



SPONSORSHIP LEVELS

Presenting Sponsor - \$100,000 (Exclusive)

- "Presenting Sponsor" — Corporate Name in Title of the KEM LIVE@ Mack N Third event
- Inclusion as "Presenting Sponsor" and/or in all mentions of event via radio, print, press releases and merchandise
- Inclusion on the Live Stream broadcast with a :15 second (audio/video) commercial that will run when fans link to live stream of concert
- Inclusion Free Song Download microsite through Presenting Sponsorship with a :15 commercial (audio) that will download along with song. Digital photography with logo inclusion.
- Large banner prominently displayed center stage (size to be determined)
- Live mention/acknowledgment during the show from the stage
- Inclusion on all printed materials related to the event
- Product Distribution booth availability
- Logo inclusion on pre- and post-show email blast
- Logo inclusion on www.myspace.com/KEMLive@macknthird Page
- 10 VIP Seat Passes with access to VIP Reception Room and 10 VIP Hospitality Tent Passes

Live Stream Sponsor - \$75,000 (Limited to 2)

KEM Live@ Mack n Third will be streamed live via "Live Stream" embedded on www.kemistryrecords.com. There fans can view the entire concert online, live and for free by simply registering as a fan of KEM. The Live Stream Sponsor shall receive:

- Inclusion on the Live Stream broadcast with :15 second commercial that will run when fans link to the live stream of concert
- Sponsor-branded microsite which will host the Live Stream broadcast
- Link to sponsor website on Live Stream microsite
- Logo super-imposed on Live Stream Broadcast
- Live mention/acknowledgement during the show from the stage
- Inclusion on all printed materials related to the event, including T-shirts
- Stage signage
- Product Distribution booth availability
- Logo inclusion on pre- and post-show email blast
- Logo inclusion on www.myspace.com/KEMLive@macknthird Page
- 10 VIP Seat Passes with access to VIP Reception Room

A CALL TO SERVICE



SPONSORSHIP LEVELS (continued)

Texting/Free Download Sponsor - \$75,000 (Limited to 2)

Fans attending the concert and viewing the Live Stream online will be instructed to text a special keyword during the Live performance to receive a free download of KEM's upcoming single. The redemption will be hosted at www.kemistryrecords.com. The Texting/Free Download Sponsor will receive:

- Sponsor branding design on the Free Download microsite
- A :15 second commercial message from the sponsor to all fans that text in. Response can include a special offer from the sponsor (call to action) and can include a link that can be accessed for those with web-enabled phones.
- Live mention/acknowledgment during the show from the stage
- Inclusion on all printed materials related to the event, including T-shirts
- Product Distribution booth availability
- Logo inclusion on pre- and post-show email blast
- Logo inclusion on www.myspace.com/KEMLive@macknthird Page
- 10 VIP Seat Passes with access to VIP Reception Room

Digital Photography Sponsor - \$75,000 (Limited to 2)

Fans attending the concert will have the opportunity to have their photos taken by one of several strolling photographers that will be visibly walking through the crowd. All fans that have their picture taken will receive a redemption ticket directing them to visit www.kemistryrecords.com to download their picture. The Digital Photography Sponsor will receive the following:

- Sponsor-branded redemption ticket handed to each fan that has picture taken
- Logo embedded on all downloaded pictures
- Sponsor-branded photo redemption microsite
- Link to sponsor site located on redemption microsite
- Live mention /acknowledgment during the show from the stage
- Inclusion on all printed materials related to the event, including T-shirts
- Stage signage
- Product Distribution booth availability
- Logo inclusion on pre- and post-show email blast
- Logo inclusion on www.myspace.com/KEMLive@macknthird Page
- 10 VIP Seat Passes with access to VIP Reception Room

A CALL TO SERVICE



SPONSORSHIP LEVELS (continued)

Mack N Third Sponsorship - \$25,000 (unlimited)

- Inclusion on all printed materials related to the event, including T-shirts
- Product Distribution booth availability
- Logo and link on Mack N Third microsite at www.kemistryrecords.com
- Logo inclusion on pre- and post-show email blast
- Logo inclusion on www.myspace.com/KEMLive@macknthird Page
- 6 VIP Seat Passes with access to Reception Room and 4 VIP Hospitality Tent Passes

In-Kind Products/Services Donation - \$1500 minimum (unlimited)

- Logo inclusion on pre- and post-show email blast
- Two VIP Seat Passes with access to VIP Reception Room
- Meet and Greet with KEM

FOOD PARTNERS (unlimited)

Prepared Food for 500 People - \$7500

- Product Distribution booth availability
- Inclusion with local and national PR/Advertising Campaign
- Logo inclusion on pre- and post-show email blast
- 4 VIP Seat Passes with access to VIP Reception Room and 4 VIP Hospitality Tent Passes
- Meet and Greet with KEM

Prepared Food for 250 People - \$3750

- Product Distribution booth availability
- Inclusion with local PR/Advertising Campaign
- Logo inclusion on pre- and post-show email blast
- 2 VIP Seat Passes with access to VIP Reception Room and 2 VIP Hospitality Tent Passes
- Meet and Greet with KEM

Prepared Food for 100 People - \$1500

- Logo inclusion on pre- and post-show email blast
- Two VIP Seat Passes with access to VIP Reception Room
- Meet and Greet with KEM

A CALL TO SERVICE