

# Multiple Myeloma Fundraiser

October 8, 2022  
4:00pm-8:00pm

839 E. Camelback Rd.  
Phoenix, AZ 85014



BRIGHTSIDE  
STUDIOS

## About Brightside Studios

Located in central Phoenix, Brightside Studios offers a unique spin on the traditional art studio for creatives in **the Valley**. In addition to offering a workspace, members and visitors can enjoy the Creative Cafe, art supply store, music lounge and weekly Paint & Sip classes.

Our founders, Brad & Vanessa Kuenn are dedicated to making an impact in the local community. While part of this is achieved by opening a large, inclusive and welcoming space – the community has other needs that require partnership with other organizations. Each quarter, the Brightside team is committed to hosting a fundraiser event to benefit a selected non-profit organization.



# Multiple Myeloma Fundraiser



# Why International Myeloma Foundation?

Vanessa and I had always dreamt of the opportunity to give back in a big way. We've always believed that Phoenix creatives could positively **impact the local community**.

As artists, we understand the need for Phoenix creatives to express themselves without fear or encumbrance. Brightside encourages greater creativity and expression with a space aimed to generate creativity, collaboration, and inspired connection.

In August 2020 – during construction of Brightside Studios – I was diagnosed with **Multiple Myeloma**. I soon started two chemotherapy treatments simultaneously, and by March 2021, I entered the hospital for an autologous bone marrow transplant. Once again, the opportunity to help our community felt like a far-off dream...

...But when word started getting out about my diagnosis, Vanessa and I saw what this community could do for the first time...

...We had four muralists offer their time and talent to create four separate murals that cover the interior of our building – we didn't even have running water to offer them – but they wanted to **support Brightside's dream**. Family and friends came on the weekends to help paint, build furniture, and put the finishing touches together.

By February 2022, Brightside Studios opened its doors for the Valley.

As for me – well, although recovered from a successful bone marrow transplant – I still have cancer – and likely will have it for the remainder of my life.

That is, unless treatments continue to improve. And with fundraising such as this one, my hope is to finally give back in that **big way** I always dreamt... And just maybe, help save the lives of others fighting this terrible disease in the future.

I'm hopeful to be around for a long while. At least, long enough to see Brightside Studios grow and support more artists; long enough to **help more people**; long enough to see my boys Noah and Arlo come in, grab a coffee, some paint and a few brushes, and start laying down some color!



*Brad Kuenn*  
Owner & Founder





# Fundraiser Goals

**Our overall fundraising goal is \$5,000.**

To achieve this, Brightside will partner with the local community to bring 500 people through our doors on October 8<sup>th</sup> with the intent to donate at least \$5.

Donations may be made by:

- Purchasing a raffle ticket
- Adding donation to café purchase
- Purchasing art from one of our featured artists
- Silent Auction
- Day Pass to Brightside

Individual contributions made on the fundraiser day will be matched by the Kuenn Family (up to \$2,500).

In addition to the money raised by individual attendees of the fundraiser event, Brightside is partnering with other local businesses and service providers.



## Call for Sponsors

**We recognize that partnering with our local community drives a larger impact for the greater good. This sponsorship guide provides an outline of the services needed to execute the fundraiser event and our fundraising goals.**

**Sponsorship opportunities are available as in-kind contributions and monetary donations.**



# Musicians

## Shane Travis

5/19/22

7pm-9pm

## Kenyon France

5/20/22

7pm-9pm

## Tessa Karrys

5/21/22

7pm-9pm

## Casey Ryan

5/26/22

7pm-9pm

## Abby Walker

5/27/22

7pm-9pm



LIVE MUSIC  
SHANE TRAVIS

5.19.2022

7pm-9pm

839 E. Camelback Rd, Phoenix, Arizona 85014

[www.brightsidestudios.com](http://www.brightsidestudios.com)

(602) 279-5928

# Raffle

- Item or service from your company
- Artwork
- Food & drinks
- Gift certificates





# Silent Auction



# Artisan & Vendor Booths

## \$100 donation

Local artists and vendors can rent space in our classroom for 6 ft x 6 ft table set up.

The donation is paid directly to the International Multiple Myeloma Foundation and appropriate tax credits are provided.

Limit: 5 Vendors



# Water Stations

Provide water bottles to our fundraiser attendees.

## \$250 donation

Your name / company will be recognized as a sponsor:

- Social media tag
- Logo on marketing materials & slideshow
- emcee recognition by musicians

The donation is paid directly to the International Multiple Myeloma Foundation and appropriate tax credits are provided.

Limit: 1 vendor





# Tables & Chairs Provider

## \$500 donation

Help us provide seating in the Brightside courtyard by providing tables & chairs during the fundraiser event.

Your name / company will be recognized as a sponsor:

- Social media tag
- Logo on marketing materials & slideshow
- emcee recognition by musicians

The donation is paid directly to the International Multiple Myeloma Foundation and appropriate tax credits are provided.

Limit: 1 Vendor





# WE SUPPORT OUR CITY!

## ALL LOCAL

BEER



FOOD



MUSIC



GOODS



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