



2008 SPONSORSHIP & BRANDING OPPORTUNITIES

Now in its third year, the **I Rock The Mic Conference & Awards** is the premier gathering of Urban Radio professionals. Attendees include over 500 radio industry players including radio personalities, program and music directors, producers, radio group and station execs, and agents. The **I Rock The Mic Conference & Awards** features nonstop interactive panel discussions on critical issues and trends in radio broadcasting, networking opportunities, the award dinner and, a unique opportunity to gain on-the-spot interviews with radio groups and stations from around the country.

Since the inaugural event in 2006, **I Rock The Mic Conference & Awards** has proven to be the annual family reunion for urban radio. The weekend is jam packed with industry leaders such as Tom Joyner, Doug Banks, Russ Parr, Big Boy, Michael Baisden, Flo Anthony, Rickey Smiley, Donnie Simpson, FCC Commissioner Jonathan Adelstein, Tony Gray, Gary Bernstein, Lee Michaels, Helen Little, Earl Boston, Reggie Rouse, Doc Wynter, Nate Bell, Terry Monday, Big Tigger, Jerry Boulding, Olivia Fox, Bobby Holiday, Ken Johnson, DeDe McGuire, DJ Khaled, Keith Sweat and more. Highlights include VIP screenings of DREAMGIRLS, DIRTY LAUNDRY, and PERFECT HOLIDAY, keys to a GMC Yukon Denali given away to the winner of the national production contest and the Awards Dinner honoring radio legends Hal Jackson, Jerry Rushin, Tom Joyner, Irene Johnson-Ware, Herb Kent, Walt 'Baby' Love and Donnie Simpson.

As a sponsor of the **I Rock The Mic Conference & Awards**, there's no better venue to introduce new products, grow existing ones, or build closer relationships than through these high-visibility opportunities. Your company will gain access to top urban radio professionals who influence the industry and have an opportunity to network with them throughout the entire event. Each sponsorship package is designed to build return on your investment while at the same time, brand your company, create positive PR and allow you to interact face-to-face with this powerful audience.

SPONSORSHIP OPPORTUNITIES

All sponsors of the **I Rock The Mic Conference & Awards** receive the following benefits:

- ✓ Logo attribution on conference signage
- ✓ Logo attribution on conference ads with national media partners
 - ✓ Logo attribution on selected conference materials
 - ✓ Logo/link on IRockTheMic.com
 - ✓ Promotional insert in conference bag

Early commitments rewarded with national visibility and print.



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PARTNER SPONSORSHIPS

TITLE SPONSOR • \$75,000 (EXCLUSIVE)

As title sponsor, your company will have more exposure than any other event sponsor. Your company's name will be incorporated with top placement into the event logo as host. Exposure extends beyond the conference to IRockTheMic.com and is a major part of all marketing efforts.

Sponsorship includes the following:

- ✓ Official title sponsor with name incorporated into **I Rock The Mic Conference & Awards** logo
- ✓ Co-Host of opening night event, awards dinner and national urban radio competition
- ✓ Greetings by company executive at luncheon and awards dinner
- ✓ Company representatives on judges panel for national urban radio competition
- ✓ Signage and display area in main conference facility for entire conference (subject to venue approval)
- ✓ 2 full pages 4/c ad in conference booklet
- ✓ Complete database of conference attendees, post-conference
- ✓ Joint press release announcing title sponsorship
- ✓ 10 full conference registration passes
- ✓ 10 additional tickets to award dinner
- ✓ Rights to use conference logo on your promotional materials
- ✓ Inclusion in all conference email blasts identifying your company as title sponsor
- ✓ Leader board and wide skyscraper banner ads on IRTM website

PRESENTING SPONSOR • \$50,000 (EXCLUSIVE)

As the presenting sponsor, your company's name and logo will be incorporated into the event logo.

Sponsorship includes the following:

- ✓ Official presenting sponsor with name incorporated below **I Rock The Mic Conference & Awards** logo
- ✓ Co-Host of opening night event and awards dinner
- ✓ Greetings by company executive at breakfast and luncheon
- ✓ Signage and display area in main conference facility for entire conference (subject to venue approval)
- ✓ Complete database of conference attendees, post-conference
- ✓ 1 full page 4/c ad in conference booklet
- ✓ 8 full conference registration passes
- ✓ 8 additional tickets to award dinner
- ✓ Rights to use conference logo on your promotional materials
- ✓ Inclusion in all conference email blasts identifying your company as presenting sponsor
- ✓ Leader board and wide skyscraper banner ads on IRTM website



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NETWORKING SPONSORSHIPS

AWARDS DINNER • \$15,000 (4 AVAILABLE)

The **I Rock The Mic Awards** were created to honor the legends and professionals in urban radio. Winners of IRTM national competitions will also be announced.

- ✓ Designation as official host of the IRTM Awards
- ✓ 5 full conference registration passes
- ✓ 5 additional tickets to the awards dinner
- ✓ Inclusion in select conference email blasts identifying your company as awards dinner sponsor
- ✓ Rights to display signage and/or product at awards dinner
- ✓ Rights to sample products or distribute company promotional materials at awards dinner
- ✓ Leader board banner ad on IRTM website
- ✓ Display area in main conference facility for entire conference (subject to venue approval)

CONFERENCE PARTY & EVENT SPONSORSHIPS • \$10,000

There are great opportunities to co-host a special event at the **I Rock The Mic Conference & Awards**. Choose from one of the options listed below.

Sponsorship includes the following:

- ✓ Designation as the official host of the event
- ✓ Sponsor introduction and recognition
- ✓ 2 full conference registration passes
- ✓ 2 additional tickets to awards dinner
- ✓ 2 hours to host party
- ✓ Inclusion in select conference email blasts identifying your company as an event sponsor
- ✓ Rights to display signage at hosted event
- ✓ Rights to sample product or distribute company promotional materials at hosted event
- ✓ Leader board banner ad on IRTM website

EVENT 1 • WELCOME PARTY (2 AVAILABLE)

This event will be held on Friday night and offers a great opportunity for you to make a first impression on IRTM attendees by showcasing your company's product and/or talent.

EVENT 2 • COCKTAIL PARTY (2 AVAILABLE)

This event is held as a prelude for the awards dinner and offers a great opportunity to showcase your company's talent and/or product.

EVENT 3 • THE AFTER-PARTY (1 AVAILABLE)

After the awards dinner ends, your company has a chance to continue the celebration and final networking opportunity for the weekend with the late night party.

EVENT 4 • CONFERENCE BREAKFAST (2 AVAILABLE)

There will be two continental breakfasts offering a chance for networking and product presentation.

EVENT 5 • CONFERENCE LUNCHEON (2 AVAILABLE)

This promises to be a very high-profile event with major industry leaders participating and attending.



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BRANDING SPONSORSHIPS

If you want your company logo and product recognized and sampled during the I Rock The Mic weekend, then these opportunities provide maximum exposure.

PRODUCT SPONSORSHIP • \$2,500 - \$10,000 (CATEGORY EXCLUSIVE)

As a product sponsor, your company will have an opportunity to interface directly with all conference attendees. Each sponsor will be given category exclusivity for the entire weekend, (i.e. carbonated beverage, water, beer, media storage, etc.).

Sponsorship includes the following:

- ✓ Rights to sample product and distribution of promotional materials during assigned conference events*
- ✓ 2 full conference registration passes
- ✓ 2 additional tickets to awards dinner
- ✓ Leader board banner ad on IRTM website

*Sponsor responsible for any corkage fees required by host venue.

OFFICIAL CONFERENCE BAG SPONSORSHIP • \$10,000 (EXCLUSIVE)

- ✓ Company logo printed on conference bag with **I Rock The Mic Conference & Awards** logo
- ✓ Conference bag distributed to attendees, panelists, performers and press
- ✓ 2 full conference registration passes
- ✓ 2 additional tickets to awards dinner
- ✓ Leader board banner ad on IRTM website

OFFICIAL CONFERENCE BADGE & LANYARD SPONSORSHIP • \$5,000 (EXCLUSIVE)

- ✓ Company logo on back of all conference badges and on conference lanyards
- ✓ 2 full conference registration passes
- ✓ 2 additional tickets to awards dinner
- ✓ Leader board banner ad on IRTM website

E-BLAST SPONSORSHIP • \$1,500

- ✓ An exclusive email blast to all pre-registered conference attendees prior to the conference or to the entire I Rock The Mic mailing list post-conference
- ✓ 1 full conference registration pass
- ✓ 1 additional ticket to awards dinner

EXHIBIT DISPLAY TABLE • \$500

- ✓ 6' skirted display table, 2 chairs and electricity
- ✓ 1 full conference registration pass
- ✓ 1 additional tickets to awards dinner



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CONFERENCE PANEL SPONSORSHIP • \$2,500 - \$5,000

- ✓ Rights to do greetings to panel audience
- ✓ Rights to provide signage during panel session of your choice
- ✓ Rights to distribute product and promotional materials during panel session
- ✓ 2 full conference registration
- ✓ 2 additional ticket to awards dinner

CONFERENCE BAG INSERTS • \$500

CONFERENCE HOTEL KEYS • \$1,000

CONFERENCE NOTEPADS • \$1,000

OFFICIAL CONFERENCE PROGRAM BOOKLET ADS

Inside front cover 4/c ad \$5,000
 Back outside cover 4/c ad \$5,000
 Inside back cover 4/c ad \$5,000

Full page 4/c ad \$1,000
 Half page 4/c ad \$750

CUSTOM SPONSORSHIPS AVAILABLE

Just tell us what you are hoping to accomplish with your presence at the event and your budget and we will work with you to develop a sponsorship just for you.

ABOUT I ROCK THE MIC CONFERENCE & AWARDS

The I Rock The Mic (IRTM) Conference is a weekend retreat dedicated to strengthening the urban radio community. It was co-founded in 2005 by radio industry leader Rick Party, President & CEO, Sizzle Productions, Inc. The national conference was born out of the belief that there is a need to bring together urban radio professionals to stimulate talent development and promote diversity within the radio industry. IRTM provides a unique environment where both accomplished industry professionals and the aspiring are able to meet and form interpersonal relationships key to business success. Over the past three years, IRTM has become the leading networking and empowerment event for the urban radio industry.

The IRTM Awards honor urban radio legends and icons who have dedicated their life, talent and knowledge to the empowerment and legacy of urban radio.

Through the support of Sizzle Productions, Inc., The Marketing Collaborative and a wide variety of corporations, the I Rock The Mic Conference forges ahead with its mission to impel the urban radio community forward.



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Take five minutes to complete this form, fax it and **I Rock The Mic** will present you with a number of customized event-marketing solutions to consider, no obligation.

Company Name: _____ Your Name: _____

Your Title: _____ Phone: _____

E-Mail: _____ Fax: _____

Brief Company Description: _____

1) Will you be launching a new product/service at the conference? Yes No
If so, tell us a little about your product/service.

2) Who are you trying to reach with your product/service?

a. _____

b. _____

c. _____

3) Check the following objectives that might apply to your marketing goals for this show:

_____ Create mass awareness of company/product

_____ Reinforce image as a major player in the industry

_____ Garner face time with target audience within specific industry

_____ Reaffirm commitment to market

_____ Showcase actual product in as many areas as possible

Put your marketing goals in your own words: _____

4) What is your marketing budget for **I Rock The Mic**: _____ (if specific amount)

_____ under \$5K _____ \$5K-\$10K _____ \$10K-15K

_____ \$15K-\$20K _____ \$20K-\$30K _____ \$30K+

Lastly, if you could design your own sponsorship, what would it be: _____

Please fax this form to **(214) 941.3035** (no cover needed)

We will then be in contact within three business days

Thank you for your help in better understanding your needs!



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CONFERENCE BAG INSERTS

I Rock the Mic offers the unique opportunity to any individual or company interested in placing an insert in the conference registration bag. By placing your product, flyers, brochures, etc. in the registration bag, your company will reach the key industry professionals attending the conference. If you are unable to attend, take advantage of this opportunity and have your product there even if you're not!

Each registrant will receive a bag upon check-in to the conference. *Please fax this form to 214.941.3035.*

NAME: _____

COMPANY: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

PHONE: () _____ FAX: () _____

EMAIL: _____

Detailed Description of Insert: _____

COST: \$500.00

Please ship **700 pieces** to:

- Insert must arrive at the hotel **between** Monday, December 1 and Wednesday, December 3 – **NO EXCEPTIONS!**
- No refunds will be granted for cancellations or for those shipments that do not arrive on time.
- No phone calls onsite please. To ensure your package has arrived, please check with your shipping company or the hotel package receiving room.
- To ensure placement in the bag, a copy of this form **MUST** be faxed to 214.941.3035 and payment **MUST** be received in advance.

If payment is not received in advance, insert will not be included.

I Rock The Mic has reasonable approval rights over all inserts.