

The Forecastle Festival 2008 - Cash Sponsorships

July 25 - 27th, 2008 - Louisville, Kentucky - The Riverfront Belvedere

BENEFIT KEY	Title Sponsor <i>Exclusive</i>	Music Presenting <i>Exclusive</i>	Art Presenting <i>Exclusive</i>	Activism Presenting <i>Exclusive</i>	Forecastle Gold <i>Ten Offered</i>	Forecastle Captain <i>Multiples Offered</i>	Forecastle Anchor <i>Multiples Offered</i>
	\$50,000	\$12,000	\$12,000	\$12,000	\$6,000	\$3,000	\$1,500
"Presenting Sponsor" of the 7th annual Forecastle Festival. Logo featured on 1st tier of all promo materials electronic / print (posters, advertisements, press releases, website, etc), alongside event producers "Capt. JK McKnight and the Forecastle Deck Crew."	X						
"Presenting Sponsor" for each of the music, art, and activism elements. Company logo featured on 2nd tier of all promo materials electronic / print, alongside the appropriate music, art, activism heading.		X	X	X			
Company logo, address, contact info and website recognition on all promo materials electronic / print (posters, handbills, press releases, website, etc), directly beneath the music, art, and activism presenting sponsors	X				X		
Company logo on all promo materials electronic / print, half the size of the Gold Level						X	
Company name recognition on all promo materials electronic / print							X
Company logo on the 40"X30" and 20"X15" ft stage curtains draped across both East and West Stages, between musical acts. Located front and center, these curtains provide maximum visibility and branding opportunities. Company to provide decals.	X						
Company logo featured on the 1st tier of all national / regional / local advertisements	X						
Company logo featured on the 2nd tier of all national / regional / local advertisements		X	X	X			
Company logo featured on all national / regional / local advertisements, directly beneath the music, art, and activism presenting sponsors					X		
Company name on all national / regional / local advertisements						X	
Company logo featured on the front cover of the Event Brochure ~ The Official Manifest for the 7th annual Forecastle Festival. 50,000 will be printed and inserted in the middle of each LEO Weekly, July 16th - 23rd. 10,000 will be printed and distributed to each festival attendee upon entrance.	X						
Company logo featured on the back cover of the Event Brochure ~ The Official Manifest for the 7th annual Forecastle Festival. 50,000 will be printed and inserted in the middle of each LEO Weekly, July 16th - 23rd. 10,000 will be printed and distributed to each festival attendee upon entrance.		X	X	X			
Company logo featured on the back cover of the 2008 event brochure, half the size of the music, art, and activism presenting sponsors. 50,000 will be printed and inserted in the middle of each LEO Weekly, July 16th - 23rd. 10,000 will be printed and distributed to each festival attendee upon entrance.					X		
Company name featured on the back cover of the 2007 event brochure in a "special thanks" section. 50,000 will be printed and inserted in the middle of each LEO Weekly, July 16th - 23rd. 10,000 will be printed and distributed to each festival attendee upon entrance.						X	X
Company logo projected at night during the festival's main headliners, providing maximum visibility and branding opportunities at peak hours	X						

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	\$50,000	\$12,000	\$12,000	\$12,000	\$6,000	\$3,000	\$1,500
Company logo on event handbill. Size and position appropriate to sponsorship level (see aforementioned benefits). 50,000 will be printed and distributed throughout a 4-month cycle in each of the festival's 10-participating cities: Louisville, KY; Cincinnati, OH; Indianapolis, IN; Columbus, OH; Nashville, TN; St. Louis, MO; Lexington, KY; Bloomington, IN; Dayton, OH; Murfreesboro, TN.	X	X	X	X	X		
Company name on event handbill. See above for circulation and distribution stats.						X	X
Complete exclusivity for your company's product. If desired, atop your logo will include read: "Official _____ of The Forecastle 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 is encouraged.	X	X	X	X	X		
Exclusive space along the main walkway of the 7th annual Forecastle Festival - the geographic center of the event. Offering the most foot traffic and visibility, this central artery provides the greatest opportunity to introduce the Midwest to your company's products, services, and accessories.	X						
Complete exclusivity in the appropriate music / art / activism sponsored area. For example, if you are the "Music Presenting" sponsor, you will be the only company featured in the West Stage Musical Exhibition.		X	X	X			
Company 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	X	X	X	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	
Exclusive company banners draped from the left/right towers of the West Musical Stage. "Music presented by: <i>your company name</i> "		X					
Exclusive company banners on both sides of the Forecastle Art Exhibition: "Art presented by: <i>your company name</i> "			X				
Exclusive company banners inside the Forecastle Activism Area: "Activism presented by: <i>your company name</i> "				X			
Stage banner on West Musical Stage (main headliner)					X		
Stage banner on East Musical Stage						X	
Privileged podium time before the main musical 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. Many previous sponsors have used this time to announce winners of raffles, contests, and give-a-way items, which drive traffic to your exclusive company tent. There are only two of these spots available each day.	X						

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	\$50,000	\$12,000	\$12,000	\$12,000	\$6,000	\$3,000	\$1,500
Privileged podium time during the event, which will allow you to promote your company, its presence, its products, and its presenting sponsorship, directly to the festival audience 1X on each stage. Podium time is reserved on a on a first-come-first-serve basis, with the Friday and Saturday night West Stage spot going first. Early commitment is encouraged.		1 @ West Stage and East Stage	1 @ West Stage and East Stage	1 @ West Stage and East Stage			
Company logo featured on 1st tier of all promo materials electronic / print, for the Jan. 26th "Halfway to Forecastle" concert at Headliners Music Hall. 1,000 posters and 5,000 handbills will be distributed regionally beginning Dec. 20th. DEADLINE: Dec. 15th, 2007	X						
Company logo featured on 2nd tier of all promo materials electronic / print, for the Jan. 26th "Halfway to Forecastle" concert at Headliners Music Hall. 1,000 posters and 5,000 handbills will be distributed regionally, beginning Dec. 20th. DEADLINE: Dec. 15th, 2007		X	X	X			
Company logo highlighted on all promo materials electronic / print, for the Jan. 26th "Halfway to Forecastle" concert at Headliners Music Hall. 1,000 posters and 5,000 handbills will be distributed regionally, beginning Dec. 20th. DEADLINE: Dec. 15th, 2007					X		
Company name highlighted on all promo materials electronic / print, for the Jan. 27th "Halfway to Forecastle" concert at Headliners Music Hall. 1,000 posters and 5,000 handbills will be distributed, beginning Dec. 20th. DEADLINE: Dec. 15th, 2007						X	
Backstage VIP Area designated for sponsors, media, and musicians only	50 Passes	25 Passes	25 Passes	25 Passes	12 Passes	6 Passes	2 Passes
Friday / Saturday Night VIP After-Parties	50 Passes	25 Passes	25 Passes	25 Passes	12 Passes	6 Passes	2 Passes