

INNUENDO TOUR SPONSORSHIP AVAILABILITIES	Total # Avail	TITLE	PRESENTING	SUPPORTING
TITLE SPONSOR (E.G. "THE COMPANY XYZ INNUENDO TOUR") *	1	\$15,000		
PRESENTING SPONSORS (E.G." PRESENTED BY ABC COMPANY") *	2		\$10,000	
OFFICIAL SPONSORS (E.G. "COMPANY M - OFFICIAL WIDGET" *	8			\$7,500
*TOUR SPONSORSHIP IS FOR GAY CLUBS IN 12 CITIES				
INNUENDO TOUR ASSETS	EST. IMPR.			
FACEBOOK POSTS (MIN 10/VENUE)	90,000	YES (FEAT.)	YES - FIVE (MED)	YES- THREE (S)
RECOGNITION ON ALL COLLATERALS - 500 FLYERS,5 POSTERS,3 BANNERS/VENUE	81,000	YES (FEAT.)	YES (MED)	YES (SM)
TWITTER TWEETS (MIN 4/VENUE)	72,000	YES (FEAT.)	YES - TWO (MED)	YES -ONE(S)
INSTAGRAM POSTS (MIN 6/VENUE)	54,000	YES (FEAT.)	YES - THREE (MED)	YES-ONE (S)
LOGO ON STAFF, SECURITY AND INNUENDO T-SHIRTS (25/VENUE)	30,000	YES (FEAT.)	YES (MED)	YES (S)
SPONSOR NAME INCLUSION IN ALL PRE AND POST EVENT PRESS RELEASES (1OF EACH	26,000	YES (FEAT.)	YES (MED)	YES (S)
PRE-EVENT EMAIL BLASTS (2+) W/SPONSOR LOGOS	19,000	YES (FEAT.)	YES (MED)	YES (S)
POST EVENT WRITEUP AND PHOTOS W/SPONSOR LOGOS	19,000	YES (FEAT.)	YES (MED)	YES (S)
YOUTUBE POSTS (MIN 2/VENUE)	18,000	YES (FEAT.)	YES - ONE (MED)	YES-ONE (S)
CROSS-PROMOTIONS WITH INNUENDO AND OTHER SPONSORS	13,500	YES (FEAT.)	YES (W/APPROVAL)	YES(W/APP)
SPONSOR TAGLINE ON INNUENDO ARMY SIGNUP PAGE	12,000	YES (FEAT.)	YES (MED)	NO
LOGO ON THREE REPEATER BANNERS (ON SITE)	12,000	YES (FEAT.)	YES (MED)	YES (S)
LOGO AND PARAGRAPH ON INNUENDO SPONSOR PAGE	6,000	YES (150 WDS)	YES (100 WDS)	YES (50 WDS)
BANNER AD ON INNUENDO HOMEPAGE	6,000	YES (FEAT.)	YES (MED)	NO
INNUENDO AND SPONSOR CROSS-WEBLINKS	1,000	YES (FEAT.)	YES (MED)	YES (SM)
ESTIMATED IMPRESSIONS (NOT INCLUDING BELOW)	459,500			
TITLE SPONSOR CPM FOR ABOVE ASSETS	\$0.03			
ON-SITE AND TANGIBLE ASSETS		A LA CARTE	A LA CARTE	A LA CARTE
BRAND SIGNAGE (LOGO) ON EACH MEMBER OF INNUENDO		YES INCLUDED	\$2000 (MED)	NO
CLOTHING AND/OR ACCESSORY ON EACH MEMBER OF INNUENDO		YES INCLUDED	\$2000 (MED)	UPGRADE
SWAG BAG BRANDING (LOGO)		YES INCLUDED	\$1200 (MED)	UPGRADE
DISPLAY TABLE W/CHAIRS FOR CONTESTS/PRODUCT SAMPLING (IF VENUE PERMITS)		YES INCLUDED	YES INCLUDED	YES INCLUDED
BRAND PRIVATE VIP LOUNGE FOR NIGHT W/3 BOTTLES CHAMPAGNE		YES INCLUDED	UPGRADE	UPGRADE
RECOGNITION AS OFFICIAL HOST OF VIP PRE-PARTY AND SHOW		YES INCLUDED	YES INCLUDED	NO
ON-SITE SPONSOR BANNER (2' X 6' MAX) -(IF VENUE PERMITS)		YES INCLUDED	YES INCLUDED	YES INCLUDED
OPPORTUNITY TO PROVIDE PRIZES FOR CONTESTS, SWAG BAGS, ONLINE PROMOS		YES INCLUDED	YES INCLUDED	YES INCLUDED
OPPORTUNITY TO INSERT INFO, BROCHURE, PRODUCT SAMPLE, PROMO IN SWAG BAGS		YES INCLUDED	YES INCLUDED	YES INCLUDED
RIGHT TO CO-BRAND WEB CONTESTS/PROMOTIONS		YES INCLUDED	IF AVAILABLE	IF AVAILABLE
ON-SITE SPOKESPERSON INTRODUCTION AT VIP PARTY AND MAIN EVENT		YES INCLUDED	IF AVAIL	NO
EXCLUSIVE SPONSOR/PRODUCT/LOGO PHOTO OP WITH INNUENDO		YES INCLUDED	YES INCLUDED	YES INCLUDED
OPTION TO SPONSOR ADDITIONAL PETEMAN TALENT (COSTS VARY)		OPTIONAL	OPTION IF AVAIL	OPTION IF AVAIL

IF AVAILABLE, CO-BRAND ON-SITE PHOTO BOOTH FOR GUESTS		OPTIONAL	OPTION IF AVAIL	OPTION IF AVAIL
VIP GUEST TICKETS FOR YOUR GUESTS OR EMPLOYEES		8 FREE	6 FREE	4 FREE
INCLUSION IN SPONSORED/PAID POSTS ON FACEBOOKS		YES (FEAT.)	IF SPACE PERMITS	UPGRADE
INCLUSION IN SPONSORED/PAID TWEETS		YES (FEAT.)	IF SPACE PERMITS	UPGRADE
INCLUSION IN SPONSORED/PAID INSTAGRAM POSTS		YES (FEAT.)	IF SPACE PERMITS	UPGRADE
INCLUSION IN SPONSORED/PAID YOUTUBE POSTS		YES (FEAT.)	IF SPACE PERMITS	UPGRADE
NAMING RIGHTS TO ON-SITE CONTESTS (UPON APPROVAL)		YES (ONE/SITE)	IF AVAIL	UPGRADE
OPTION FOR INNUENDO TO REPRESENT SPONSOR ONLINE OR AT LIVE EVENT		OPTIONAL	OPTIONAL	OPTION IF AVAIL
CATEGORY EXCLUSIVITY		YES	YES	YES
SPONSOR USAGE RIGHTS INNUENDO TOUR LOGOS, MARKS AND CONTENT (W/APPROVAL)		YES	YES	YES
FIRST RIGHTS OF SPONSORSHIP RENEWAL (FOR 3 MO.) AND UPGRADE IF AVAILABLE		YES	YES	YES
BRAND AFFILIATION WITH INNUENDO AND OTHER SPONSORS		YES	YES	YES

ASSUMPTIONS FOR ABOVE SPONSORSHIPS

TOUR INITIALLY CONSIST OF APPEARANCES AT 12 VENUES
 GAY CLUBS (VENUES) HAVE AN AVERAGE CAPACITY OF 500 PATRONS/NIGHT
 VENUES HAVE MAILING LISTS OF 1000+
 SPONSORS HAVE MAILING LISTS OF 1000+
 INNUENDO HAS MAILING LIST OF 250+ PRE-TOUR
 PRE-EVENT COLLATERAL POSTERS ARE SEEN AT LEAST 2000 TIMES/VENUE
 PRE-EVENT FLYERS AT VENUES SEEN AT LEAST 500 TIMES/VENUE
 FACEBOOK POSTS WILL BE MADE ON INNUENDO, VENUE, SPONSOR PAGES
 TWEETS WILL BE MADE ON INNUENDO, VENUE, SPONSOR PAGES
 INSTAGRAM POSTS WILL BE MADE ON INNUENDO, VENUE, SPONSOR PAGES
 YOUTUBE LINKS WILL BE MADE ON INNUENDO, VENUE, SPONSOR PAGES
 VENUES AND SPONSORS WILL POST INNUENDO DATES/INFO ON HOME PAGES
 INTERACTIVE ONLINE CONTESTS WILL DRIVE WEB TRAFFIC TO SPONSOR SITES
 SPONSORS WILL SUPPLY ITEM(S) FOR SWAG BAGS
 SPONSORS WILL BE ACTIVE PARTNERS TO PROMOTE TOUR FOR MAX. BENEFITS