

## The Forecastle Festival 2010 :: Title Sponsorship

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

BENEFIT KEY	Title Sponsor <i>Exclusive</i>
	<b>\$75,000</b>
"Title Sponsor" of the 9th annual <i>Forecastle Festival</i> . Logo recognition on the 1st tier of all promo and advertising materials electronic / print. Forecastle presented by " <i>your company name</i> ".	<b>X</b>
Name and website recognition on event tickets. Forecastle presented by " <i>your company name</i> ".	<b>X</b>
Website recognition on all promo and advertising materials electronic / print - prominent placement.	
Exclusive promotional presence at festival entrance. Each attendee will walk through this area as they enter and leave the Forecastle experience, providing maximum impressions.	<b>X</b>
Top scrim / banner / flyby above West, East, Ocean, and Disco Stages. Located front and center, these stages feature performances from Forecastle's top national artists, providing maximum visibility, PR, and branding opportunities. Forecastle presented by " <i>your company name</i> ".	<b>X</b>
Logo and website recognition on ALL VIRAL VIDEOS featuring exclusive performances from top Forecastle artists. Viral outlets include Forecastle's YouTube channel, Google, Yahoo, Myspace, and more, with quantifiable results. Forecastle Media Team to develop campaign with production services provided in-house. Input /final approval from your marketing team required before content goes live.	<b>X</b>
Exclusive advertising on USB wristband flash drives, capturing "Live Performances" from Forecastle bands, and distributed to attendees for playback on iPods, computers, car stereos, and all media platforms. Sponsor to receive logo placement on wristband, video ad on web interface, and "Presented by" tag before the recorded set.	<b>X</b>
Exclusive showcase space and banner placement along the center walkway of the 9th annual <i>Forecastle Festival</i> . This central artery provides the greatest opportunity to introduce Forecastle attendees to your company's products, services, and accessories, as they move between the music, art, and activism portions of the event.	<b>X</b>
Sponsor included on The Forecastle Festival "Island Passport" promotion, designed to drive traffic to your station. 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.	<b>X</b>
Logo / gobos projected at night on the West Stage during the festival's main headlining performances, providing maximum visibility and branding opportunities at peak hours	<b>X</b>
Logo featured on the 1st tier of all national / regional / local advertisements (see sponsorship program for up-to-date media listings)	<b>X</b>
Recognition on all Forecastle Social Media Networks (e.g. Facebook, YouTube, Myspace, Friendster, etc). Forecastle presented by: " <i>your company name</i> ."	<b>X</b>
Logo on Media Room backdrop. Inside this room is where Forecastle's top performers, speakers, sponsors, artists, and participants are interviewed. Exclusive footage is included in a post-festival PR blitz, while posted online on our website, social networks (Facebook, Myspace, Friendster, Twitter, etc), and additional viral outlets.	<b>X</b>

Logo with website recognition on the front cover of the Event Brochure ~ The Official Manifest for the 8th 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
Logo with website recognition on the back cover of the Event Brochure ~ The Official Manifest for the 8th annual <i>Forecastle Festival</i> . 50,000 will be printed and inserted in the middle of each LEO Weekly, June 30th - July 5th. 25,000 will be printed and distributed to each festival attendee upon entrance.	X
Complete exclusivity for company service or product. Atop your logo will read: "Official _____ of The Forecastle Festival" on all event posters. For example, if your industry is footwear, atop your logo will read: "Official Footwear of The Forecastle Festival."	X
Logo on event handbill - size and position appropriate to sponsorship level. 50,000 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
Privileged podium time right before the West Stage headliner on Fri / Sat / Sun nights. This will allow you to promote your company, its products, and its Title sponsorship, directly to the audience during the festival's peak hours, each festival day. Previous sponsors have used this time to announce raffles, contests, and give-a-way items, driving traffic to your area.	X
Privileged podium time right before the East Stage headliner on Fri / Sat / Sun nights. This will allow you to promote your company, its products, and its Title sponsorship, directly to the audience during the festival's peak hours, everyday. Previous sponsors have used this time to announce raffles, contests, and give-a-way items, which drives traffic to your area.	X
Sponsor branding of festival "Goodie Bags" distributed to all participants, media, and sponsors of the 9th annual <i>Forecastle Festival</i>	X
Three-Day Festival Passes	<b>30 Passes</b>
Three-Day Festival VIP Passes	<b>30 Passes</b>