



TattooLaPalooza

Tattoo & Horror
Convention

San Diego

PROPOSAL FOR SPONSORSHIP

Presented By

Convention Ink LLC.

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SAN DIEGO CONCOURSE

OCTOBER 30TH - NOVEMBER 1ST

2009

www.TattooLaPalooza.com

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Fact Sheet / Overview

FORMAT

Festival style event, featuring a Halloween theme. Tattoo artists, and unique vendors from across the country will come together in a trade show type of setting. Tattooing will be done on site along with Horror theme activities and children activities. Some of the entertainment will include: circus side shows, acrobats, stilt walkers, jugglers, performance painters, comedians, Trick-or-treating, a kiddy corner for the little ones, food, drinks, and much more.

TARGET

This event is geared to bring together an audience consisting of all ages, gender, and ethnicity, in a family friendly environment.

SPONSORSHIP

Interface directly with over 15,000 untapped, prospective, or current consumers. MAJOR PROMOTION AND MEDIA VISIBILITY locally, nationally and international via: Television, Tattoo/motorcycle magazines, major local radio stations, print, and web.

NAME OF EVENT: Tattoolapalooza

DATE: Oct. 30 - Nov. 1

TIME: 12pm - 12am

LOCATION: San Diego Concourse

ARTISTS/VENDORS: 200 – 250

EXPECTED ATTENDENCE: 15,000

TICKET PRICES: 15.00 - 40.00

PRODUCER: Convention Ink LLC,

SPONSORSHIP LEVELS: Bronze, Silver, Gold, Platinum, Diamond, and Double Diamond

SPONSORSHIP OPPORTUNITIES

The market for Tattoolapalooza is a cost effective tool for corporations, small businesses, educational institutions, community organizations, publications, government entities, retail businesses, and other supporters of the tattoo and motorcycle industries to establish a direct link with consumers or constituents.

Convention Ink and Tattoolapalooza offer a unique marketing opportunity for your company. Through a series of dynamic advertising campaigns and synergistic marketing strategies, your company can become linked with one of the year's biggest events. This type of marketing can be extremely effective and powerful.

Your sponsorship affords you the following opportunities:

- Create awareness and establish a new market for your product line or services
- Receive extensive co-branding publicity and advertising
- Educate potential consumers about your products and service
- Strengthen your perception as a community asset, supporter, and a major player in the industry
- Increase sales , branding and distributing opportunities

PROMOTIONS

RADIO (LOCAL)

Radio commercials on various types of stations including: Rock, Top 40, Urban, Country, and Latin

TELEVISION COVERAGE

All network stations will be covering the actual event including the following:

NEWSPAPERS/ MAGAZINES (LOCAL & NATIONAL)

INTERNET / WEB

WWW. Tattoolapalooza.com
WWW. Tattoos.com
Inkednation.com
Myspace.com
Facebook.com
and hundreds of banner exchanges

FLYERS / POSTERS

200,000 flyers and 1000 full color posters will be distributed to tattoo shops, motorcycle shops and various other retail locations across the US. Local street teams to distribute in So. Fla.

Local Billboards

SPONSORSHIP LEVELS

BRONZE

\$500.00

Placement on flyers (200,000)
Business card size ad in event booklet (10,000)
Placement on event website

SILVER

\$1000.00

Placement on flyers (200,000)
1/4 page ad in event booklet (10,000)
Placement on event website
vinyl banner placement at event
(does not include banner printing)
Placement in all local print ads
(newspapers , local magazines, etc.)
2 weekend passes to the event

or

Placement on flyers (200,000)
Placement on event posters (500)
Placement on event website
1 small booth at the event (6x10)
2 weekend passes to the event

SPONSORSHIP LEVELS

GOLD

\$2500.00

Placement on flyers (200,000)
Placement on Posters (500)
1/2 page ad in event booklet (10,000)
Placement on event website
vinyl banner placement at event (includes banner printing)
Placement in all local print ads (newspapers , local magazines, etc.)
4 weekend passes to the event
Small booth at event (6 feet wide 10 feet deep)

PLATINUM

\$5000.00

Placement on flyers (200,000)
Placement on Posters (500)
Full page ad in event booklet (10,000)
Placement on event website
Large vinyl banner placement on stage at event (includes banner printing)
Placement on all radio ads (approx. 500 + mentions)
Placement in all local print ads (newspapers , local magazines, etc.)
Placement in all national magazine ads
8 weekend passes to the event
Medium size booth at event or
agreed upon floor space to exhibit product
One full side of Vendor / media Laminates (750) (limited avail.)

SPONSORSHIP LEVELS

DIAMOND

\$10,000.00

Placement on flyers (200,000)
Placement on Posters (500)
Full page ad in event booklet (10,000)
Placement on FRONT PAGE of event website
Large vinyl banner placement on stage at event (includes banner printing)
Placement on all radio ads (approx. 500 + mentions)
Placement in all local print ads (newspapers , local magazines, etc.)
Placement in all national magazine ads
8 weekend passes to the event
Large booth at event or
agreed upon floor space to exhibit product
2 hotel rooms 4 days & 3 nights (Hotel: TBA)

DOUBLE DIAMOND

(PRESENTING SPONSOR)

\$25,000.00

Placement on flyers (200,000)
Placement on Posters (500)
BACK COVER in event booklet (10,000)
Placement on FRONT PAGE event website
Large vinyl banner placement on all stages at event (includes banner printing)
Placement on all radio ads (approx. 500 + mentions)
Placement in all local print ads (newspapers , local magazines, etc.)
Placement in all national magazine ads
Placement on FRONT of Event T-shirts - sold at event (1000)
16 weekend passes to the event
Large booth at event (25 feet wide 10 feet deep) or
agreed upon floor space to exhibit product
4 hotel rooms 4 days & 3 nights (Hotel TBA)
VIP limo service to and from event
Exclusive branding rights

COMMITMENT FORM

Contact Person: _____

Company Name: _____

Company Address: _____

Business Phone: () _____

Business Fax: () _____

Email: _____

Web Site: _____

Type of Company: _____

Please choose your sponsorship level:

___ Bronze ___ Silver ___ Gold ___ Platinum ___ Diamond ___ Double Diamond ___ Other \$ _____

Acknowledgement of commitment

By participating in the Tattoolapalooza Event your company agrees to pay the above sponsorship level dollar amount as outlined in the sponsorship package. In return, your business will receive the sponsorship package benefits specified in the particular level stated above. Having carefully read the sponsorship package, I do hereby agree to enter into a contract with Convention Ink LLC. and will deliver this service per specifications found in this sponsorship package.

Authorized Signature Authorized Name (print) Date Signed

___ Our check is enclosed ___ 50 % now ___ other (please state) _____

Please fill out and fax or mail back to our office. Once we have received this form, our office manager will contact you regarding your artwork and other sponsorship specifications.