



OUTLINE:

The *Independent Music Summit* is an annual 5-day event for independent dance artists, djs, music producers, record labels, distributors, promoters, and other music industry members.

The IMS Schedule includes (but is not limited to):

| | | | |
|------------|------------------------|--------------|-------------------|
| Symposiums | Electronic Marketplace | Music Panels | DJ Certifications |
| Workshops | Exhibitions | Seminars | Live Performances |

Because the dance music industry is so diverse, the *Independent Music Summit* will be attended by both gay and straight people alike. It will utilize city-wide accommodations, dining and entertainment venues benefiting the whole community.

The IMS will brand Cathedral City as a yearly entertainment destination.

COMMUNITY:

More than just an industry conference, the IMS will host live performances, dj exhibitions, t-dances, pool parties, outdoor electronic marketplace, guest appearances and more at club, restaurant, resort and other public venues throughout the host city. The events are open to the public for even more community involvement and will occur as part of the IMS schedule.

Sponsorship packages will be available to local businesses wanting to host one of these events.

RETURN ON INVESTMENT:

Attendees and those traveling with them will patronize local accommodations, restaurants, clubs and shops during the 5-day summit. Locals will participate in the IMS by attending events hosted throughout the city. This will generate increased hotel taxes and increased sales tax revenue while at the same time giving the city a feeling of fullness.

In addition to attendees and locals, the IMS will generate national publicity that will grow each year along with the event, by attracting publications and media outlets from all over who will attend the IMS and report on it.

FULFILLING A NEED:

Annual music conferences have been hugely successful on the east coast for more than 25 years. Starting out small, many have grown into hugely publicized annual music gatherings with artists, djs, industry delegates and representatives from all over the world.

In recent years the economy has made it difficult or impossible for those on the west coast to attend these annual events in the east. The IMS is an alternative to these conferences but does not compete with them. While most music conferences are held in the spring and summer, weather conditions in Southern California make it ideal to have the IMS in September, when most artists, djs and industry delegates are available to attend.

ATTENDEE PACKETS:

Each attendee will receive a welcome packet that includes the following:

- BADGE with event logo and host city logo for branding
- BINDER with event logo and host city logo for branding
- IMS Schedule of Events
- MAP of City with addresses for all event sponsors
- DISCOUNTS to local shops, restaurants, etc.

EVENT PRODUCERS:

AEU Media Group, LLC has been in the music and entertainment business for nearly 20 years. This award winning company owns PNN Radio and Proud Television and has worked with several cities and companies to promote, sponsor and create events, including White Party in Palm Springs, Winter Party in Miami, The Palm Springs Bureau of Tourism (Directors Choice Award, Spring Break Campaign, Gay & Lesbian Visitors Guide & Map), Billboard®, Bravo TV, The Travel Channel, CNN and More.



PROMOTION AND ADVERTISING:

In today's electronic world, most artists and djs rely heavily on social media to communicate with each other, to communicate with their fan base, to network and to get bookings. This this reason, social networking will be a large part of the IMS promotional campaign.

With over 150,000 followers on Facebook®, myspace®, Twitter® and PrideNation Network®, and an opt-in database of more than 50,000, AEU Media Group, LLC is already connected to most potential attendees.

In addition to social networks, AEU Media Group, LLC will create a print, radio and television campaign promoting the IMS continuously for 3 - 6 months prior to the event.

A fully interactive website (www.GoIMS2011.com) is currently under development for attendees, delegates, sponsors and visitors to register, book accommodations, get city information and more.

SPONSORS:

AEU Media Group has already acquired national sponsorships form the following companies:

DJ CERTIFIED the nations premier dj certification company

GIG NEWTON an online booking engine connecting artists / djs with venues

PNN RADIO the longest running, highest rated, most listened to gay dance radio station in the U.S.

CONTACT:

For More Information:

AEU Media Group,
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allen@aeumedia.com
corey@aeumedia.com

DiGS Bar
Tom Johnstone / Marc Cinquanta
760-321-0031

CCBC Resort / Richard Altman
760-324-1350

AEU Media Group Investment:

TOTAL IN-KIND TRADE * \$207,000

AEU Media Group, LLC, agree to make available the following services towards IMS for the purpose of promoting The Cathedral City Independent Music Summit. This is a 6-month aggressive national ad campaign covering TV, Radio, Online, Mobile and print. Campaign to start March 28th, 2011.

FULL PAGE AD i PrideNation Magazine \$5,697

Daily script, copy and updates on all PNN platforms \$14,995

NATIONAL ONLINE RADIO SPOTS (50,000 heard 30sec spots per month) \$13,500

NATIONAL GAY TV ADVERTISING (30,000 30sec on-demand spots per month) \$22,500

REGIONAL CABLE; LOCAL TV; NATIONAL IPTV; CCTV TV SPOTS \$27,,000

WIRELESS DEVICE RADIO & VIDEO SPOTS (various 30sec spots) \$9,000

PNN HOME PAGE PROMO (various views, rotated monthly) \$36,000

MASS EMAIL (35,000 opt-in list, monthly) \$9,000

FULL BANNER ROTATION ON ALL PNN SITES (\$450 ea. X 8wks) \$10,600

1 Banner at 728 X 90

1 Banner at 300 X 250

1 Banner at 120 X 60

EVENT COLLATERAL DISTRIBUTION at all events attended by PNN \$6,000

Club Cards, Postcards, DVD's, etc;

EVENT LISTING ON NATIONAL GAY INFO LINE, pnnSHOUT, pnnCAL \$900

TEXT MESSAGE CAMPAIGN REACHING OVER 50,000 OPT-IN PHONES \$22,500

SOCIAL MEDIA BLASTS (Facebook, Twitter, MySpace, YouTube, etc) \$30,000

Cathedral City Requested Investment:

TOTAL Investment * \$20,000 (10% of AEU Media Investment)

Cathedral City's investment will assist in third party marketing and promotions expenses, contractor, manpower, insurance, supplies and miscellaneous expenses.

Estimated breakdown of invested budget:

Search Engine National Ad Click Campaign \$3,000

Third party national print advertising in trade publications \$6,500

Promo print postcards and promotion material \$2,500

Event contractor, material, set-up/tear-down, supplies, safety, etc \$3,500

Online Media Advertising campaign (Social, Text, web, email, etc) \$4,000

Miscellaneous expenses \$500

We've always looked at producing events at the lowest possible cost. We will consider local Cathedral City businesses first, for needed services and supplies for this event. Price and lowest cost will be the deciding factor.

Cathedral City Return on Investment:

Estimated breakdown of return on invested budget:

National Branding

National PR and Media Exposure

Exclusive 5-year annual commitment for event hosting venue

National Print, Online, Mobile advertising and marketing.

Increased TOT from registered members staying at local hotels

Increased sales tax revenue from local and national attendees.

Here's the bottomline:

Cathedral City will get \$207,000 worth of national advertising, branding and marketing through TV, Radio, online, print, mass email and more.



Committed National Sponsors:

We already have some national industry organizations that are committed to fully supporting and promoting The Independent Music Summit:

DJ Certified Association of America [www.djcaa.org]

Just Circuit Magazine [www.justcircuit.com]

Gig Newton [www.gignewton.com]

PrideNation Network [www.pridenation.com]

Sample Schedule

| | <u>conference room 1</u> | <u>conference room 2</u> | <u>WallyWorld</u> |
|-------|--------------------------|--------------------------|--------------------|
| 11 AM | How to sell music | Creating a Demo | Merchandise Market |
| 12 PM | DJ Certification | GigNewton Seminar | Merchandise Market |
| 1 PM | Voiceover Seminar | How to sell music | Merchandise Market |
| 2 PM | Creating a Demo | DJ Certification | Merchandise Market |
| 3 PM | GigNewton Seminar | The Right Equipment | Merchandise Market |
| 4 PM | Meet The Label | Pricing Your Work | Merchandise Market |
| 5 PM | DJ Certification | The Legal Aspect | Merchandise Market |
| 6 PM | [no schedule] | | |
| | <u>venue one</u> | <u>venue two</u> | <u>venue three</u> |
| 8 PM | MEET & GREET | MEET & GREET | MEET & GREET |
| 10 PM | live performances | dj performances | live performances |
| 12 AM | dj performances | live performances | dj performances |

During the day, other events can be happening while seminars are going on. CCBC could have a pool party and clubs can have afternoon specials and so on. This can also apply to restaurants having lunch specials and retail having shopping specials.



MORE POINTS ABOUT IMS IN CATHEDRAL CITY.

Proposed attendance for 1st year's event is 1,500 to 3,000

Our goal is a 25% increase in attendance each year as the event grows.

AEU Media Group's commitment to Cathedral City includes a 5-year exclusive. We will give Cathedral City the first option of continuing IMS each year.

Once approved by City Council, AEU Media Group will get all the required permits for any outside, public events held for IMS.

Cathedral City will be listed as a Presenting Sponsor and logo will be listed on all marketing material as shown on the official website at www.goims.org. Any online logos will have direct URL links to Cathedral City's official website.

We want to get as many local businesses to participate as possible. In the upcoming weeks, we will be canvassing and contacting local businesses with sponsorship packages. This will give Cathedral City businesses the opportunity to be a venue, provide a service or get their brand involved in the event.

This is not only a industry convention, but many events will be open for the local public to attend. The Merchandise Market will be like an electronics swap meet for everyone to participate. The night events at the clubs and restaurants will be open to the public. These events are in place for everyone to attend and have fun. In turn generating more revenue for local businesses and Cathedral City.



April 4, 2011

Allen Edwards
AEU Media Group, LLC
777 N Palm Canyon Drive STE 101
Palm Springs, CA 92262

Dear Mr Edwards:

Please accept this letter as our Commitment of Participation in the 1st Annual 2011 IMS Independent Music Summit to be held in Cathedral City in September. Our commitment includes our being the host hotel and venue location for this event.

In exchange for the use of our meeting and conference rooms, we will be listed as a presenting sponsor and host hotel for this event. Our property will be used as the main venue for IMS conferences and seminars.

Cathedral City needs more events like 2011 IMS, and we are extremely pleased and excited to host this event; the event will no doubt bring in much needed revenue to us and the local businesses. Your leadership in bringing this event to the city is thus very much appreciated.

Thank you again for your service and leadership. If you have questions, please call me at the numbers provided.

Sincerely,

Sang I. Chae
Owner, Quality Inn & Suites Date Palm