

DRAGONFLY NOW FOUNDATION

presents

A CELEBRATION

OF ONENESS

A unique and powerful event will take place at the Pasadena Convention Center and Auditorium on December 9-10th 2006 including these elements:

- ◆ Music for Higher Consciousness
- ◆ Visionary Art
- ◆ Uplifting Film
- ◆ Yoga
- ◆ Natural Health
- ◆ Environment
- ◆ Non-profit organizations



December 9~10, 2006
at the
Pasadena Convention Center

Visit www.DragonflyNow.com for more information
or call 303.485.5961



DragonflyNow™
New Music for a New World

A CELEBRATION OF ONENESS

an inspirational multi-media event

live music • film • art • natural health • yoga • environment • education

On December 9th and 10th, 2006, thousands of people will come together at the Pasadena Convention Center for a multi-media event. Sponsored by the Dragonfly Now Foundation¹, **A Celebration of Oneness** will target the “Cultural Creative” audience, offering inspiration and a myriad of choices to help them create peaceful and powerful lives.

Headlining musicians, award-winning filmmakers, recognized artists, speakers, educators, and carefully selected vendors will gather to provide options for the body, mind and soul to these educated and affluent consumers. The moment the participants arrive at **A Celebration of Oneness** they will feel elevated and inspired by the design of the environment. The goal is to give each participant their own transformative experience: they will arrive in one state and leave in another.

What makes this event unique is the spotlight on music, film, and art. Other offerings will include yoga, natural health, alternative medicine, food, beauty, education, and environmental technologies so that the common concerns of this audience are addressed.

During the day, there will be 5 tracks of events running concurrently, as well as a vendor/expo area. The tracks include:

- 1) **MUSIC** (New World genre and music for higher consciousness)
- 2) **MEDIA** (film and television projects of spiritual, holistic, and transformation-oriented themes)
- 3) **BODY** (yoga, massage, exercise, etc.)
- 4) **LECTURES**
- 5) **WORKSHOPS**

The grand finale of each day will be a major concert event held at the beautiful and historic Pasadena Auditorium (next to the Pasadena Convention Center). Both concerts will feature mainstream headliners.

A Celebration of Oneness will be a transformative event unlike any other festival, convention or expo before it. To further add to the uniqueness of the event, we are honored to host a rare presentation with the realized holy man, Sri Swami Vishwananda.

All sponsors and vendors will be promoted by Dragonfly Now's strong local and national media campaigns, exposing supporters and contributors to an audience of millions. We anticipate a total audience of 6,000-7,500 attendees over the weekend.

We invite you to partner with us in creating this extraordinary celebration. Every sponsor and vendor's participation will be a valued contribution to the tapestry of this event. We are committed that the event generates abundance and fulfillment for all our partners. Finally, a percentage of the proceeds will be donated to non-profit organizations working to create positive change in the world.

¹ Dragonfly Now is a non-profit 501(c)3 organization.

A CELEBRATION OF ONENESS

an inspirational multi-media event

live music • film • art • natural health • yoga • environment • education

WHO IS OUR TARGET AUDIENCE?

THE CULTURAL CREATIVES

The Cultural Creative psychographic represents \$1.1 trillion in disposable income in the U.S. There is a marketplace for goods and services that appeal to cultural creative consumers who value health, the environment, social justice, personal development and sustainable living.

These consumers represent a sizable group in the United States: 26% of the population, or over 75 million consumers.

TOP DRIVING CHARACTERISTICS FOR THE CULTURAL CREATIVE CONSUMER

- They buy products from companies with values like their own.
- They have proven they are willing to pay 20% more for sustainable products.
- They make buying decisions based on the impact their purchases will have on the world.
- They choose environmentally-friendly and recycled products.
- They favor renewable resources.
- They are socially conscious.

THE INTERESTS OF THE CULTURAL CREATIVES

Healthy Lifestyles

Natural, organics; nutritional products
Food and beverage
Dietary supplements
Personal care
Yoga and exercise

Ecological Lifestyles

Ecological home and office products
Organic / recycled fiber products
Environmentally friendly appliances
Eco-tourism and travel

Alternative Healthcare

Health and wellness solutions
Acupuncture, homeopathy, naturopathy, etc.
Holistic disease prevention
Complementary medicine

Sustainable Economy

Sustainable Economy
Green building and industrial goods
Renewable energy
Resource-efficient products
Socially responsible investing
Alternative transportation
Environmental management

Personal Development

Mind, body and spirit products such as CDs,
books, tapes, seminars
Yoga, fitness, weight loss
Spiritual products and services
Meditation aids

A CELEBRATION OF ONENESS

an inspirational multi-media event

live music • film • art • natural health • yoga • environment • education

The Sponsorship Programs

3 Levels Available

These Promotional Benefits are designed to:

- SPOTLIGHT YOUR COMPANY
- EXPAND YOUR TARGET MARKET
- INCREASE YOUR SALES

THE OPPORTUNITY

Sponsorship combines the best attributes of advertising, exhibiting, public relations and marketing into a comprehensive campaign that will put your company in the spotlight and increase your market share.

As a Sponsor of **A Celebration of Oneness**, your company will receive a wide variety of benefits designed to highlight your products and services and expand your access to a target market resulting in greater exposure and sales.

Promotion & Privilege

Inclusion of your logo on the cover of our direct mail **Pre-registration Catalog**. This mass mailing to the target market 6 weeks in advance of the event will be a key component in attracting the target audience.

Inclusion on the cover and advertising space within our **Program Guide**. This guide of events is distributed 3 weeks prior to the show via natural food stores, bookstores, health centers and public meeting places throughout the area, and will be available on-site at the event for each attendee.

Opportunity for your company to present a lecture and/or workshop at the event.

Your products and/or literature on display and available to the press in our Press Hospitality area at the show.

Your Sponsor banner with company name and logo hung in a prominent location.

Our intensive promotional campaign is designed for your products and/or services to be publicized and purchased by your target market, prime time in the Christmas gift purchasing period.

Additional customized programs can be designed to support your individual needs. We would be glad to discuss any ideas you might have that would uniquely position your company in the marketplace.

Platinum Sponsorship - \$10,000

- One 8x20 or 10x20 Spotlight Booth location on the show floor reserved only for Sponsors.
- Inclusion of your Logo on the Cover of the direct mail Pre-registration Brochure.
- Inclusion on Sponsor Page in direct mail Pre-registration Brochure.
- Inclusion of your Logo on the Cover of the Program Guide/Resource Directory.
- Inclusion on Sponsor Page in Program Guide/Resource Directory.
- Advertising Space (4 Color Full page) in the Official Program Guide/Resource Directory.
- Editorial (Full page) about your Company in the Official Program Guide/Resource Directory.
- Inclusion of your Logo on all print ads in all national & local publications.
- Radio "tags" of your Company as an Official Expo Sponsor on Radio Commercials.
- Your products and/or literature on display and available to the press in our Press Hospitality area at the show.
- Opportunity for your Company's Spokesperson to present a Lecture and/or Workshop at the event.
- Your Company's Banner placed in a prominent location at the event.
- 50 Complimentary Event Day Passes for your Staff and Customers.
- 20 VIP passes to the Evening Event on Saturday, which includes preferred seating.
- 20 VIP passes to the Evening Event on Sunday, which includes preferred seating.
- Backstage passes to meet featured artist in person.

Gold Sponsorship - \$5,000

- One 8x20 or 10x20 Spotlight Booth location on the show floor reserved only for Sponsors.
- Inclusion of your Logo on the Cover of the direct mail Pre-registration Brochure.
- Inclusion on Sponsor Page in direct mail Pre-registration Brochure.
- Inclusion of your Logo on the Cover of the Program Guide/Resource Directory.
- Inclusion on Sponsor Page in Program Guide/Resource Directory.
- Advertising Space (Full page) in the Official Program Guide/Resource Directory.
- Inclusion of your Logo on all print ads in all national & local publications.
- Your products and/or literature on display and available to the press in our Press Hospitality area at the show.
- Opportunity for your Company's Spokesperson to present a Lecture and/or Workshop at the event.
- Your Company's Banner placed in a prominent location at the event.
- 20 Complimentary Event Day Passes for your Staff and Customers.
- 10 VIP passes to the Evening Event on Saturday, which includes preferred seating.
- 10 VIP passes to the Evening Event on Sunday, which includes preferred seating.

Silver Sponsorship - \$1,500

- One 8x20 or 10x20 Prime Booth location on the show floor reserved only for Sponsors.
- Inclusion of your Logo on the Cover of the direct mail Pre-registration Brochure.
- Inclusion on Sponsor Page in direct mail Pre-registration Brochure.
- Inclusion of your Logo on the Cover of the Program Guide/Resource Directory.
- Inclusion on Sponsor Page in Program Guide/Resource Directory.
- Advertising Space (1/2 page) in the Official Program Guide/Resource Directory.
- Inclusion of your Logo on all print ads in all national & local publications.
- Your products and/or literature on display and available to the press in our Press Hospitality area at the show.
- 10 Complimentary Event Day Passes for your Staff and Customers.

Please contact Colleen at 303-485-5961 or Colleen@DragonflyNow.com for more details.

