



Real Life Real Music Festival – October 1, 2011

RLRM is extremely excited to present sponsor opportunities for the second annual Real Life – Real Music Festival, October 1, 2011. The festival, featuring Sean McConnell, Shake Russell, Walt Wilkins & the Mystequeros, Kyle Hutton, Terri Hendrix, Lloyd Maines, and more will be held in the picturesque vineyards of the Bernhardt Winery in Plantersville just minutes from Lake Conroe. The event targets the upper to upper middle class, 24 – 60 age demographic and combines renowned entertainment and the Bernhardt Winery experience to create a first-in-class musical event. Sponsorship dollars will be cooperatively spent on a dynamic marketing / advertising mix that includes radio ads on 99.7 KVST Conroe/The Woodlands, 105.3 Texas Mix Brenham/College Station, social media ads, traditional print media, and proprietary RLRM email lists. Sponsor participation is available in Platinum, Gold, Silver and Bronze packages.

RLRM Background

Real Life Real Music is a live show and syndicated radio program recorded at Dosey Doe in The Woodlands, Texas. The series, now completing its 4th year of production, features an alumni roster that is a literal “who’s who” of the Country, Americana, and Texas Music genres. “It’s always been in the plan to add an annual music festival to our cultural offerings” states founder Kyle Hutton. “We just needed some time, and the perfect location and we’ve found that in Bernhardt Winery”. Real Life – Real Music is known for its ability to marry corporations and the arts in a Gestalt like way that presents each brand, corporation, and artist in the manner their craft deserves.

Festival Entertainment

Sean McConnell – Warner/Chappell Recording Artist Sean McConnell may live in Nashville, but he’s spending a lot of time in Texas these days at his rapidly growing fan bases request. His current disc “Saints, Thieves and Liars” can consistently be found at the top of the Texas and Americana music charts.

Kyle Hutton Band – The host and founder of Real Life didn’t migrate from radio to songwriter, but the other way around. Enjoy Hutton songs penned with hit writers including Radney Foster, Walt Wilkins, Susan Gibson, and more.

Shake Russell – Russell is a true poet. Ask Clint Black, Ricky Scaggs or any of the multi-platinum artists who have recorded his songs. Shake is revered by writers and fans alike and returns to Bernhardt for his first appearance on the Real Life festival.

Walt Wilkins and the Mystequeros – Pat Green sings about him & sings his songs. This hill country band will take you to a place that starves the stress and feeds the soul. Walt is the Hemmingway of Americana music and the Mystequeros include some of the best musicians in the Lone Star State.

Terri Hendrix & Lloyd Maines – Terri Hendrix is a staple in the folk music world. Lloyd Maines is one of the most recognized steel guitar players in the world. Together they electrify audiences with both music and lyrics. Don’t miss this piece of Texas History.

Bernhardt Winery

Tucked away just north of HWY 105 between Conroe and Plantersville is one of Texas hidden secrets. The Bernhardt Winery mission is simple, provide customers with quality wines and a fun tasting experience in a warm environment. From their newly constructed outdoor concert amphitheater nestled among the oaks to their trademark wines, Bernhardt accomplishes just that. “Bernhardt is the only place for our festival” states Hutton. “Their class and charm will compliment our artists and sponsors for years to come.” Learn more at

www.bernhardtwinery.com.

Sponsor Inquiries

Real Life is looking for corporate partners interested in this high level marketing opportunity. For more information including sponsor levels and investments contact Kyle Hutton at 713.542.8189.



Real Life Real Music Festival
October 11, 2011
Media / Marketing Kit

Platinum Sponsorship

Investment \$7,500.00

The Platinum Sponsor for the Real Life – Real Music Festival will be the single “presenting sponsor” for the event. This sponsor, in addition to the menu of benefits detailed below, will hold “first right of refusal” on next years festival event. Marketing value is found in two primary categories – Event advertising and Day of Show position.

Event Advertising

Radio

“(Sponsor name) presents the first Real Life Real Music Festival, Oct 16, 2010...” will be the intro for 120 sixty second spots promoting the event running on KVST and Texas Mix for the 2 week period prior to the festival. Ads will also include sponsor name and tag line at the end of each spot.

Internet

Sponsor will have prominent banner ads with links to website on realliferealmusic.com for the 8 weeks prior to the event. Sponsor name will be included in all Social Media ads, facebook, twitter, myspace. Sponsor will be featured in all email blasts with embedded links directing traffic to sponsor websites.

Print

Sponsor will be included in all press releases associated with event. Sponsor will receive highest sponsor billing at top of all posters & flyers. Sponsor logo will be included on commemorative wine labels.

Day of Show Position

- Banner signs at 2 strategic locations
- Six foot skirted table for marketing information (includes 2 volunteers to staff)
- Special recognition by MC throughout the tenure of event
- Private winery tour and tasting for 25 guests
- Meet and greet with festival artists for 25 guests
- All access “rain or shine” event tickets for 25 guests
- RLRM Festival commemorative wine – 25 bottles

Real Life Real Music Festival
October 1, 2011
Media / Marketing Kit

Gold Sponsorship

Investment \$5,000.00

Event Advertising

Radio

Gold Sponsors will be included in 120 sixty second spots promoting the event running on KVST and Texas Mix for the 2 week period prior to the festival.

Internet

Sponsor will have prominent banner ads with links to website on realliferealmusic.com for the 6 weeks prior to the event. Sponsor name will be included in all Social Media ads, facebook, twitter, and myspace for 6 weeks prior to event. Sponsor will be featured in email blasts with embedded links directing traffic to sponsor websites in the 6 week period prior to the event.

Print

Sponsor will be included in all press releases associated with event. Sponsor will receive 2nd tier billing on all posters & flyers.

Day of Show Position

- Banner sign at strategic location
- Six foot skirted table for marketing information
- Special recognition by MC throughout the tenure of event
- Private winery tour and tasting for 15 guests
- Meet and greet with festival artists for 15 guests
- All access “rain or shine” event tickets for 15 guests
- RLRM Festival commemorative wine – 15 bottles

Real Life Real Music Festival
October 1, 2011
Media / Marketing Kit

Silver Sponsorship

Investment \$2,500.00

Event Advertising

Radio

Silver Sponsors will be included in 60 sixty second spots promoting the event running on KVST and Texas Mix the week period prior to the festival.

Internet

Sponsor will have prominent banner ads with links to website on realliferealmusic.com for the 4 weeks prior to the event. Sponsor name will be included in all Social Media ads, facebook, twitter, and myspace for 2 weeks prior to event. Sponsor will be featured in email blasts with embedded links directing traffic to sponsor websites in the 2 week period prior to the event.

Print

Sponsor will be included in all press releases associated with event. Sponsor will receive 3rd tier billing on all posters & flyers.

Day of Show Position

- Banner sign at strategic location
- Special mention by MC at beginning and closing of event
- Private winery tour and tasting for 10 guests
- Meet and greet with festival artists for 10 guests
- All access “rain or shine” event tickets for 10 guests
- RLRM Festival commemorative wine – 10 bottles

Real Life Real Music Festival
October 1, 2011
Media / Marketing Kit

Bronze Sponsorship
Investment \$1,250.00

Event Advertising

Radio

Silver Sponsors will be included in 60 sixty second spots promoting the event running on KVST and Texas Mix the week period prior to the festival.

Internet

Sponsor will have prominent banner ads with links to website on realliferealmusic.com for the 2 weeks prior to the event. Sponsor name will be included in all Social Media ads, facebook, twitter, and myspace for 1 week prior to event. Sponsor will be featured in email blasts with embedded links directing traffic to sponsor websites in the 1 week period prior to the event.

Print

Sponsor will be included in all press releases associated with event distributed within 4 weeks of show. Sponsor will receive 3rd tier billing on all posters & flyers.

Day of Show Position

- Poster size sign at strategic location
- Special mention by MC at beginning and closing of event
- Private winery tour and tasting for 5 guests
- Meet and greet with festival artists for 5 guests
- All access "rain or shine" event tickets for 5 guests
- RLRM Festival commemorative wine – 5 bottles

Real Life – Real Music Festival Package Comparison

	PLATINUM	GOLD	SILVER	BRONZE
Radio ads	120 sixty second spots over 2 weeks 2 "presenting sponsor" mentions per ad	120 sixty second spots over 2 weeks. 1 mention per ad	60 sixty second spots over 1 week. 1 mention	60 sixty second spots over 1 week. 1 mention
Web banner ads	8 weeks prior to show	6 weeks prior to show	4 weeks prior to show	2 weeks prior to show
Social network ads	8 weeks prior to show	6 weeks prior to show	2 weeks prior to show	1 week prior to show
Email blasts	8 weeks prior to show	6 weeks prior to show	2 weeks prior to show	1 week prior to show
Press releases	8 weeks prior to show	8 weeks prior to show	8 weeks prior to show	4 weeks prior to show
Poster position	First tier billing at top of posters	Second tier billing at bottom of poster	Third tier billing at bottom of poster	Third tier billing at bottom of poster
Logo on wine label	Logo included on commemorative label	-	-	-
Banners at show	2 banners in prominent position	1 banner in prominent position	1 banner in secondary position	1 poster sign in secondary position
Skirted table	6 foot table and 2 volunteers	6 foot table	-	-
MC show ads	Throughout event	Throughout event	At open and close of event	At open and close of event
Winery tour and tasting	25 guests	15 guests	10 guests	5 guests
Artist meet and greet	25 guests	15 guests	10 guests	5 guests
Rain or Shine VIP tickets	25 guests	15 guests	10 guests	5 guests
Commemorative wine	25 bottles	15 bottles	10 bottles	5 bottles
Total estimated marketing impressions*	2,301,900	1,337,250	411,300	159,800
Investment	\$7,500	\$5,000	\$2,500	\$1,250
Impressions per dollar invested*	307	267	165	128

* Estimates based on RLRM historical performance with radio, email, social media, and event marketing. Actual results may vary.