

SPONSORSHIP PROFILE



October 20, 2012

1:00pm

Cashman Center – Las Vegas

Contact: Dee Roberts, Chief Communications Officer, droboters@vegasplaydate.com

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Event Overview

On October 20, 2012 at 1:00pm, Cashman Center Theater, Las Vegas, Fifteen (15)

Unsigned Artists and Bands from around the nation will take the stage in what will be one of the most important performances of their lives. The Artists and Bands will represent various musical genres and come from different walks of life; the one thing that each will have in common is their desire to be America's next big star. VegasPlayDate.com presents the 2012 Unsigned Artist Showcase where musicians will compete for a chance to win a grand prize of \$10,000. In addition to the grand prize, executives of major record labels will be in attendance at the event and prepared to offer the opportunity at a record label deal for the right Artist or Band. This event will offer one lucky Artist or Band the chance of a lifetime to fulfill a dream and advance into the career that they always wanted.

In addition to the Artist and Band performances, the event will feature a headliner performer to be announced at a date closer to the event and an opening act from an amateur Artist. Members of the media will be invited to attend the event. Further, the event will be advertised nationally with emphasis on the cities represented by the Artists and Bands.

VegasPlayDate.com will host several events leading up to the showcase which will promote the showcase, Artists, Bands and Sponsors. These events will be locally scheduled throughout the city of Las Vegas. The idea behind the promotional events is to build hype and enthusiasm for the showcase in hopes of drawing in a large crowd of supporters and media attention.

Letter to Sponsors

Dear Prospective Sponsor:

VegasPlayDate.com is a blog dedicated to ensuring individuals visiting Las Vegas have the ultimate play date experience with exclusive access to the hottest concerts, sporting and upcoming events. The blog started in October 2010 and has grown significantly since that time. We pride ourselves on being experts in Las Vegas entertainment and events. In addition to events promotion, we also assist individuals with planning an upcoming visit to Las Vegas, we are able to coordinate special events and develop customized itineraries.

In keeping with Las Vegas tradition to bring some of the hottest entertainment to the city while drawing large crowds from various parts of the nation, VegasPlayDate.com presents the 2012 Unsigned Artist Showcase. Many of these Artists and Bands have already established a fan base and reputation for being the best of the best in their respective genres. With the 2012 Unsigned Artist Showcase we hope to enhance Las Vegas entertainment and discover America's next big star, which is a win win situation.

To offset the financial obligation of putting on this event, we are soliciting sponsors. Approximately 1200 to 1900 individuals are expected to attend the event which includes members of the media. Individuals who attend the event will include persons representing all age group demographics. Your sponsorship of this event will help support our efforts to make it successful. Your kind donation is appreciated and can be through a product for the audience giveaways during promotional events and the showcase or monetary to fund for the various services provided for the event

Why partner with us as a sponsor? VegasPlayDate.com is not your ordinary sponsorship opportunity. We actively promote our sponsors in the same manner for which we promote our blog. Our sponsors are listed on our print advertisement, social media and email updates, and featured on our blog. We brag about the services and products that our sponsors have to offer and encourage our visitors to check them out. We believe that our success is closely aligned with that of our sponsors, so we make every effort to ensure our visitors know who they are. We also promote our sponsors through local events that we host. For information on our blog stats, please visit www.vegasplaydate.com/stats.

Please review the attached information on sponsorship levels to determine the best fit for your advertising campaign. Thank you in advance for your consideration of being a sponsor for this event. We look forward to working with you and your company.

Sincerely,

Dee Roberts, MBA
Chief Communications Officer
VegasPlayDate.com

Benefits of Sponsorship

Our goal is to expand your brand awareness and expose your company to the people who you are looking to get your message out to and at the same time fulfill our bottom line for funding this event.

Sponsors can expect:

- * Complimentary tickets to the showcase
- * VIP Reception
- * Personal endorsement from a loyal customer (VegasPlayDate.com)
- * Large and loyal following
- * Banner with your logo or company name at all promotional events and showcase
- * Hand out of your brochures at all promotional events and showcase (Advertiser to provide copies)
- * Your products featured during raffles & giveaways (for companies that donate products)
- * Stage mentions at promotional events and showcase
- * Logo/ company name on printed materials and items (Showcase Program, Flyers, Posters, T-Shirts, etc.)
- * Web site promotion on VegasPlayDate.com
- * Promotion in email marketing campaigns
- * Promotion on Twitter (@vegasplaydate)

Sponsorship Levels

Level	Cost	Visibility and Acknowledgement
Platinum	\$10,000	Company Logo or Name placed on event webpage, showcase program, email marketing campaigns, all event print advertisement, promotional event and showcase banners and promotional items obtained after invoice date; at least 5 mentions on Twitter up to event date; VegasPlayDate.com post on home page announcing sponsorship of the event and review of your company; priority referrals through VegasPlayDate.com Personal Travel Planning Services ; complimentary tickets to the showcase and VIP Reception.
Gold	\$5,000	Company Logo or Name placed on event webpage, showcase program, email marketing campaigns, all event print advertisement, promotional events and showcase banners obtained after invoice date; at least 3 mentions on Twitter up to event date; VegasPlayDate.com post on home page announcing sponsorship of the event and review of your company; complimentary tickets to the showcase and VIP Reception.
Silver	\$2000	Company Name placed on event webpage, showcase program, email marketing campaigns and all event print advertisement obtained after invoice date; complimentary tickets to the showcase and VIP Reception.
Bronze	\$500	Company Name placed on event webpage and showcase program; complimentary tickets to the showcase and VIP Reception.



SAVE THE DATE

DATE: Saturday, October 20, 2012

TIME: 1:00 PM

VENUE: Cashman Center, 850 Las Vegas Boulevard North
Las Vegas, NV 89101

COST: \$22.50 per person (5 years and older)

We are looking for 15 Unsigned Artists and Bands representing rock, pop, R&B, hip hop and alternative to perform in our upcoming showcase for a chance to win a grand prize of \$10,000.

Music Industry Executives will be present at the showcase where Artists and Bands will have a chance at a major record label deal.

All interested Artists and Bands shall submit an electronic portfolio to include recent photo, bio and demo track to showcase@vegasplaydate.com by June 30, 2012; submission fee is \$25 per entry.

For additional information visit www.vegasplaydate.com/showcase

COME OUT AND SUPPORT AMERICA'S NEXT BIG STAR

Press Release

PRESS RELEASE

Contact Information:

VegasPlayDate.com
3651 Lindell Rd., Suite D202
Las Vegas, NV 89103
(702)580-9295
showcase@vegasplaydate.com

FOR IMMEDIATE RELEASE: March 5, 2012

VegasPlayDate.com Presents 2012 Unsigned Artist Showcase

Las Vegas, NV – VegasPlayDate.com will host the 2012 Unsigned Artist Showcase at Cashman Center, Las Vegas on Saturday, October 20, 2012, 1:00pm. Artist and Band submissions are being accepted at this time. The showcase is open to rock, pop, R&B, hip hop and alternative Artists and Bands. Electronic Portfolios should be submitted to showcase@vegasplaydate.com; there is a \$25 entry fee per submission. Electronic Portfolios should include a current photo, bio and demo track; materials received will not be returned. Entries are being accepted through June 30, 2012.

The showcase is open to all Artists and Bands who are unsigned, looking to build their musical career and promote their music. The showcase will allow entrants an opportunity to perform in front of a live audience, network with industry executives, sell tracks at promotional events and the showcase.

VegasPlayDate.com is hoping to bridge the gap between music industry talent development and the unsigned artist. There is so much talent in our local communities that is often overlooked because of the competitive nature of the industry and lack of inside knowledge on how to take a career in music to the next level. The 2012 Unsigned Artist Showcase will allow entrants an opportunity to display their music and talent in hopes of becoming America's next big star. Fifteen (15) Artists and/ or Bands will be selected from a pool of entrants to perform at the showcase.

To receive additional information or purchase tickets to the showcase visit www.vegasplaydate.com/showcase.

ABOUT VegasPlayDate.com:

VegasPlayDate.com is a blog that promotes entertainment and events exclusive to the Las Vegas area. It also provides special event planning and itinerary recommendations for individuals looking to visit Las Vegas. VegasPlayDate.com highlights many of the upcoming Las Vegas events through blog posts and promotional videos. The blog is active on Twitter with approximately 50,000 followers. Additional information on the blog can be obtained at www.vegasplaydate.com.

For Media Inquiries Contact:

Dee Roberts, Chief Communications Officer
(702)580-9295
droberts@vegasplaydate.com
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Thank You

SIMPLY PUT, THANK YOU!

Dear Sponsor:

Thank you for your support of the 2012 Unsigned Artist Showcase. Your donation will be used to offset and satisfy costs associated with promotional events and production of the showcase.

Please expect to receive samples of both print advertisement and products utilized in the promotional efforts of the event which prominently display your company's logo and/or name. Please feel free to contact me if you require additional advertising or promotional items. You may also forward to me your company's media kit or promotional items to be distributed at the promotional events and showcase.

Lastly, I invite you to attend the 2012 Unsigned Artist Showcase. If you are able to attend, please respond to me via email at droberts@vegasplaydate.com to confirm your presence; in your email please note the number of tickets that you will require. Again, thank you for your sponsorship and I look forward to working with you again in the future.

Sincerely,

Dee Roberts, MBA
Chief Communications Officer
VegasPlayDate.com