



Saturday, June 4, 2011

LP Field | Stadium Club

Nashville, Tennessee

Doors 6:00 pm | Ends 11:00pm

MUSIC • FASHION • ART • FOOD • FRIENDS • FUN

BACKGROUND

The All White Affair is Nashville's largest urban event merging music, fashion, art, live performances, and more. Taking after the lavish events seen in cities like Miami, Los Angeles, Las Vegas, and the Hamptons, the All White Affair requests its participants to wear all white attire to enter and experience a slice of life beyond the ordinary.

The event was created to offer an alternative night out to the usual Nashville nightlife. Last year, nearly 2,000 classy connoisseurs of music, fashion, art, and fun hit the beaches of Nashville Shores. It drew people from 21 – 51 years of age. The event is repeated yearly, adding new and interesting features to continue to stay on the cutting edge of fun for Adults in Nashville.

This year's event will include live music, a fashion show, an art exhibition and live rendering, 6 DJs including video mixing, performance artists, carousel rides, a huge VIP tent, vendors, and more.

PARTNERS

Jazz & Jokes – a music and comedy entertainment company since November 2006, Jazz & Jokes has become synonymous with classy entertainment events now with its own venue located at 174 3rd Avenue North in Historic Downtown Nashville

FlyMajor.com – a top promotions company in Nashville responsible for some of the biggest events catered to the professional 21-27 year old.

101.1 The Beat – Nashville's #1 Radio Station 18 – 34 year olds and in the top 5 for 25-54 year olds

EVENT DEMOGRAPHICS

Age	Gender	Race	Education
21-30 48%	Female 70%	Black 90%	High School Graduate 1%
31-40 33%	Male 30%	White 5%	Some College 28%
41-50 15%		Latino 3%	College Degree 44%
51-60 3%		Caribbean 1%	Post-Graduate Work 10%
60+ 1%		Other 1%	Post-Graduate Degree 15%
			Doctorial Degree 1%

Household Size	Annual Household Income
1 33%	\$20,000 – 34,999 14%
2 27%	\$35,000 – 49,999 19%
3 14%	\$50,000 – 74,999 20%
4 21%	\$75,000 – 99,999 13%
5 4%	\$100,000+ 11%
6 or more 1%	N/A 14%

LOGO/PRODUCT PLACEMENT OPPORTUNITIES



ON STAGE BANNER



GATE/ENTRANCE BANNER



FREE PRODUCT SAMPLES



DISPLAY TABLES



PRINTED MATERIALS

- Mentions on over \$9,000 worth of Radio Advertisement, including:
 - Radio Commercials
 - Online Commercials
 - Winning Weekend Mentions
 - Promos
- Website Logo Posting with Link
- Email Advertising to over 10,000 email subscribers
- Advertising Online to over 15,000 via Facebook & Twitter
- Mentions from the stage on the night of event



PRESENTING SPONSOR (\$5,000): Only 1 Available

- Naming rights to events, i.e. "3rd Annual All White Affair Presented by ABC Company"
- Company representative may address the audience before live music/fashion portion
- Table for Representatives on hand to talk to patrons before & after the show
- Opportunities for on stage promotional giveaways
- Prime Banner (logo) placement on stage during the event
- Prime Vendor Table/Tent Placement near the stage
- Primary logo on all print materials
- Name included on all radio ads
- Flash banner placement on event website homepage
- Ten (10) Pairs of Complimentary General Admission Tickets (Total of 20 Tickets)
- One (1) VIP Table for 4 people (Total of 4 Tickets)
- Access to of the VIP Super Lounges

VIP SPONSOR (\$3,500): Only 4 Available

- Company acknowledgement from Podium by MC
- Company acknowledgment on all radio commercials
- Opportunities for on stage promotional giveaways
- Two (2) Solo Email Blasts per month (Sent to 10,000 persons)
- Vendor Table for Product Sales/Promotion
- Materials placement on tables during the event
- Logo on all print materials
- Logo on event website
- Three (3) Pair of Complimentary General Admission Tickets (Total of 6 Tickets)
- One (1) VIP Table for 4 people (Total of 4 Tickets)

CORPORATE SPONSOR (\$1,500): Only 10 Available

- Company acknowledgement from Podium by MC
- Inclusion in 8 – 10 email blasts per month (Sent to 10,000 persons)
- One (1) Solo Email Blast per month (Sent to 10,000 persons)
- Logo on all print materials
- Vendor Table for Product Sales/Promotion
- Logo on event website
- Two (2) Pair of Complimentary General Admission Tickets (Total of 4 Tickets)
- Four (4) VIP Tickets (Total of 4 Tickets)

ADDITIONAL OPPORTUNITIES

Purchase Naming Rights for any one or more of the following components of the All White Affair:

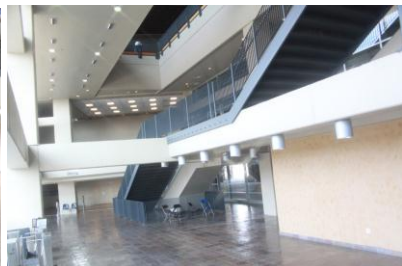
VIP SUPERLounges 1 & 2 (\$3,000 each)

- *Two (2) Special Lounges, one on each end of the stadium club, holding 150 people each*
- Lounges can be setup as “sponsor only” areas or open VIP areas
- Each lounge comes with full cash bar, couches & tables, food (if applicable) & exclusive entrance. Sponsor may arrange for food or drink giveaways separate from this agreement.

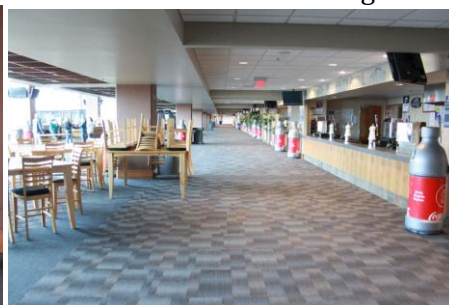


Vendors

- **VIP Vendor (directly inside of door area) = \$250**
 - Includes a 10x10 tent



- **All Star Vendor = \$350 for-profit/\$300 for non-profit**
 - Space is in the main area of the event near the VIP Lounge



Naming Rights to “The Fashion Show” (\$1,000)

- Arranged by *Diavontti Model Management*, with over 20 years fashion experience
- 20+ models will participate
- Several scenes featuring local and national designers



Naming Rights to Main Stage (\$2,000)

- Signage on the main stage where all of the events are happening
- Activities onstage include a giveaways, fashion show, DJs, dancing and more



For additional information, please contact:

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