

The Forecastle Festival 2010 :: Cash Sponsorships

July 9 - 11th, 2010 ~ Louisville, Kentucky ~ The Riverfront Belvedere

BENEFIT KEY	Activism <i>Exclusive</i>	Art <i>Exclusive</i>	Kick-Off Party After-Parties <i>Exclusive</i>	Gold <i>Ten Offered</i>	Captain <i>Multiples Offered</i>	Anchor <i>Multiples Offered</i>
	\$15,000	\$10,000	\$7,500	\$7,000	\$3,500	\$2,000
"Presenting Sponsor" of The Forecastle 2010 Environmental Activism Exhibition. This entertaining and educational area features San Francisco's "Sustainable Living Roadshow", national speakers, natural food retailers, and regional, environmental non-profits. Together they empower individuals and communities by presenting topics of sustainability, health, and wellness in an inspiring, exciting, carnival-like atmosphere. Exclusive showcase space designated for your company, underneath a 25x25 steel-frame canopy. Scrim and banners branding entire exhibition area with your company message, both upon entrance and inside. Logo on all promo and advertising materials, directly below the "Activism" heading.	X					
"Presenting Sponsor" of The Forecastle 2010 Art Exhibition. This creative, innovative area features artists and sculptors from across the country. Together they exhibit unique artifacts and work reflecting an ecological theme chosen by The Forecastle Art Committee, and judged by a local jury. Exclusive exhibition space reserved for your company, underneath a 20x20 canopy. Scrim and banners branding exhibition area with your company logo and message. Logo on all promo and advertising materials, directly below the "Art" heading.		X				
"Presenting Sponsor" of The Forecastle 2010 Kick-Off and After-Parties. These (3) sold-out events are heavily marketed alongside the festival and independently. Each event featuring national artists in a unique, maritime environment. Company name on tickets, logo and name recognition on all promo and advertising materials, exclusive presence and product exclusivity, and promotional opportunities.			X			
Logo and website recognition on all promo materials electronic / print, directly beneath the music, art, and activism presenting sponsors				X		
Name recognition on all promo materials electronic / print					X	
Name recognition on posters and website <i>only</i>						X
Complete exclusivity for company service or product. Atop your logo will read: "Official _____ of The Forecastle Festival" on thousands of highly sought after, collectible, event posters distributed in each of our target and secondary markets and at the festival. For example, if your industry is footwear, atop your logo will read: "Official Footwear of The Forecastle Festival." Logos are placed on a first-come-first-serve basis, early commitment encouraged.	X	X	X	X		
Logo featured on all national / regional / local advertisements	X	X	X	X		
Social media campaign customized for your company by The Forecastle Media Team. Sponsor logo, website, and marketing message implemented in a creative way on exclusive VIRAL VIDEOS featuring festival bands alongside your sponsored area. Production conducted in-house with input / approval from your marketing team. Viral outlets include YouTube, Google, Yahoo, Myspace, and many more, with quantifiable results.	X	X	X			

Logo with website recognition on the back cover of the Event Brochure ~ The Official Manifest for the 9th annual <i>Forecastle Festival</i> . 50,000 will be printed and inserted in the middle of each LEO Weekly, June 30th - July 6th. 25,000 will be printed and distributed to each festival attendee upon entrance.	X	X	X	X		
Name featured on the back cover of the event brochure in a "special thanks" portion. See above for circulation and distribution stats.					X	X
Name recognition on all Forecastle Social Media Networks (e.g. Facebook, Myspace, Friendster, YouTube, etc)	X	X	X	X		
10X10 showcase space reserved in a designated, industry area of The Forecastle Festival. This area will allow your company to sell its goods and services to all attendees. Festival to provide tables and chairs as needed.				X		
Company space reserved in a designated, industry area of The Forecastle Festival. This table will allow your company to promote its goods and services to all attendees. Festival to provide tables and chairs as needed. <u>Please note:</u> Products must be free / give-a-ways.					X	
Sponsor included on The Forecastle Festival "Island Passport" promotion, designed to drive traffic to your area. The "Island Passport" is a pocket-size map each attendee is given as he/she enters the festival. It includes instructions and sponsor locations. When an attendee visits each sponsor, he/she receives a mark on their passport. After visiting all sponsors and completing the journey, each attendee receives a free T-Shirt and Commemorative Poster inside the tent of our Title sponsor.	X	X		X		
Stage banner on West Musical Stage (main headliner)				X		
Stage banner on East Musical Stage					X	
Logo on event handbill - size and position appropriate to sponsorship level. 75,000 will be printed and distributed throughout a 4-month cycle in each of the festival's primary and secondary markets. See website for complete listing.	X	X	X	X		
Name on event handbill. See above for circulation and distribution stats.					X	X
Company literature and /or product inserted in festival "Goodie Bags" distributed to all participants, media, and sponsors of the 9th annual Forecastle Festival	X	X	X	X		
Three-Day Festival Passes	12 Passes	8 Passes	6 Passes	6 Passes	3 Passes	2 Passes
Three-Day Festival VIP Passes	12 Passes	8 Passes	6 Passes	6 Passes	3 Passes	2 Passes