

Summer | 10

# Sponsorship Proposal



# choco Summer Jam

September 11, 2010

Crook County Fairgrounds  
1280 South Main Street  
Prineville, OR 97754

Participating Sponsors



Media Sponsors



Produced By



“A live concert to me is exciting, because of all the electricity that is generated by the crowd and on stage. It’s my favorite part of the business.”

- Elvis Presley -

## Overview:

Finally, the music is back! Thanks to the wonderful communities of Central Oregon who have helped to inspire a new event and benefit concert, the **Ochoco Summer Jam**. As we spoke to the people of these communities we heard memories of Crook County back when it was the musical hub for live entertainment in Central Oregon. These memories are the motivation behind the **Ochoco Summer Jam** and our vision to bring back the entertainment value to Crook County with big names such as Tim McGraw, Dirks Bentley, Jason Aldean and many more.

September is a wonderful time to have a concert: kids are back in school, fall is fast approaching and people are looking for that one event to finish off their summer. We know we have that event, built on history in the community, produced with proven experience. The **Ochoco Summer Jam** will become the staple end of the summer event for all of Central Oregon and Crook County.

The first annual kick off date is September 11, 2010, in remembrance of the horrifying event that took place on our home soil. To show our support of our freedom the **Ochoco Summer Jam** will be donating \$1.00 of every ticket sold to a charity committed to helping our troops overseas and here at home.

## Sponsorship Benefits:

By being a sponsor, contributor or vender of this event you are helping to drive the local economy. Your marketing dollars will not only help you get fantastic exposure but it will also have a direct effect on our community. We are using many local companies for this event, from the caterer supplying the bands as well as the VIP area to the three bars that will be staffed and hosted by a local establishment. Your contribution to this event is going to help support our troops and we are offering a marketing value well over \$45,000.

## Event Details:

<b>Dates &amp; Times:</b>	Saturday September 11, 2010 4:00 pm – 5:30 pm Doors open 5:30 pm – 6:00 pm Act 1 6:30 pm – 7:15 pm Act 2 7:45 pm – 8:45 pm Act 3 9:15 pm – 10:45 pm Headliner
<b>Location:</b>	Crook County Fairgrounds (outdoor arena)
<b>Attendees:</b>	We are targeting 3,000 – 4,000 attendees for this one night event. This will be the largest produced concert event in Crook County.
<b>Target Demographics:</b>	Our primary demographic is an audience of all ages that enjoys Country Music.
<b>Cost:</b>	Rodeo arena floor seating \$30.00, Grandstand seating \$20.00
<b>Parking:</b>	There is plenty of parking at the Crook County Fairgrounds and the surrounding area.

## Media Support:

Based upon target market research, we have created a media plan that will generate interest in and awareness of this event, while specifically targeting our key markets.

Our total budget for paid and promotional media is \$35,000.

### **Radio**

We have partnered with Combined Communications, one of the largest media groups in central Oregon, hosting country 99.7 *The Mountain*. Over the years they have grown *The Mountain* into one of the most listened to country music stations in Central Oregon.

Our radio campaign is focused on these main areas:

- Over 400 primetime radio commercial spots
- Live interview and mention on "The Morning Buzz" with Steve and JT
- Live interview and mention on "Midday's" with Sabrina
- Live interview and mention on "The interactive afternoon show" with Cate Crowley
- Radio fan club, newsletter, text club and web presence
- 300 tickets for contest give away

### **Television**

We are working *Central Oregon Cable Advertising*, an affiliate of *Bend BroadBand* to create a strong television campaign.

Our visual communication campaign is going to consist of:

- 750 commercials that will air on ESPN, ESPN2, CNN, Fox News, TBS, TNT, ABC Family, Comedy Central, Discovery, Food Network and Versus
- One (:30) second commercial to promote ticket sales and online ticket locations
- One (:30) second commercial that will air closer to the date of the event

### **Print**

We plan to run ads in the *Central Oregonian* and *The Bend Bulletin* as well as other local publications. Promotional materials such as posters, flyers and advertising items will be distributed throughout Central Oregon and to our participating sponsors well in advance of concert for the best possible exposure.

### **Signage**

For two weeks prior to the event, billboards, road signs and posters will be featured around the Central Oregon area. These signs will advertise the event along with all sponsor logos.

## Other Event Promotions:

In addition to paid and promotional media, we will embark upon a comprehensive publicity and non-media promotional campaign. We will be out in the community talking about the event, getting everyone involved and excited about bring more live entertainment back to Central Oregon and Prineville.

### **Web Site**

We will have a year round web site dedicated to this event. This web site will include a wide variety of information about the show, its sponsors, and vendors, and feature all appropriate media promotion and publicity. In addition, the web site will link to other social media groups such as Facebook, MySpace, and Twitter, providing another wide range of promotion for this event.

## On-Site Activities:

A number of on-site activities will be provided at this event to help attract people of all ages. Tentative on-site activities will include:

- Main Stage includes four acts
- Three main bars
- Over 20 vendors
- Mechanical bull
- Live radio broadcast day of event

### **VIP area**

Our VIP area will be exclusive to sponsors and guests of the **Ochoco Summer Jam** event. In this area VIPs and their guests can enjoy the backstage experience along with food and drinks, open bar, and a meet and greet with the headlining act.



**Contributor Sponsor** (20) Available Cash or Services **\$1,000**

- Listed on website and printed material
- Listed on all promotional apparel
- 10' x 10' booth space (if needed)
- (4) VIP passes
- VIP Parking (RSVP)
- (2) General admission tickets for employees
- Valued at \$5,000

**Vendor Spaces** (20) Available **\$250**

- 10' x 10' Booth space
- Signage space
- (2) General admission tickets

All of our vendors will be required to fill out the Vendor Application and sign the Vendor Contract. Both of these forms are at the end of this proposal packet, they must be mailed in with a check or money order made out to Elite Entertainment, LLC at PO Box 1961 Prineville, OR 97754 by July 19, 2010

Sponsorship Agreement Contract

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Vendor Application and Contract