

*Southaven, MS*

**LAST MAN STANDING**

**JERRY**



**LEE**

**LEWIS**

*Statue & Scholarships*

**SPONSORSHIP GUIDE**

# HONORING AN ICON

## *through Statue & Scholarships*

To understand why we are honoring Legend Jerry Lee Lewis, you first have to understand his remarkable life.

One of only 12 inducted into both the Rock-N-Roll and Country Music Halls of Fame, **Jerry Lee Lewis'** musical talents became apparent early on as he sang in Church on Sundays, drawing inspiration from radio shows such as the Grand Ole Opry. At age 10, Lewis' father mortgaged the family farm to buy Jerry Lee his first piano and he eventually gave his first public performance at 14. The rest is history.

Lewis eventually ended up in Memphis, Tennessee where he worked for Sun Studios. In working on recording sessions with Carl Perkins,

Jerry Lee jammed with Elvis Presley and Johnny Cash. This session birthed the “Million Dollar Quartet” which spawned a Broadway musical and cemented Rock-N-Roll history!

In 1957, Lewis became a superstar with his unique piano-driven sound and bought him a spot on the pop, country, and R&B charts with his song “Whole Lotta Shakin’ Goin’ On.” **He had also developed his famous stage antic—standing up and kicking back on a piano stool. Lewis scored 23 Billboard Country Top 10 Singles, 17 Billboard Top 10 Country Albums, and entered the Billboard Country Charts almost 100 times during his career.**

In 2018, just down the road from Memphis, Tennessee, Jerry Lee began calling Southaven, Mississippi home.

For the last several months, the City of Southaven and its community have aimed to memorialize and thank a local, and world-wide legend, who lived here, by memorializing Jerry Lee Lewis through a life-sized statue and scholarships to benefit youth interested in music education.

Now as we begin the process to honor his legacy, we ask you to join us to remember him through statue & scholarships.



The life-size statue will be placed outside a new music venue located inside Southaven's bustling Silo Square in Fall 2024.

Additional dollars raised will go towards an established Musical Education Scholarship at the Community Foundation of Northwest Mississippi for aspiring musicians from DeSoto County looking to major in music and musical education majors at a higher education institution.

# JERRY LEE LEWIS STATUE & SCHOLARSHIP

## *Sponsorship Opportunities*

The life-size statue will be placed outside a new Music Venue inside Southaven's Silo Square in Late Summer/Fall 2024. Additional dollars raised will go towards an established Musical Education Scholarship at the Community Foundation of Northwest Mississippi for aspiring musicians from DeSoto County looking to major in music and musical education majors at a higher education institution.

### PRESENTING SPONSOR

**\$25,000**

*Sold*



- Permanent Plaque & Statue Naming Rights
- Social Media and PR Recognition
- Framed Memorabilia
- Naming Rights to Unveiling Event
- Invitation to Jerry Lee Lewis Statue Unveiling Celebration at Lucky Dog Music Hall & Bar in Silo Square

### DIAMOND SPONSORS

**\$15,000**

- Recognized on Donor Plaque as Diamond Sponsor
- Social Media and PR Recognition
- Framed Memorabilia
- Invitation to Jerry Lee Lewis Statue Unveiling Celebration at Lucky Dog Music Hall & Bar in Silo Square

### PLATINUM SPONSORS

**\$10,000**

- Recognized on Donor Plaque as Platinum Sponsor
- Social Media and PR Recognition
- Framed Memorabilia
- Invitation to Jerry Lee Lewis Statue Unveiling Celebration at Lucky Dog Music Hall & Bar in Silo Square

### GOLD SPONSORS

**\$5,000**

- Recognized on Donor Plaque as Gold Sponsor
- Social Media Recognition
- Framed Memorabilia
- Invitation to Jerry Lee Lewis Statue Unveiling Celebration at Lucky Dog Music Hall & Bar in Silo Square

### SILVER SPONSORS

**\$2,500**

- Recognized on Donor Plaque as Silver Sponsor
- Social Media Recognition
- Framed Memorabilia
- Invitation to Statue Unveiling Celebration at Lucky Dog Music Hall & Bar in Silo Square

### BRONZE SPONSORS

**\$1,000**

- Recognized on Donor Plaque as Bronze Sponsor
- Social Media Recognition
- Invitation to Statue Unveiling Celebration at Lucky Dog Music Hall & Bar in Silo Square

**Make checks payable to:** Community Foundation of NW MS  
315 Loshier St, Suite 100, Hernando, MS 38632

**Donate Online:** Visit [cfnm.org/donate/](https://cfnm.org/donate/) and include "Jerry Lee Lewis Statue" under designation  
Community Foundation of NW Mississippi: (662) 449-5002