

ELVIS®

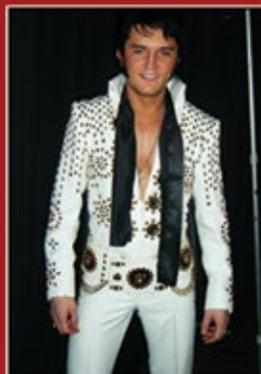
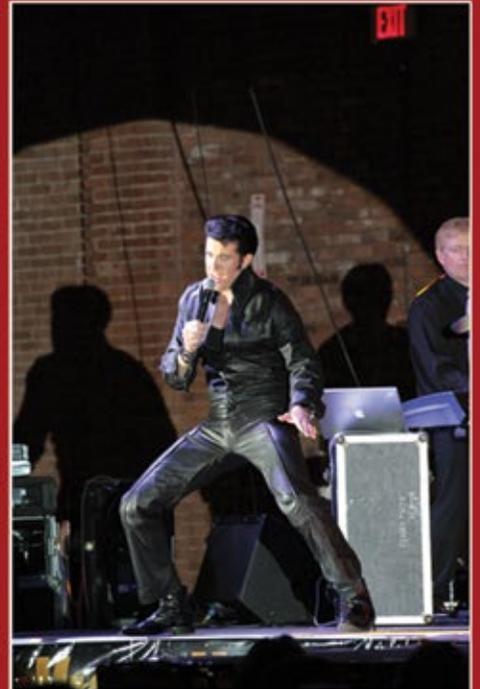


ELVISFESTIVAL.COM

THE FESTIVAL HOTLINE
888-406-5885

A King-Sized Opportunity

Sponsor an Elvis Presley® Music Festival



Elvis Presley®

Elvis® music and legacy are celebrated around the world by dedicated fans who refuse to let their memory of and love for the King of Rock and Roll® fade. This global fan base numbers in the tens of millions, making Elvis the most universal entertainer of all time.

Elvis combined Southern rockabilly music with Rhythm & Blues, creating the foundations for all of what we call Rock and Roll. Reinventing himself many times in his short life, he truly was an original, influencing all who have come after him.

"Before Elvis there was nothing." – John Lennon

The Elvis Brand

According to a 2005 Harris Interactive Poll, more than 176 million Americans stated that Elvis Presley had made an impact on their lives. The same poll revealed these facts:

- More than 71 million Americans consider themselves Elvis fans
- Approximately 70% of Elvis fans are 26–55 years of age
- Almost two-thirds (60%) of Elvis fans are women
- Approximately one-third (31%) of Americans have bought Elvis records, CDs or videos
- Approximately 75% have purchased Elvis collectibles

Each year, Elvis Presley Enterprises, Inc. (EPE), the company that owns the trademarks associated with Elvis, licenses vendors to produce Elvis merchandise that appeals to all demographics. Mattel sells Elvis Barbie dolls and Hasbro makes Elvis Mr. Potato Heads for kids. Pepe Jeans and ZV France produce high-end clothing, jewelry and watches. And Gamemills Entertainment makes Elvis-themed video games. Plus there are hundreds of licensees producing home decor and novelty products. It's clear that the Elvis brand is still relevant.

The ElvisFestival.com Series of Events

The ElvisFestival.com series of events is produced by Sherry Management, LLC, under a license agreement with Elvis Presley Enterprises, Inc. Each festival celebrates Elvis' life and legacy through live performances of his music. The company produces Las Vegas-style headline shows and gives Elvis Tribute Artists (impersonators) the ability to showcase their talent in competitions where they can win recognition, prize money and performance contracts.

As expected from Elvis' wide-ranging appeal, festivalgoers range across the age spectrum.

Festival Attendance by Age Group

18–34	25%	35–44	27%
45–54	27%	55 and older	20%

About two-thirds of all attendees are women. Most are coming to the festival as a "destination" (61%) rather than from nearby communities, and many (30%) are traveling in multigenerational groups. Most (71%) of those who are 25 or older are college-educated, and the average household income of attendees is approximately \$64,000.

The average attendee spends between \$70 and \$100 per day in the local economy if they are coming for the day and between \$150 and \$175 per day if staying overnight.

TESTIMONIALS FROM CURRENT SPONSORS

LakeGeorge.com, Title Sponsor of the Lake George.com Elvis Festival

"We are so happy with our sponsorship of the Elvis Festival in Lake George. The event is exceptionally well run, brings us incredible exposure (as no media outlet would ignore a gazillion Elvis impersonators taking over a town) and the event has a big impact on the local economy. By aligning our LakeGeorge.com brand with the Elvis Festival, it shows our clients that we care about the community and being a part of events that are fun and make the region a better place to live and visit. In addition, the event gives us great exposure for our brand to tourists, business owners and locals."

-Sara Mannix, Founder and CEO of Mannix Marketing, Inc.



Wingate by Wyndham, Lake George – Host Hotel of the LakeGeorge.com Elvis Festival

"The Wingate is thrilled to be the host hotel of LakeGeorge.com Elvis Festival. Every year we increase our occupancy rate and room rate and welcome new guests to the region because of the festival. Guests who enjoy the Elvis weekend become fans of Lake George and our hotel and return throughout the year."

-Ann Marie Castellano, General Manager, Wingate by Wyndham of Lake George



Sponsor an Elvis Festival

Sponsoring an Elvis Festival is an excellent branding opportunity for local and regional businesses that want to benefit from the audience of loyal festival guests. For a complete list of this year's festivals and their locations, visit www.ElvisFestival.com.

Supporting Sponsor: \$3,000 annually

Sponsor receives:

- Logo placement in all print materials, including brochures, posters, etc., and print advertising budgeted at \$4,000–\$15,000, depending on the festival
- Sponsorship mention in broadcast media advertising budgeted at \$5,000–\$10,000, depending on the festival
- A half-page advertisement in the festival's program
- Logo and message placement on the festival's website, with a link to the sponsor's website
- Recognition of the sponsor and the sponsor's message from the stage throughout the festival
- Display banners at the festival to promote the sponsor's brand or product
- A sponsor representative at the festival to promote brand or product
- Two ticket packages good for the entire festival (sponsor will be given the best seats available at the time the sponsorship commitment is made)

Stage Sponsor: \$5,000 annually

Stage Sponsor receives all benefits of Supporting Sponsor, plus:

- Premium placement of logo in all areas
- Premium placement of banners immediately adjacent to the stage
- Additional recognition of the sponsor and the sponsor's message from the stage throughout the festival
- An additional half-page, or one full-page, ad in the festival's program
- An additional four ticket packages good for the entire festival (sponsor will be given the best seats available at the time the sponsorship commitment is made)

Title Sponsor: \$10,000 annually

Title Sponsor receives all benefits of Stage Sponsor, plus:

- Exclusive branding of sponsor in festival name, for example, the "Your Brand Name" Georgia Elvis Festival
- Sponsor name and logo to appear wherever and whenever the festival is promoted
- Premium placement of ad in the festival's program
- Premium placement of sponsor's logo in all areas

Sponsor the ElvisFestival.com Series of Events

National and larger regional businesses whose target demographic closely aligns with that of the Elvis Festivals may sponsor the entire series of events, associating their brand with Elvis on a national and international level. For a complete list of this year's festivals and their locations, visit www.ElvisFestival.com.

Series Sponsor: \$18,000 annually

Sponsor receives all the benefits of a Stage Sponsor at all of the ElvisFestival.com series of events, plus:

- Logo placement on the ElvisFestival.com website, with a link to the sponsor's website
- Logo placement in all print material, including brochures, posters, etc., and print advertising promoting all the

festivals and the ElvisFestival.com series of events, budgeted at \$54,000

- Sponsorship mention in broadcast media advertising promoting all the festivals and the ElvisFestival.com series of events, budgeted at \$27,000

Presenting Sponsor: \$35,000 annually

Sponsor receives all the benefits of a Series Sponsor, plus:

- Exclusive branding, for example, the "Your Brand Name" ElvisFestival.com Series of Events
- Sponsor name and logo to appear wherever and whenever the festival is promoted
- Premium placement of ad in each festival's program

TESTIMONIALS FROM FANS

"The atmosphere created at an Elvis Festival is like nothing else. As a huge Elvis fan who was born fifteen years after his death, I rely on these festivals to recreate what I've never had the chance to experience. The energy on the stage and in the crowd is intense. It's so wonderful how many people gather to pay tribute to the King. We're all there for the same reason, and we're all having a blast. You haven't lived until you've been to an Elvis Fest."

-Samantha Hietsch, Pittsburgh, PA

"Elvis festivals are very exciting, I count down the days till the next one I can go to. You have entertainment from the moment it starts till it ends and trust me you don't want to see it end."

-Cyndi Kretzer, Greenwich, NY

"Amazing music, great friends, beautiful atmosphere. It's not just a festival, its the best family gathering of the year!"

-Danielle LaBombarde, Hudson Falls, NY

"Makes me feel young again."

-Brenda Omary, Antioch, CA

"In this day of division and intolerance of anything 'different than me,' Elvis Presley's music and the events that honor his legend are one of the few environments where people with passionate opposing opinions will come together and love, laugh, and enjoy each other's company. Then as now, Elvis Presley is still building bridges, breaking down barriers, and forging new alliances."

-Lizajean Holt, Knoxville, TN



Other Ways to Associate Your Brand with the ElvisFestival.com Series of Events

Group Tickets

Arrange for a block of tickets to any of the ElvisFestival.com events to use as employee benefits or incentives or as a thank you gift for key customers and large accounts. ElvisFestival.com will work with you to make sure their visit to the festival creates a lasting memory associated with your business.

Program Ads

A full color program is produced for each festival. Advertising space is available in the programs. Contact ElvisFestival.com for more information.

Participating Venues

Help celebrate the Elvis Festival by bringing a part of it to your bar, restaurant or performance venue of any kind. Entertainers will perform for your dinner crowd or for a late night event, and your venue will be promoted as part of the official festival schedule of events.

Hotel Partner

As the festivals are destination events, most attendees require overnight accommodations. Each festival involves a Host Hotel as well as other lodging partners ranging from inexpensive to high end.

Elvis Festival Patronage

If supporting an Elvis Festival is not right for your business but is right for you personally, contact us about our Elvis Festival Patron Program.