Sponsorship Proposal

Letters from the Road – A Music & Storytelling Series

# Introduction

Letters from the Road is a live-taping music and travel project hosted by national touring artist Myke Miller.   
Each episode blends live performance, storytelling, and local culture to spotlight venues and communities across America.   
We’re seeking partners who want to align their name with this unique project and benefit from live event exposure + ongoing digital promotion.

# Why Partner with Letters from the Road?

✅ Brand Visibility – Your venue or business gets featured in the filmed episode, shared across YouTube, social media, and our project website.  
✅ Local Buzz – Hosting a live taping creates a one-of-a-kind event that draws in both locals and travelers.  
✅ Community Connection – Sponsorship ties your name to an authentic grassroots project that highlights real stories from the road.  
✅ Lasting Content – Unlike a one-night show, your sponsorship lives on in every replay, clip, and share.

# Audience & Reach

• Live Shows: 25+ years in music, with hundreds of live gigs played nationally.  
• Digital Presence: Growing base on YouTube, TikTok, Facebook, and Discord.  
• Crowdfunding Community: Active supporters contributing via GoFundMe, Kickstarter, and Indiegogo.  
• Press & Radio: Recent features and ties with Texas radio stations and independent promoters.

# Sponsorship Opportunities

🎤 Venue Partner – Host a taping at your location and be featured prominently.  
🎶 Presenting Sponsor – Logo/brand included in video intros, flyers, and merch for that leg of the tour.  
📣 Community Sponsor – Shout-outs in our social media campaign, thank-you mentions during live shows, and logo placement on project site.  
💡 Custom Sponsorships – We’re happy to work with your team on something unique (e.g., food/beverage tie-ins, co-branded merch, giveaways).

# How Funds Are Used

Your support directly fuels:  
– Travel costs (lodging, fuel, flights)  
– Video production (filming, editing, publishing)  
– Promotion (ads, posters, outreach)  
– Artist and crew costs  
  
Every dollar makes it possible to keep this project rolling to the next town and bringing new audiences back to you.

# Call to Action

Be part of the journey. Let’s put your name on the map as a partner of Letters from the Road.  
  
📩 Contact: mbmmusic2010@gmail.com  
🌐 Project Site: https://mykemiller1979.wixsite.com/letters-from-the-road  
📺 YouTube + Social: @mykemillerlive  
💡 Crowdfunding Support: https://gofund.me/0c7d77c96

# Closing Quote

"Music is more than sound—it’s connection. Every stop along the road is a story waiting to be told." – Myke Miller