



RE: Sponsorship Opportunities

To Whom It May Concern:

3 Way Events is the Promoter and Producer of the FREAK SHOW Festival and we are currently seeking Sponsorship for the 2<sup>nd</sup> Annual FREAK SHOW Festival taking place this October 15<sup>th</sup> 2011. The FREAK SHOW Festival combines the Performance Art of the 'Circus Freak' with Rockabilly and Psychobilly Music, resulting in a unique and unforgettable festival experience!

There are a variety of different levels of Sponsorship that are outlined in detail in this packet. We are flexible to negotiate custom Sponsorship opportunities. Please contact us with any questions, comments or offers and we will be more than happy to work with you.

We hope that you will find this opportunity enticing. From all of us at 3 Way Events, we thank you for your time and consideration. We look forward to building a lasting relationship.

Best Regards,

*Rachel Simmons*

Rachel Simmons

3 Way Events, LLC

FREAK SHOW Festival Promoter & Director

## About FREAK SHOW 2011!

FREAK SHOW Festival is a one-day, outdoor festival combining the Performance Art of the 'Circus Freak' with Rockabilly and Psychobilly Music! This will be the second annual show, coming to Austin this October 15<sup>th</sup> 2011! Our music stage will explode with international and nationally acclaimed talent. The festival will be cleverly laid out with a myriad of merchandise vendors, mysterious and circus themed interactive tents and local food vendors - not to mention the roaming FREAK performers leading the way to the circus tent and music stage! The FREAK SHOW Festival is a one of a kind unique concept that is *perfect* for the Austin scene.

Performing live throughout the festival will be PURE CIRKUS of Seattle, Washington who showcase a fusion of traveling Freak Show, burlesque, pyrotechnic theatre and combative cabaret. Also featured at the event will be Dolls from the Crypt Horror Go-Go Dance Troupe, Brass Ovaries Pole Dancers Minor Mishap Marching Band and the 999 Eyes History of the Freak Museum!

We are excited to announce a new sponsorship opportunity available this year, the Freak Show Festival Pin-Up Girl Contest! This sponsorship opportunity will be open to one lucky company, deeming it the "Your Company Name" Pin-Up Girl Contest!

The FREAK SHOW Festival music stage line-up includes: Mad Sin, Devil Doll, Koffin Kats, Calabrese, Pickled Punks and Devil's Rose!

Our intense Sponsorship Campaign began May 1<sup>st</sup>, predominately targeting locally owned Austin businesses along with a handful of 'Freak-Worthy' national brands. Our clever Marketing Campaign begins in September, with a radius reach of 120 miles. Our marketing campaign will include radio, print and social media markets. We have already partnered with local radio stations KLBJ & KROX!

We are very excited and confident in the combination of musical talent we have put together with our PURE CIRKUS Freak Sideshow and roaming performers. The FREAK SHOW Festival concept has been carefully designed to provide a unique, visually inspiring and acoustically stimulating experience – we ARE building the festival experience of the YEAR.

The FREAK SHOW Festival staff has over 20 years of experience in small business investments built into multi-million dollar operations coupled with over 10 years of event and festival industry experience. Our staff is well organized, meticulous, responsible and innovative. We have pieced together the most professional and creative festival production team - from lighting to staging to sound – available in the Austin area to ensure that we provide a top notch event experience! We are prepared and eager to build the next big thing here at home in Austin, Texas!

### GENERAL EVENT INFORMATION

Event Date	Saturday, October 15 <sup>th</sup> 2011
Event Hours of Operation	1:00PM to 11:00PM
Event Location	TBD
Target Demographic	Male & Female ages 21 yrs. to 40 yrs.
2010 Attendance	2150
Projected Attendance	5,000
Website	<a href="http://www.FreakShowFestival.com">www.FreakShowFestival.com</a>
Benefiting Charity	Foundation for the Education of Professional Performers
Sponsorship Deadline	September 15 <sup>th</sup> 2011



## SPONSORSHIP OPPORTUNITIES

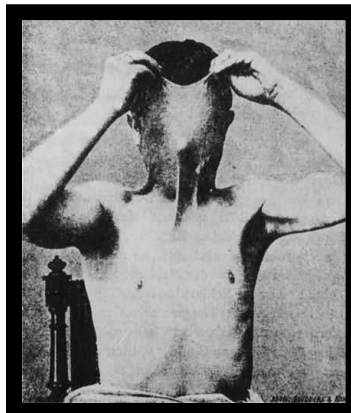
We are seeking numerous levels of Sponsorship involvement, outlined below. We are always open to new and creative opportunities and offers. Please do not hesitate to contact us with an offer. Likewise, please let us know if there is an artist or particular area that you are interested in sponsoring.

### TITLE SPONSORSHIP

<b>Type of Sponsorship</b>	TITLE SPONSOR
<b>Cost of Sponsorship</b>	\$10,000
<b>Cost of Sponsorship 2 Year Contract</b>	\$15,000
<b>Description</b>	FREAK SHOW Festival is offering an exclusive TITLE SPONSORSHIP opportunity. The TITLE SPONSOR will enjoy the highest level of visibility throughout the event as well as the extensive marketing and public relations campaign.
<b>Example of Sponsorship</b>	" <i>Your Company's</i> FREAK SHOW Festival 2011"
<b>Available Opportunities</b>	1
<b>Benefits of Sponsorship</b>	1) Identification with a unique, new, local event.
	2) Exclusivity as the only TITLE SPONSOR
	3) <i>Your Company's</i> logo included in all festival social media outlets. Value: 15,000 exposures
	4) <i>Your Company's</i> logo included in all newspaper advertisements Value: \$40,000
	5) <i>Your Company's</i> name included in all radio commercials. Value: \$30,000
	6) <i>Your Company's</i> name included in all press releases. Value: \$18,000
	7) <i>Your Company's</i> logo included on the FREAK SHOW Festival website. Value: \$6,000
	8) <i>Your Company</i> can provide numerous banners with your name and logo to be displayed throughout the perimeter of the festival. Value: 8,000 exposures
	9) <i>Your Company</i> can provide numerous signs with your name and logo to be displayed on every trash can and recycling barrel throughout the festival. Value: 8,000 exposures
	10) <i>Your company</i> will be provided one 20X20 booth space and tent to display your products/services. Value: \$4,000
	11) 15 VIP badges allowing access to the exclusive VIP lounge with open bar and buffet. Value: \$1,500
<b>Total Value of TITLE SPONSORSHIP</b>	\$99,500 + 31,000 exposures

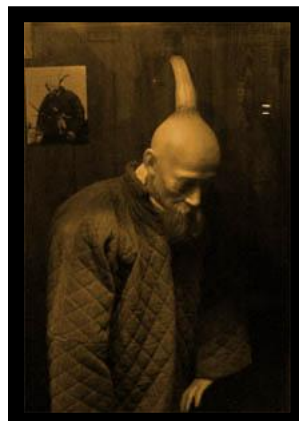
**OFFICIAL SPONSORSHIP  
PLATINUM**

<b>Type of Sponsorship</b>	OFFICIAL SPONSORSHIP PLATINUM LEVEL
<b>Cost of Sponsorship</b>	\$7,500
<b>Cost of Sponsorship 2 Year Contract</b>	\$11,250
<b>Description</b>	As an OFFICIAL SPONSOR, your Product/Service will be the "Official Product/Service" of FREAK SHOW Festival 2011. OFFICIAL SPONSORSHIP status is awarded to multiple sponsors but you will retain product/service exclusivity within your respective product/service category.
<b>Example of Sponsorship</b>	" <i>Your Company's</i> the Official Product/Service of FREAK SHOW Festival 2011"
<b>Available Opportunities</b>	Unlimited, with respect to product/service category.
<b>Benefits of Sponsorship</b>	1) Identification with a unique, new, local event.
	2) <i>Your Company's</i> logo included in all festival social media outlets Value: 15,000 exposures
	3) <i>Your Company's</i> logo included in all printed advertisements Value: \$40,000
	4) <i>Your Company's</i> logo included on the FREAK SHOW Festival website. Value: \$6,000
	5) <i>Your Company</i> can provide two banners with your name and logo to be displayed throughout the perimeter of the festival. Value: 8,000 exposures
	6) <i>Your Company</i> will be provided one 10X10 booth space and tent to sale or display your products/services. Value: \$2,000
	7) 10 VIP badges allowing access to the exclusive VIP lounge with open bar and buffet. Value: \$1,000
<b>Total Value of PLATINUM SPONSORSHIP</b>	\$49,000 + 23,000 exposures



**OFFICIAL SPONSORSHIP**  
**GOLD**

<b>Type of Sponsorship</b>	OFFICIAL SPONSOR GOLD LEVEL
<b>Cost of Sponsorship</b>	\$5,000
<b>Cost of Sponsorship 2 Year Contract</b>	\$7,500
<b>Description</b>	As an OFFICIAL SPONSOR, your Product/Service will be the "Official Product/Service" of FREAK SHOW Festival 2011. OFFICIAL SPONSORSHIP status is awarded to multiple sponsors but you will retain product/service exclusivity within your respective product/service category.
<b>Example of Sponsorship</b>	" <i>Your Company's</i> the Official Product/Service of FREAK SHOW Festival 2011"
<b>Available Opportunities</b>	Unlimited, with respect to product/service category.
<b>Benefits of Sponsorship</b>	1) Identification with a unique, new, local event.
	2) <i>Your Company's</i> logo included in all festival social media outlets Value: 15,000 exposures
	3) <i>Your Company's</i> logo included in all printed advertisements Value: \$40,000
	4) <i>Your Company's</i> logo included on the FREAK SHOW Festival website. Value: \$6,000
	5) <i>Your Company</i> can provide two banners with your name and logo to be displayed throughout the perimeter of the festival. Value: 8,000 exposures
	6) <i>Your Company</i> will be provided one 10X10 booth space and tent to sale or display your products/services. Value: \$2,000
	7) 6 VIP badges allowing access to the exclusive VIP lounge with open bar and buffet. Value: \$600
<b>Total Value of GOLD SPONSORSHIP</b>	\$48,600 + 23,000 exposures



**OFFICIAL SPONSORSHIP**  
**SILVER**

<b>Type of Sponsorship</b>	OFFICIAL SPONSOR SILVER LEVEL
<b>Cost of Sponsorship</b>	\$2,500
<b>Cost of Sponsorship 2 Year Contract</b>	\$3,750
<b>Description</b>	As an OFFICIAL SPONSOR, your Product/Service will be the "Official Product/Service" of FREAK SHOW Festival 2011. OFFICIAL SPONSORSHIP status is awarded to multiple sponsors.
<b>Example of Sponsorship</b>	" <i>Your Company's</i> the Official Product/Service of FREAK SHOW Festival 2011"
<b>Available Opportunities</b>	Unlimited, with respect to product/service category.
<b>Benefits of Sponsorship</b>	1) Identification with a unique, new, local event.
	2) <i>Your Company's</i> logo included in all festival social media outlets Value: 15,000 exposures
	3) <i>Your Company's</i> logo included on the FREAK SHOW Festival website. Value: \$6,000
	4) <i>Your Company</i> can provide two banners with your name and logo to be displayed throughout the perimeter of the festival. Value: 8,000 exposures
	5) <i>Your Company</i> will be provided one 10X10 booth space and tent to sale or display your products/services. Value: \$2,000
	6) 4 VIP badges allowing access to the exclusive VIP lounge with open bar and buffet. Value: \$400
<b>Total Value of SILVER SPONSORSHIP</b>	\$6,600 + 23,000 exposures



**MAIN STAGE SPONSORSHIP**

<b>Type of Sponsorship</b>	MAIN STAGE SPONSOR
<b>Cost of Sponsorship</b>	\$3,500
<b>Cost of Sponsorship 2 Year Contract</b>	\$5,250
<b>Description</b>	FREAK SHOW Festival boasts one music stage both internationally and nationally acclaimed talent acts performing. As the MUSIC STAGE SPONSOR, the stage will be named " <i>Your Company's</i> " Stage, exclusively.
<b>Example of Sponsorship</b>	" <i>Your Company's Stage</i> "
<b>Available Opportunities</b>	1
<b>Benefits of Sponsorship</b>	1) Identification with a unique, new, local event.
	2) <i>Your Company's</i> logo included in all festival social media outlets Value: 15,000 exposures
	3) <i>Your Company's</i> logo included in all printed advertisements Value: \$40,000
	4) <i>Your Company's</i> logo included on the FREAK SHOW Festival website. Value: \$6,000
	5) <i>Your Company</i> can provide one large banner, to be displayed the length of the stage, with your name and logo. Value: 8,000 exposures
	6) <i>Your company</i> will be provided one 10X10 booth space and tent to display your products/services. Value: \$2,000
	7) 8 VIP badges allowing access to the exclusive VIP lounge with open bar and buffet. Value: \$800
<b>Total Value of MAIN STAGE SPONSORSHIP</b>	\$48,800 + 23,000 exposures



**CIRCUS TENT SPONSORSHIP**

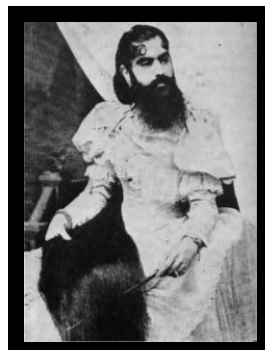
<b>Type of Sponsorship</b>	CIRCUS TENT SPONSOR
<b>Cost of Sponsorship</b>	\$2,500
<b>Cost of Sponsorship 2 Year Contract</b>	\$3,750
<b>Description</b>	FREAK SHOW Festival boasts one music stage both internationally and nationally acclaimed talent acts performing. As the CIRCUS TENT SPONSOR, the stage will be named " <i>Your Company's</i> " Stage, exclusively.
<b>Example of Sponsorship</b>	" <i>Your Company's Stage</i> "
<b>Available Opportunities</b>	1
<b>Benefits of Sponsorship</b>	1) Identification with a unique, new, local event.
	2) <i>Your Company's</i> logo included in all festival social media outlets Value: 15,000 exposures
	3) <i>Your Company's</i> logo included in all printed advertisements Value: \$40,000
	4) <i>Your Company's</i> logo included on the FREAK SHOW Festival website. Value: \$6,000
	5) <i>Your Company</i> can provide one large banner, to be displayed the length of the stage, with your name and logo. Value: 8,000 exposures
	6) <i>Your company</i> will be provided one 10X10 booth space and tent to display your products/services. Value: \$2,000
	7) 8 VIP badges allowing access to the exclusive VIP lounge with open bar and buffet. Value: \$800
<b>Total Value of CIRCUS TENT SPONSORSHIP</b>	\$48,800 + 23,000 exposures





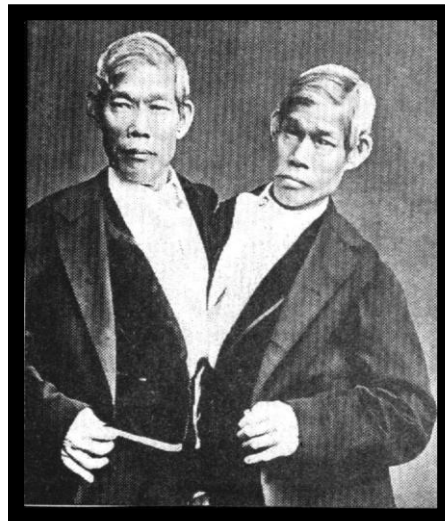
**PIN UP GIRL CONTEST SPONSORSHIP**

<b>Type of Sponsorship</b>	Pin Up Girl Contest SPONSOR
<b>Cost of Sponsorship</b>	\$2,000 + a Grand Prize valued at \$500
<b>Cost of Sponsorship 2 Year Contract</b>	\$3,000 + (2) Grand Prizes valued at \$500 each
<b>Description</b>	FREAK SHOW Festival is offering an exclusive PIN UP GIRL CONTEST opportunity. The PIN UP GIRL CONTEST SPONSOR will enjoy the highest level of visibility throughout the event as well as the extensive marketing and public relations campaign.
<b>Example of Sponsorship</b>	" <i>Your Company's</i> FREAK SHOW Festival Pin Up Girl Contest 2011"
<b>Available Opportunities</b>	1
<b>Benefits of Sponsorship</b>	1) Identification with a unique, new, local event.
	2) Exclusivity as the only PIN UP GIRL CONEST Sponsor
	3) <i>Your Company's</i> logo included in all festival social media outlets. Value: 15,000 exposures
	4) <i>Your Company's</i> name included in all radio commercials. Value: \$30,000
	5) <i>Your Company's</i> name included in all press releases. Value: \$18,000
	6) <i>Your Company's</i> logo included on the FREAK SHOW Festival website. Value: \$6,000
	7) <i>Your Company</i> will be displayed as the backdrop to the Pin Up Girl Contest Stage, Naming that stage the <i>Your Company</i> Stage. Value: 8,000 exposures
	8) <i>Your company</i> will be provided one 10X10 booth space and tent to display your products/services. Value: \$1,000
	9) 4 VIP badges allowing access to the exclusive VIP lounge with open bar and buffet. Value: \$400
<b>Total Value of PIN UP GIRL CONTEST SPONSORSHIP</b>	\$55,400 + 23,000 exposures



**HOTEL SPONSORSHIP**

<b>Type of Sponsorship</b>	ARTIST HOTEL SPONSOR * <i>Must be located downtown</i>
<b>Cost of Sponsorship</b>	Trade
<b>Description</b>	All FREAK SHOW Festival artists will be hosted at your hotel! Seeking 30 room nights, to be used October 14 <sup>th</sup> through October 16 <sup>th</sup> 2011.
<b>Example of Sponsorship</b>	<i>"Your Company"</i> official FREAK SHOW hotel destination!
<b>Available Opportunities</b>	2
<b>Benefits of Sponsorship</b>	1) Identification with a unique, new, local event.
	2) <i>Your Company's</i> logo included in all festival social media outlets Value: 15,000 exposures
	3) <i>Your Company's</i> logo included in all printed advertisements. Value: \$40,000
	4) <i>Your Company's</i> logo and direct link to your hotel's booking engine included on the FREAK SHOW Festival website. Value: \$15,000
	5) <i>Your Company</i> can provide two banners, to be displayed within the festival perimeter, with your name and logo. Value: 8,000 exposures
	6) 10 VIP badges allowing access to the exclusive VIP lounge with open bar and buffet. Value: \$1000
<b>Total Value of HOTEL SPONSORSHIP</b>	\$56,000 + 23,000 exposures



**GOLDEN TICKET SPONSORSHIP**

<b>Type of Sponsorship</b>	Golden Ticket Sponsor <i>*Must have restaurant store front, food trailer location or retail store front.</i>
<b>Cost of Sponsorship</b>	\$500
<b>Description</b>	The "Golden Ticket" is a Promotional Campaign designed to drive high volume traffic to your business location for one exclusive week [before the festival]. We will give you two VIP tickets to the 2011 Freak Show Festival to be given away at random to <i>one</i> paying customer [hidden inside their purchase packaging] during your selected EXCLUSIVE week [beginning on Monday and ending on Sunday]. The Sponsor of each weeks "Golden Ticket" location will receive unlimited mentions via Radio and Social Media outlets; announcing each week's winner on the ending day [Sunday] of their sponsorship week.
<b>Example of Sponsorship</b>	<i>"Your Company"</i> official FREAK SHOW Festival Golden Ticket destination [for the week of]!
<b>Available Opportunities</b>	12
<b>Benefits of Sponsorship</b>	1) Identification with a unique, new, local event.
	2) High volume traffic and SALES encouraged with incentive at your business location. Value: Unlimited Potential!
	3) <i>Your Company's</i> logo included in all festival social media outlets Value: 15,000 exposures
	4) <i>Your Company's</i> logo and direct link to your website included on the FREAK SHOW Festival website under "Sponsors". Value: \$15,000
	5) <i>Your Company</i> can provide two banners, to be displayed within the festival perimeter, with your name and logo. Value: 8,000 exposures
	6) 2 VIP badges allowing access to the exclusive VIP lounge with open bar and buffet. Value: \$200
<b>Total Value of HOTEL SPONSORSHIP</b>	\$15,200 + 23,000 exposures

Thank you for taking the time to review the FREAK SHOW Festival Sponsor Information Packet. If you are interested in any of these sponsorship opportunities or have any questions or comments, please contact [Info@3WayEvents.com](mailto:Info@3WayEvents.com) or (512)494-6824.

