



VIP PRAGUE PARTY '06



MEDIA PACK



ABOUT US

Utopia DJs started life in 2000, managing some of London's finest DJ talent, live acts and dancers on the urban music scene. Through years of diligence and dedication, Utopia DJs has become known as the UK's premier urban brand. Utopia DJs has worked with Ministry of Sound, Edinburgh festival and MTV.

By creating communities and experiences for affluent music loving individuals the Utopia DJs brand has become synonymous with excellence in the urban genre.

Utopia DJS Vision

Through an increasing influence and growing list of contacts, Utopia DJs has developed a large following, with its database boasting thousands of music lovers and clubbers.

To evolve into the next level of clubbing experience, Utopia DJs has developed VIP, the ultimate clubbing event.

"To challenge the conventions of how party experiences are created and enjoyed"



THE EVENT

Launched last year, VIP is a series of exclusive parties, for exclusive people, in exclusive venues around the world. VIP is challenging conventions in two distinct ways. By taking urban music lovers from the UK, and providing an unrivalled experience in untypical location and surroundings. In addition to the UK market, VIP brings the UK urban scene to a global audience.

Past event

Our last event in Prague has been described as 'off the hook' with 250 clubbers from the UK 100 clubbers from around Europe and 700 clubbers from Prague itself enjoying the music of Trevor Nelson and other international DJs and the atmosphere that VIP created.

"Off the hook"

Trevor Nelson

Live on BBC Radio 1 – 12th March 2006

"Your party was really cool, we look forward to the next one"

Martin Executive Director

PatrikModels, Prague

"Kick out the slippers and choc biscuits. iPods and surfboards catch the spirit of today's Brits"

Ashley Seager

The Guardian – 21 March 2006





THE AUDIENCE

The VIP audience consists of affluent adults with high disposable incomes. These individuals purchase music, fashion and jewellery on a regular basis. They download the latest ringtones, drink a variety of alcoholic beverages and demand best in entertainment.

Demographic of audience

Aged between 24 - 38

Male/female ratio = 60%/40%

VIP gives sponsors the opportunity to reach this audience with unique and creative options. With the various sponsorship packages, your message can be seen by thousands and the potential to be seen by millions on television



THE MEDIA MIX AND MARKETING OPPORTUNITIES

The Media mix for VIP includes television, radio and press. The event will be filmed. With a big budget radio campaign, any company that becomes a sponsor is sure to gain massive exposure. VIP will be featured in various publications including urban industry leader Rwd magazine.

Every one who attends the event will receive a **welcome pack** consisting of weekend itinerary, maps, local phrases, guides to local amenities, and the Exclusive VIP Card which will enable the holder to discounts in restaurants and shops as well as discounts on selected drinks over the 2 nights and just as important enable them to access the two venues over the weekend.

The welcome pack allows sponsors to insert promotional material, introducing your product or service. In addition attendees will be handed a **goodie bag** containing high quality products and samples. This gives sponsors the opportunity to build a relationship with the VIP audience by putting a product directly in their hands.





FUTURE EVENTS

October 2006
Prague

March 2007
Bratislava

September 2007
Krakow

December 2007
New York



SPONSORSHIP OPPORTUNITIES AND RATES

Package	Title Sponsor	Associate Sponsor	Official supplier
Branding on all promotional material	★	★	
Insertions into the Welcome Pack	★	★	
Access to Utopia DJs database	★		
Logo on dedicated website	★		
Interview backdrop space	★		
Product profile on dedicated website with hyperlink to own site	★	★	★
Logo and editorial on e-mail newsletters	★	★	★
Advertising banners across aggregated website	★		
Branding at the event	★		
Sample or product in the Goodie Bag	★	★	
Complimentary tickets	★	★	★
Promotional cards and branding within official party CD	★	★	
Brand mentioned on all radio coverage	★		
Competition packages	★		
Access to Media Partners Database via Utopia DJs	★		
Branded and themed VIP Bar	★		



CONTACT DETAILS

For sponsorship opportunities contact George Jerron-Quarshie:
email: george@utopiadjs.com
mobile: 00 44 (0)7956 513443