premiere Patrons
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LOVER

\$1,000

**Maximum value of tickets received \$240;
minimum tax-deductible gift \$760**

- 8 Tickets to the Mad Love Music Festival
- Limited edition Future Rocker poster to display in your business or home (sample enclosed)
- **LOVER** Sponsors are welcomed to the SSC Premiere Patrons Circle. Benefits include:
 - Recognition in SSC's event program books, annual report and website
 - Invitation for two to the President's Evening for Premiere Patrons
 - Invitation for two to a Conservatory Concert Series pre-concert reception exclusively for Premiere Patrons.

GROUPIE

\$500

**Maximum value of tickets received \$120;
minimum tax-deductible gift \$380**

- 4 Tickets to the Mad Love Music Festival
- All sponsors are acknowledged on both Mad Love Music Festival and South Shore Conservatory's websites, Mad Love Music Festival's Facebook page and at event signage.

Proceeds from Mad Love Music Festival benefit the Dave Jodka Scholarship for Future Rockers at South Shore Conservatory. This scholarship was established by Dave's family to enable students of all backgrounds to experience the same love of music that Dave had and fostered in others.

Visit www.sscmusic.org/mad-love-music-festival.html for more information or to become a sponsor today.

Questions? Contact Eileen Puzo at e.puzo@sscmusic.org or 781-749-7565 x. 30



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**18 X 24
LIMITED EDITION
FUTURE ROCKER POSTER**

Included with the Rocker, Super Fan and Lover sponsorships.



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Yes, we would love to sponsor the Mad Love Music Festival as:

- Rocker Sponsor (\$5,000)
- Super Fan Sponsor (\$2,500)
- Lover Sponsor (\$1,000)
- Groupie Sponsor (\$500)

To appear on event signage, please send your commitment to Eileen Puzo no later than September 9.

Payment

Our check is enclosed - *Payable to South Shore Conservatory, "Mad Love Music Festival" in the memo*

Please charge our MasterCard/Visa:

Number _____

Expiration _____ CW _____

Signature _____

Recognition

Name (as you wish to be acknowledged)

Contact Person _____

Street _____

City _____ State _____

Zip _____ Email _____

Phone _____

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for more information or to become a sponsor today.

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PRESS

Scituate man's memory lives on through music scholarship

By Kristi Funderburk

Music had always been a vital part of David Jodka's life. So it seemed fitting after his death for his family to keep music playing, in some fashion, in his memory.

They burned a CD of his favorite songs, "Dave Jodka's Greatest Hits," an amalgamation of 80s rock and roll, and gave away 500 at his celebration of life ceremony.

A year after he died from cancer at age 44, his family partnered with South Shore Conservatory for the first Dave Jodka Mad Love Music Festival in October 2015.

And now, the family wants to use the proceeds from the festival to launch a scholarship program to create and support a new high school band, like those Jodka was once part of.

"I think about our life and this wasn't at all what we expected to happen, but it did," Kathleen Jodka, Dave's wife, said. "Music touches people's lives in so many ways, so to give back in the community and give the opportunity to kids to have that chance, it just makes me feel proud and makes me feel like it's something Dave would be proud of."

The Dave Jodka Scholarship for Future Rockers is open to high school freshmen, sophomores and juniors from Scituate, Hingham, Cohasset, Marshfield, Weymouth and Hull.

Interested applicants should possess a good mastery of their instrument/voice, a passion for working with an ensemble and performing in public, and the willingness to commit to the band for a 14-month period from April 2016 through June 2017, said Eileen Puzo, the Conservatory's annual giving director.

The scholarship will cover all expenses associated with performing in the band it creates, which means the conservatory can accept any number of students into the band and that no student will have to pay for the experience, Puzo said. The scholarship also pays for a coach as well as the cost for specialists who sit in, including musicians, sound techs and marketing professionals, who will help the students develop as a band.

That's an aspect Kathleen felt was important.

When her husband had his own bands through his youth, he regretted lacking guidance for a band's needs beyond the performance, such as marketing, brand development and merchandise sales, she said.



ABOVE: Kathleen Jodka and her children in October at the first Mad Love Music Festival, at South Shore Conservatory, which honored her husband Dave's memory.



LEFT: Dave and Kathleen Jodka

"I feel incredibly grateful the conservatory listened to what was important to Dave and me, and turn it into this incredible opportunity," Kathleen said.

The South Shore Conservatory community has come to know the Jodkas over the years as concert attendees, students and friends, so incorporating Kathleen's wishes and Dave's memory from the festival to the scholarship was an easy decision, Puzo said.

"Dave was a wonderful father and musician," she said. "We were heartbroken when he passed away and deeply honored that his family chose to honor his legacy and love of music by selecting SSC as his memorial charity."

The band created out of the process will debut at the Dave Jodka Mad Love Music Festival on Oct. 9 at South Shore Conservatory's Hingham campus, but SSC plans to start the group on local gigs and see where their success takes them, Puzo said.

"I think we're most looking forward to seeing what direction the band takes," she said. "It is such a unique opportunity for these students. There's nothing like it."