

The Forecastle Festival 2010 :: Stage Sponsorships

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

BENEFIT KEY	West Stage <i>Exclusive</i>	East Stage <i>Exclusive</i>	Ocean Stage <i>Exclusive</i>	Disco Dome <i>Exclusive</i>
	\$30,000	\$10,000	\$10,000	\$5,000
"Presenting Sponsor" of The West Stage: Forecastle's main music stage featuring performances from top national artists. Logo and website recognition alongside all promo and advertising materials, directly below the "West Stage" heading. Scrim on both sides of the stage, with logo recognition on the backdrop. West Stage presented by: <i>"your company name."</i>	X			
"Presenting Sponsor" of The East Stage: Forecastle's second music stage featuring performances from top indie artists. Logo and website recognition alongside all promo and advertising materials, directly below the "East Stage" heading. Scrim on both sides of the stage, with logo recognition on the backdrop. East Stage presented by: <i>"your company name.."</i>		X		
"Presenting Sponsor" of The Ocean Stage: Forecastle's all-electronic music stage featuring performances from top national and regional DeeJays. Logo alongside all promo and advertising materials, directly below the "Disco Dome" heading. Scrim on both sides of the stage, plus logo recognition on the backdrop. Ocean Stage presented by: <i>"your company name.."</i>			X	
"Presenting Sponsor" of The Disco Dome: Forecastle's silent disco stage featuring performances from national and regional DeeJays. Logo and website recognition alongside all promo and advertising materials, directly below the "Disco Dome" heading. Scrim on both sides of the stage, plus logo recognition on the backdrop. Disco Dome presented by: <i>"your company name.."</i>				X
Advertising on USB wristband flash drives, capturing "Live Performances" from your stage, and distributed to attendees for playback on iPods, computers, car stereos, and all media platforms. Sponsor to receive a "Presented by" tag before playback of the bands who performed on your stage.	X	X		
Sponsor logo, website, and marketing message included on VIRAL VIDEOS featuring exclusive performances from your sponsored stage. 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	
Exclusive showcase space in your sponsored stage location	X	X	X	X
Logo featured on all national / regional / local advertisements (see sponsorship program for up-to-date media listings)	X	X		
Name recognition on all national / regional / local advertisements			X	
Recognition on all Forecastle Social Media Networks (e.g. Facebook, YouTube, Myspace, Friendster, etc).	X	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		
Name featured on the back cover of the 2010 event brochure in a "special thanks" portion. See above for circulation and distribution stats.			X	X
Logo on event handbill, with recognition as stage sponsor. 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	
Privileged podium time on the West Stage, allowing your company to promote its product, services, and sponsorship, directly to the audience, each festival day. Previous sponsors have used this time to announce contests, raffles, and give-a-ways, increasing traffic to your area.	X			
Privileged podium time on the East Stage, allowing your company to promote its product, services, and sponsorship, directly to the audience, each festival day. Previous sponsors have used this time to announce contests, raffles, and give-a-ways, increasing traffic to your area.		X		
Privileged podium time on the Ocean Stage, allowing your company to promote its product, services, and sponsorship, directly to the audience, each festival day. Previous sponsors have used this time to announce contests, raffles, and give-a-ways, increasing traffic to your area.			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	
Three-Day Festival Passes	15 Passes	8 Passes	6 Passes	3 Passes
Three-Day Festival VIP Passes	15 Passes	8 Passes	6 Passes	3 Passes