



*The Winter BellingJAM is a community-oriented event created to showcase the fusion and evolution of snow-sports, street-inspired art, and live music in an urban venue.*

As the winter season continues to settle in, the highly anticipated Winter BellingJAM is nearing its second annual appearance. Located in the heart of Cascadia between Seattle and Vancouver, B.C., Bellingham, Washington is rich in creative and artistic expression, outdoor recreation, and musical diversity. The community supports, participates in, and actively seeks fresh and new experiences to satiate the collective desire to engage in the progression of all of these key components, making Bellingham an apt place to host such an event focused around community, culture, and collaboration.

In honor of the unique ingredients of the Pacific Northwest, we created the Winter BellingJAM and premiered it to the public as a free event on February 15, 2008. In collaboration with local entities the Copper Hog, INNATE Snow and Skate, and Team Hammerhead (now Grassroots Productions), the BellingJAM was pulled off as an unpredictable yet outstanding success. The event's infrastructure consisted of a large, custom-built ramp structure for the rail jam, a beer garden for of-age patrons, a sound system and stage, and diesel-powered flood-lights, all arranged in the small downtown parking lot of the hosting establishment, The Copper Hog. Inside was a temporary art gallery exhibiting original art work from Monument and Arbor Snowboards, and live screen printing by INNATE. Attendance reached an overflowing capacity of six to eight hundred persons ranging from young teens to the college scene to active adults and families. Media coverage extended up and down the Northwest Coast and can be found in the links section of this packet.

This year we began our market research early in the Fall for the 2010 BellingJAM, and have been delighted to discover that over 500 people in the region have already RSVP'd via social networking sites. The February 15th date falls directly between snowboarding's longest standing event, the 25th Annual Mt. Baker Legendary Banked Slalom, and the 2010 Winter Olympics just 50 miles north on I-5 in Vancouver, B.C. We are anticipating a significantly larger draw this year, and thus have acquired the necessary permits to close down the 1300 block of North State Street in the Downtown Business District of Bellingham. This will allow us to expand every aspect of the J.A.M. and liberate the original parking lot venue as a beer garden and day-stage for local musical acts, as well as provide space for an urban graffiti performance, street vending, larger ramp structure and a main stage.

BellingJAM is made possible not only by its sponsors, but by its creators and facilitators, known hereby as "the team." The BellingJAM team is a unique group of innovative, genuine, and professional young adults weaving their thread into the fabric of the Bellingham scene. Each team member shares common responsibilities, but leads the entire group in their respective areas of expertise, ensuring each facet of the BellingJAM is fleshed out and executed. The team consists of:

**INNATE:** *Part of the original innovators and facilitators of the event, INNATE ([www.innations.com](http://www.innations.com)) leads the design, marketing and print production aspect of the BellingJAM. INNATE Snow and Skate started in November '08 as a gear shop, art gallery, music venue and screen printing studio. After a year of metamorphosis, INNATE has streamlined its focus down to screen printing and design to harness the vibrant local arts scene and create both an outlet and a hub for its budding creatives to produce, share, and distribute their work. They are now widely recognized and respected as a formidable printing and skateboarding outfit in downtown Bellingham and play a major role under the hood of the event.*

**Grassroots Productions:** *Also part of the original BellingJAM team, Grassroots Productions handles the infrastructure and "jib" aspect of the event. Their team consists of a semi-pro snowboarder, a former employee of Imperial Motion and Holden's business and marketing departments, a Red Bull Student Brand Manager (SBM) at Western Washington University, and a former EVO Gear employee and Red Bull SBM at Central Washington University. They facilitate the construction of the ramps and rails, and oversee the vision for the rail jam aspect of the event. Grassroots recruits both professional and amateur-expert athletes from all over the region to compete in the rail jam and ensures the quality and safety of the riders' experience at the event.*

**Buildstrong Productions:** *Led by Austin Santiago, Buildstrong Productions ([www.buildstrongproductions.com](http://www.buildstrongproductions.com)) has been a fundamental organization promoting music and events for all age factions in the Bellingham community for more than 5 years. Austin holds a strong knowledge for the social networking tools and is fiercely active on the web promoting local events and entities. He has ushered in globally recognized musical acts such of Zion I, Blue Scholars, Common Market, Project Lionheart, Rebelution, Collie Buddz, Macklemore, LuckyiAm, The B Foundation and Chin Chin to Bellingham's nightlife scene and is an integral asset of the community. Buildstrong is handling the musical bookings and promotion aspect of the event and making sure everyone who is anyone knows and shows.*

We have established [www.bellingjam.com](http://www.bellingjam.com) as a hub for volunteers, athletes and sponsors and are encouraging all patrons and interested parties to refer to the site for any further updates and media pertaining to the event.



## Sponsor Info

### *BellingJAM 2010*

When: February 15, 2010, Noon to 11PM

Where: Downtown Bellingham's 1300 Block, State St.

Deadline: February 1st, 2010

### Highlights

- 2 stages with premiere sound and lighting showcasing regionally and nationally recognized musical acts
- Urban Arts/ Graffiti jam
- Ski and snowboard rail jam with local and invited professional athletes from around the Northwest
- Beer garden
- Food and retail booths
- Sponsor booths and info table
- Local, free, and community-friendly

### Sponsors:

Because the BellingJAM is a free, community-oriented event, we are seeking sponsorship to make it happen. If you or your business has interest in partnering with the BellingJAM and has either monetary or material resource that can be contributed, please download the Sponsorship Form PDF and send it back to [bellingjam@gmail.com](mailto:bellingjam@gmail.com), or contact us at 208-720-5364.

Thank you for your interest and support, we're looking forward to working with you in February!

### Sponsor Levels:

#### *Gold: \$750 +*

- Logo on all banners, posters, promotional materials (shirts, brochures, online, etc...)
- Logo, link, and write up on your business on the Sponsors page of the BellingJAM website
- Links and Name added to all social networking sites
- As a Gold Sponsor, your business is provided a 10x10 ft. space on Sponsor/ Vendor's Row
- Promotional material in VIP Goodie package (coupon, brochure, advertisement)
- Emcee mention during event
- Mention in all press and media coverage (logo shown where possible)
- 2 VIP Tickets at \$100 value each

#### *Silver: \$250-500*

- Logo, link, and writeup on your business on the BellingJAM website
- Links and Name added to all social networking sites
- Promotional space at the Sponsor and Info Booth
- Mention in all press and media coverage (logo shown where possible)
- Emcee mention during event
- BellingJAM limited edition t-shirt

#### *Bronze: \$150-200*

- Logo, link, and short writeup on your business on the Sponsors page of the BellingJAM website.
- Links and Name added to all social networking sites
- BellingJAM limited edition t-shirt

#### *VIP Guest: \$100 (limited availability)*

A personal form of sponsorship of the 2010 BellingJAM, as a VIP Guest to the BellingJAM you are granted access to a special area in the Copper Hog Gastropub with drink and food specials, premium viewing of the Rail JAM and Music event, as well as a courtesy bag of BellingJAM memorabilia including a custom screen printed tee by INNATE.



**Sponsorship Information | Deadline: February 1st**

Business Name: \_\_\_\_\_

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**Sponsor Amount**

I/ my business would like to contribute the following dollar amount: \$ \_\_\_\_\_

*Gold (\$750 +)*

*Silver (\$250-500)*

*Bronze (\$150-200)*

*VIP Guest Pass (\$100)*

Guest Name(s): \_\_\_\_\_

\_\_\_\_\_

**Business/ Organization Write Up**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please forward your logo as a high-res JPG or PDF to: [bellingsjam@gmail.com](mailto:bellingsjam@gmail.com)

Please make checks payable to:

**INNATE**  
**c/o BellingJAM**  
**1420 N. State St.**  
**Bellingham, WA 98225**