

Sponsor Invitation

worldOne festival 2009 11th Annual

worldOne radio and 88.1 K e C g 97.7 present the **eleventh annual** world music and dance festival stage together with the **City and Rotary Club of El Cerrito** as part of a long-standing community celebration **Friday evening, July 3rd + day long on Saturday, July 4th, 2009.**

This **free family-friendly event** already attracts **7,000–10,000 participants** for traditional and global July 4th Summer fun. This event is volunteer produced in collaboration with the City as a community project of worldOneradio based at El Cerrito High School.

As we “**turn it up to 11**” we anticipate an ever livelier and larger **worldOne festival** – cultural gathering in a family picnic festival setting, for the 2009 event.

We produce a professional, canopied festival main stage in a large, tree-lined grassy park. **The event is free to the public** and provides pleasing picnic / festival environment from **10:00 am til 7:00 pm, Saturday, July 4th (+ 5–7 pm on July 3).** We look forward to several hour-long sets featuring live ensembles and worldOne djay segues between sets. The atmosphere will be positive, All-American(s), cultural and joyful.

Proceeds benefit Parks and Recreation Youth Programs.

Naturally, we welcome like-minded sponsor support on-air, on-stage and on-site. **You are invited!** Several options are available for a combination of broadcast and event sponsorship, and on-site promotion. **Please call for details and creative brainstorming:**

CONTACT : **Corey Mason**
 worldoneradio/festival
 PH: 510 233 0611
 e mail : worldone@worldoneradio.org

For a pictorial overview of the event, visit:
www.el-cerrito.org/recreation/4th_of_July.html

- Artisans or food vendors must inquire separately for booth fees and requirements.

Commercial Booth or Banner Display :

Assemble your own event display in a 10' (w) x 15' footprint. Arts, crafts, clothing may be converted to "turn key" banner signage and on air underwrite / sponsorship. Remit on/before June 15th. Food vendors may inquire. **Total cost \$ 380.**

Integrated K e C g Broadcast + Booth Package:

20 X live event promos Mo Jun 30 - Fr July 4	\$ 500. value	
20 X live: 20 sec sponsor announcements	\$ 1,000. value	
Booth 10' X 15' footprint	\$ 380. value	
Total value \$ 1,880.		Total Cost
<u>\$ 850.</u>		

Remit by June 5th

Integrated K e C g Broadcast, Booth + Printed Media Package:

4 weeks live on-air promo mentions @ 25X per week		
Total 100 promos, Mon June 8 - Fr July 3	\$ 4,500. value	
40X live: 20 sec underwrite announcements	\$ 2,000. value	
Booth: 10' x 15' footprint	\$ 380.	
value		
Total value \$ 6,880.		Total cost:
<u>\$ 2,400.</u>		

Remit by May 15th.

Logo included in all ads incl. flyer + site signage. Sponsor provides display, staff, set up and take down. Event assistance available. Sampling + coupons recommended.

worldOne festival " Presented by " Package:

exclusive**

** product category

6 weeks on air event promos , @ 25X per week

Total **150 promos**, Mon May 25 – Fr July 3 \$ 6,750. value

60X live: 20 sec underwrite announcements \$ 3,000. value

Booth 10' x 15' footprint \$ 380. value

Total value \$10,130. **Total cost** \$

4,800.

Remit by May 15th.

Exclusive "Presented By" site signage. Logo included in all ads incl. flyer & site signage. Sponsor provides display staff, set up and take down. Event assist available. Sampling + coupons recommended.