



**FAYETTEVILLE - FORT BRAGG NC**  
**[WWW. ALLAMERICANTATTOOCONVENTION.COM](http://WWW.ALLAMERICANTATTOOCONVENTION.COM)**

# SPONSORSHIP PACKET

THANK YOU FOR YOUR INTEREST IN THE ALL AMERICAN TATTOO CONVENTION!

THIS PACKET WILL GIVE YOU ALL THE INFORMATION YOU NEED TO KNOW ABOUT THE CONVENTION AND WHY WE CHOSE FAYETTEVILLE NC AS THE LOCATION TO SHOWCASE OUR SUPPORT FOR TATTOOED MILITARY.

WE HAVE SECURED OVER 74,000 SQUARE FEET TO ACCOMMODATE AS MANY ARTISTS AND VENDORS AS POSSIBLE TO SHOW OUR SUPPORT FOR THE TATTOOED MILITARY.

WE HAVE SPONSORSHIPS AVAILABLE THAT WILL ALLOW YOU TO SHOW YOUR SUPPORT FOR OUR SOLDIERS AND SHOWCASE YOUR COMPANY TO THE MORE THAN 15,000 MILITARY AND CIVILIANS THAT WILL ATTEND OUR CONVENTION.

ALSO REMEMBER THAT A PERCENTAGE OF EVERY SPONSORSHIP PACKAGE SOLD WILL BE DONATED DIRECTLY TO HELP ACTIVE DUTY AND VETERANS THAT ARE DEALING WITH PTSD AND OTHER COMBAT RELATED INJURIES. WITH MORE THAN 22 SOLDIERS COMMITTING SUICIDE A DAY WE HAVE TO DO BETTER FOR THE PEOPLE WHO HAVE SACRIFICED SO MUCH FOR US.

A stylized, handwritten signature in dark brown ink, appearing to read 'Ryan & Nicole Harrell', followed by a long horizontal line.

RYAN & NICOLE HARRELL  
CREATIVE CHAMPION  
PROMOTERS - ALL AMERICAN TATTOO CONVENTION

# WHY FAYETTEVILLE / FORT BRAGG NC?

*FORT BRAGG IS THE LARGEST US MILITARY BASE IN THE FREE WORLD.*

THE GOAL OF THE ALL AMERICAN TATTOO CONVENTION IS TO GIVE SOME OF THE BRAVEST HEROES IN THE WORLD THE OPPORTUNITY TO BE TATTOOED BY SOME OF THE BEST TATTOO ARTISTS IN THE INDUSTRY.

TATTOOS AND THE US ARMED FORCES HAVE A HISTORY DATING BACK AS FAR AS THE EARLY 1900'S. TO THE MILLIONS OF AMERICANS WHO HAVE SERVED EITHER AS ACTIVE SERVICE PERSONNEL OR RESERVISTS MEANS THERE ARE COUNTLESS TATTOOED ACTIVE DUTY & WAR VETERANS. MANY OF THESE TATTOOS ARE A CONSTANT REMINDER TO THEIR LOYALTY NOT ONLY TO THEIR BRANCH/UNIT BUT ALSO TO THEIR COUNTRY. THESE TATTOOS SHOWCASE THE PRIDE IN CAMARADERIE WITH THEIR FELLOW SOLDIERS OR IN REMEMBRANCE OF A FALLEN COMRADE.

TATTOOS AND BODY ART CAN TELL A STORY THAT WORDS FAIL TO SERVE. NO ONE KNOWS THIS BETTER THAN OUR TROOPS WHO WHEN THEY COME BACK FROM WAR, OFTEN STRUGGLE TO REJOIN EVERYDAY LIFE AND RELATE TO THOSE WHO HAVE NO CONCEPT OF WHAT IT'S LIKE TO BE IN THAT SITUATION. TATTOOS GIVE THESE VETERANS AN OUTLET TO EXPRESS THEMSELVES AND SHOW THE PRIDE IN BEING A PART OF SOMETHING BIGGER THAN THEMSELVES.

## EXPECTED ATTENDANCE:

18,000K

## TARGET DEMOGRAPHIC:

AGE: 18-35

60% MALE - 40% FEMALE

## TATTOOED MILITARY DEMOGRAPHICS:

- ★ OVER 20% OF THE ADULT US POPULATION HAS A TATTOO. IN THE MILITARY
- ★ HOWEVER IT IS ESTIMATED THAT OVER 75% (UP TO 90% ACROSS COMBAT ARMS) HAS AT LEAST 1 TATTOO.
- ★ THE NUMBER OF TATTOOED US ADULTS UNDER THE AGE OF 40 IS 47%, WHICH IS THE TARGET AGE FOR MILITARY PERSONNEL.
- ★ THE FAYETTEVILLE REGION HAS ONE OF THE HIGHEST "TATTOO SHOP PER SQUARE MILE" RATIOS IN THE COUNTRY.

## SPONSORSHIP BENEFITS

### PRE EVENT

	TITLE	GOLD	SILVER	BRASS
SOCIAL MEDIA PROMOTION	★	★	★	★
MONTHLY POSTS ON SOCIAL MEDIA	6	4	3	2
WEBSITE PRESENCE	★	★	★	★
EVENT FLYER	★	★	★	★
YOUR LOGO PRINTED ON ANY AND ALL MATERIAL	★	★	★	★
INFO ON WEBSITE	★	★	★	★
YOUR LOGO ON ALL BILLBOARDS	★			
YOUR COMPANY NAME INCLUDED IN EVERY PRESS RELEASE	★			

### ON-SITE

ALLOTTED BOOTHS	2	2	1	1
EVENT GUIDE INCLUSION	★	★	★	★
YOUR LOGO ON ALL INDOOR DIGITAL BILLBOARDS	★	★	★	
LOGO ON EVENT BANNERS	★	★		
LOGO ON EVENT T-SHIRT	★	★		
CORPORATE ITEM IN GOODY BAG	★	★		
YOUR LOGO ON THE TATTOO OF THE CONVENTION AWARD	★			
SIZE OF AD IN THE EVENT GUIDE	FULL PAGE	1/2 PAGE	1/4 PAGE	1/4 PAGE
BANNER PLACEMENT ON THE MAIN STAGE FOR THE DURATION OF THE EVENT.	★	★		

### POST EVENT

1ST OFFER ON NEXT YEAR'S SPONSOR PACKAGE AT SAME PRICE	★	★	★	★
CONVENTION GOER INFORMATION ACQUISITION	★			
YOUR NAME IN PRESS RELEASES	★			



# EVENT DETAILS

## LOCATION:

THE CROWN COMPLEX EXPO CENTER  
131 E. MOUNTAIN DR., FAYETTEVILLE, NC 28306

## ADMISSION:

SINGLE DAY: \$25 ADVANCE (\$5 MILITARY DISCOUNT)  
\$30 AT THE DOOR  
3-DAY PASS: \$45 ADVANCE (\$5 MILITARY DISCOUNT)  
\$55 AT THE DOOR  
VIP (3-DAY PASS, SHIRT, PROMO PACKAGE): (LIMITED QUANTITY - 250)  
\$60 ADVANCE (\$5 MILITARY DISCOUNT)  
\$75 AT THE DOOR

## MARKETING EFFORTS AND REACH

- ★ ONLINE EFFORTS TO INCLUDE; HIGHLY OPTIMIZED WEBSITE ON ALL MAJOR SEARCH ENGINES & PAID & ORGANIC SOCIAL MEDIA CAMPAIGN.
- ★ EMAIL CAMPAIGNS SENT OUT TO ALL LOCAL MEDIA OUTLETS AS WELL AS THOSE MEDIA OUTLETS EMAIL LISTS.
- ★ LISTINGS ON ALL MAJOR CONVENTION WEBSITES.
- ★ BILLBOARDS WILL BE POSTED ON I-95 FOR 6 MONTHS IN ADVANCE OF THE CONVENTION.
- ★ INCLUSION OF AN INSERT IN LOCAL & STATE-WIDE NEWSPAPERS DURING THE DAYS THAT COUPONS ARE INSERTED.
- ★ OUR STREET TEAM WILL DISTRIBUTE OVER 100,000 FLYERS FOR 12 MONTHS IN ADVANCE OF THE CONVENTION IN THE FAYETTEVILLE AREA.
- ★ OUR CONVENTION WILL BE SOLD OUT WITH A MIN OF 250 BOOTHS.
- ★ COMMERICALS ON LOCAL MOVIE SCREENS 6 MONTHS IN ADVANCE.
- ★ RADIO ADVERTISING 6 MONTHS PRIOR TO THE EVENT AND LIVE REMOTES.

# GIVING BACK: 22

**22** : THAT IS THE NUMBER OF VETERANS THAT COMMIT SUICIDE EVERY DAY.

NO ONE KNOWS THE SACRIFICES OUR SERVICE MEMBERS MAKE MORE THAN WE DO. WE ARE THE DAUGHTERS, GRANDDAUGHTERS, GRANDSONS, COUSINS TO ACTIVE DUTY PERSONNEL AND SERVE A CUSTOMER BASE THAT IS OVER 80% MILITARY.

FOR THIS REASON WE WANT TO GIVE BACK AND HELP SOLDIERS SUFFERING FROM THE LONG TERM EFFECTS OF PTSD AND OTHER COMBAT RELATED INJURIES. YOU WILL SEE IN THE SPONSORS SECTION A PERCENTAGE NUMBER. THIS NUMBER REPRESENTS THE AMOUNT OF YOUR PACKAGE THAT WILL BE DONATED DIRECTLY TO OUR SELECTED NON PROFIT ORGANIZATIONS TO HELP OUR SERVICE MEMBERS IN THEIR TRANSITION FROM WAR TO HOMELIFE.

**VETERANS ACCOUNT FOR 22% OF SUICIDES  
NATIONALLY, WHILE REPRESENTING JUST 7% OF THE  
OVERALL U.S. POPULATION.**

[SOURCE: VETERANS ADMINISTRATION SUICIDE REPORT 2012. US CENSUS 2012.]

YOUR COMPANY OR ORGANIZATION WILL ALSO BE PROMINENTLY DISPLAYED ON OUR 25X10 FOOT WALL OF THANKS IN THE ENTRYWAY TO OUR CONVENTION FOR THE DURATION OF THE CONVENTION. THIS WILL SHOW OUR CONVENTION GOERS THAT YOUR ORGANIZATION MADE A COMMITMENT TO HELP THEM IN THEIR TIME OF NEED, AFTER NOT ONLY THE SERVICE MEMBERS, BUT THEIR FAMILIES SACRIFICED SO MUCH TO KEEP THIS GREAT NATION FREE.

## WHO WE ARE GIVING TO

