

SPONSORSHIP PROPOSAL



“IN MY MIND”

AN INTROSPECTIVE MUSICAL JOURNEY OF
LOVE, LOSS & LIFE

SEPTEMBER 25, 2026
SLS CREATIVE STUDIO
5532 N. RHETT AVE.
7:30 PM



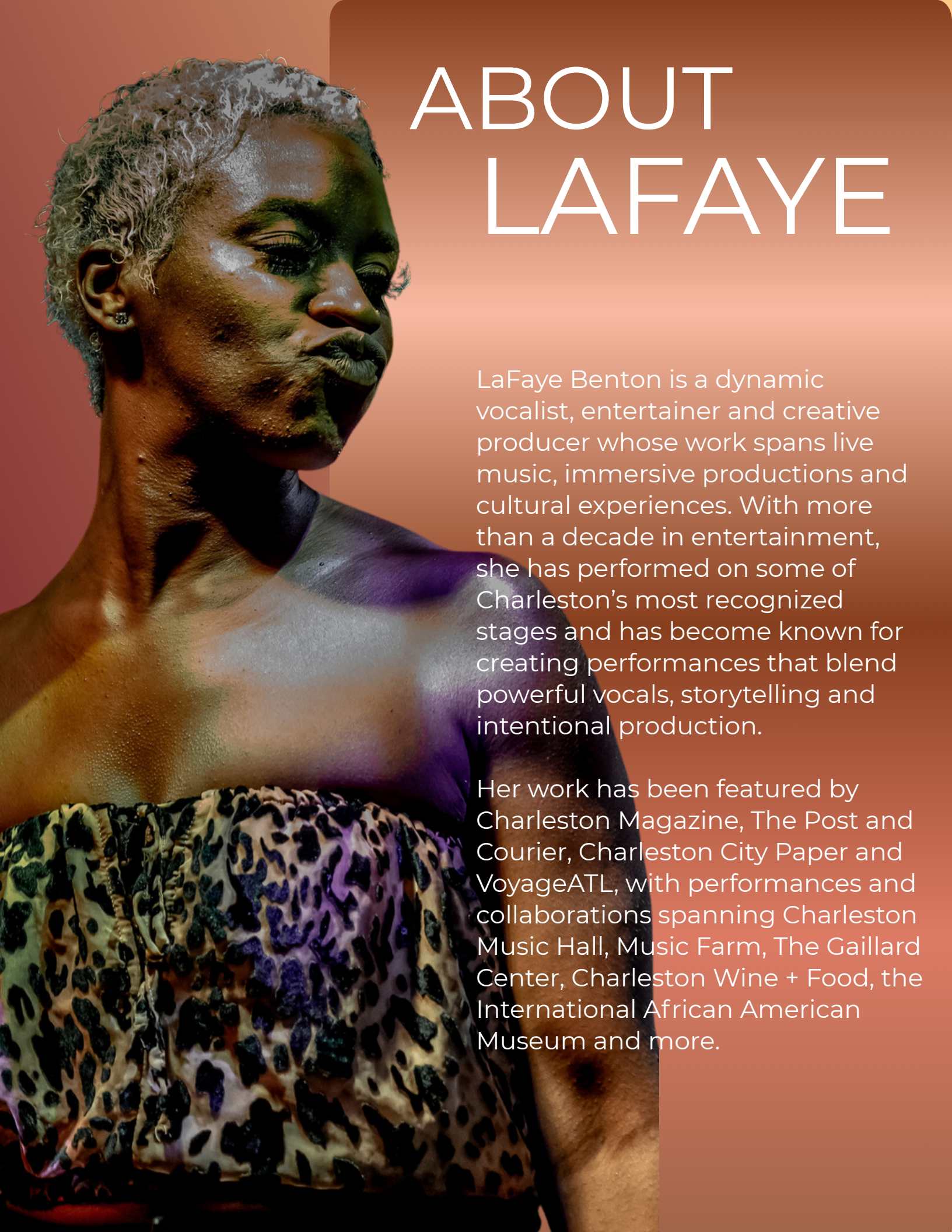
ABOUT THE EXPERIENCE

IN MY MIND is an intimate, standing-room live music experience created and produced by LaFaye Benton—inviting audiences into the thoughts, emotions, memories and music that live within her.

Through live music, storytelling and poetic transitions, the production moves through the many dimensions of the mind and heart—life, love, desire, heartbreak, evolution and gratitude.

More than a traditional concert, IN MY MIND is a carefully curated journey where each song becomes part of a larger story—creating an experience that is personal, immersive and unmistakably LaFaye.

- A full live band and background vocalists
- Reimagined R&B, soul, pop and alternative favorites
- Original music by LaFaye
- Spoken-word and storytelling moments woven throughout the production
- Curated small bites and bar experience
- An intentionally limited 75-guest standing-room audience
- Charleston performance designed as both a celebration and a thank-you

A portrait of LaFaye Benton, a Black woman with short, curly, light-colored hair. She is looking slightly to the right with a soft expression. She is wearing a strapless top with a leopard print pattern. The background is a solid, warm orange-brown color.

ABOUT LAFAYE

LaFaye Benton is a dynamic vocalist, entertainer and creative producer whose work spans live music, immersive productions and cultural experiences. With more than a decade in entertainment, she has performed on some of Charleston's most recognized stages and has become known for creating performances that blend powerful vocals, storytelling and intentional production.

Her work has been featured by Charleston Magazine, The Post and Courier, Charleston City Paper and VoyageATL, with performances and collaborations spanning Charleston Music Hall, Music Farm, The Gaillard Center, Charleston Wine + Food, the International African American Museum and more.

SPONSORSHIP TIERS

Support “IN MY MIND” and help bring an independently produced live music experience to life while connecting your brand with an intimate audience through music, storytelling and community.

“THE THOUGHT” - \$250

- Logo placement on select digital event materials
- Social media sponsor recognition
- On-site brand recognition
- Verbal recognition during the show
- 2 complimentary tickets

“THE FEELING” - \$500

- Enhanced logo placement on digital event materials
- Dedicated social media sponsor recognition
- Featured on-site brand recognition
- Opportunity to provide approved promotional materials or guest giveaways
- 4 complimentary tickets

“THE EXPERIENCE” - \$1000

- Premier logo placement on digital event materials
- Dedicated sponsor spotlight across social media
- Premium on-site brand recognition
- Verbal recognition during the production
- Opportunity for approved brand activation or guest gifting
- Recognition as a Premier Sponsor of IN MY MIND
- 6 complimentary tickets

IN- KIND SUPPORT

In addition to monetary sponsorships, IN MY MIND welcomes select in-kind contributions that directly support the production or enhance the guest experience.

BAR SPONSORSHIP

- Product donation in support of the evening's bar experience.

DÉCOR + FLORAL SPONSORSHIP

- Florals, décor or design elements that enhance the atmosphere and visual experience.

PRODUCTION SPONSORSHIP

- Financial support toward remaining production expenses.

GUEST GIFTING

- Products, gifts or branded items curated for guests.

PRODUCTS + SERVICES

- Select goods or professional services that directly support the event or guest experience.

Sponsor recognition will be customized based on the type and value of the contribution.





LET'S COLLABORATE

Your sponsorship directly contributes to bringing this vision to life while supporting the artists, musicians and creative elements that make an experience like this possible.

Whether you choose to become a monetary sponsor or support a specific element of the evening, your contribution becomes part of the story we're creating.



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