

worldOne festival

2010 - Sponsor Invitation

12th Annual

worldOne radio, 88.1 K e C g 97.7 and the City of El Cerrito present the 12th annual world music and dance festival stage together with Honda of El Cerrito as part of a long-standing community celebration Saturday evening, July 3rd + day long on Sunday, July 4th, 2010.

This *free family-friendly event* already *attracts 8,000-10,000 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 move into a dozen years of celebration ~ we anticipate an even livelier and larger **worldOne festival** - cultural gathering in a family picnic festival setting, for this 2010 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, Sunday, July 4th +Saturday evening, July 3rd from 5-7 pm with**

GhostTown Sound DJ Band. 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 + on-site promotion. **Please call for details and creative brainstorming:**

CONTACT : Corey Mason, Director / Creator
worldOneradio/festival
Land: 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 Exhibitor Booth or Banner Display :

Assemble your own exhibitor display in a 10' x 10' 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 \$ 400.**

Integrated K e C g Broadcast + Booth Package:

20 X live event promos Mo Jun 28 – Fr July 2 value	\$ 500.
20 X live: 20 sec sponsor announcements value	\$ 1,000.
Booth 10' X 15' footprint value	\$ 380.
<u>Total value \$ 1,880.</u>	<u>Total Cost \$ 850.</u>

Remit by June 4th

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 7 – Fr July 2 value	\$ 4,500.
40X live: 20 sec underwrite announcements value	\$ 2,000.
Booth: 10' x 15' footprint value	\$ 380.
Total value \$ 6,880.	Total cost: \$ 2,500.

Remit by May 14th.

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:

*** product category exclusive***

6 weeks on air event promos , @ 25X per week Total 150 promos , Mon May 24 – Fr July 2 value	\$ 6,750.
60X live: 20 sec underwrite announcements value	\$ 3,000.
Booth 10' x 15' footprint value	\$ 380.
Total value \$10,130.	Total cost \$ 4,800.

Remit by May 14th.

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.