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Last year:
99 Bands including French Kicks, Headlights, Never Shout Never, Chase Pagan, Superfun Yeah Yeah Rocketship, Go Van Gogh, King Thief...
8 Stages including Blueberry Hill, Cicero's, Total attendance: estimated 5,000
Sponsors included Webster University, Boulevard Beer, Fontbonne University and Paste Magazine

Sponsorship Levels

Level 1 :: GOLD

\$7,500+

Logo 1/4 size of the official festival logo and placed above official festival logo on all materials

Ad on official festival Web site and PLAYBACK:stl Web site for 12 months

Logo on all banners at festival site

Dedicated booth at outdoor venue

30 wristbands

Guest list for preview party

Hotel room for festival run

Ad in official program (full page)

Promotional material (provided by sponsor) in goody bag distributed to all bands and V.I.P.s

Promotional material (provided by sponsor) distributed at festival

Logo on official festival wristband

Level 2 :: SILVER

Less than \$7,499

Logo 1/8 size of the official festival logo and placed on all official material where appropriate

Ad on official festival Web site and PLAYBACK:stl Web site for 8 months

15 wristbands

Guest list for preview party

Logo and ad (half page) in official program

Promotional material (provided by sponsor) in goody bag distributed to all bands and V.I.P.s

Promotional material (provided by sponsor) distributed at festival

Level 3 :: BRONZE

Less than \$3,000

Logo 1/16 size of the official festival logo and placed on official poster/text in ads and all other printed material

Ad on official festival Web site and PLAYBACK:stl Web site for 4 months

8 wristbands

Guest list for preview party

Logo and ad (eighth page) in official program

Promotional material (provided by sponsor) in goody bag distributed to all bands and V.I.P.s

Level 4 :: NON METAL

UP TO \$500

Text logo on all official poster

Ad on official festival Web site and PLAYBACK:stl Web site for 2 months

4 wristbands

Guest list for preview party

Logo in official program (half page)

Promotional material (provided by sponsor) in goody bag distributed to all bands and V.I.P.s

Sponsorship Opportunities

Wristband Sponsorship :: \$1,000

Sponsor name/logo on 5,000 wristbands, which will be worn by attendees

- :: Logo on wristband
- :: Logo on all posters and materials used to promote the festival
- :: (see Bronze Sponsorship)

Opening Party Sponsorship :: \$250-1,000

(Presenting and Contributing available)
 A VIP kickoff party will be held at Cicero's on Wednesday evening, Sept. 16 for all sponsors, participating bands, media and wristband holders.

- :: Banner placement in the venue (sponsor provides)
- :: Listing in schedule: "XXXX presents the PLAY:stl opening party"
- :: At least two announcements during the party thanking the sponsor
- :: Logo on all posters and materials used to promote the festival
- :: (see Bronze Sponsorship)

Stage Sponsorship :: \$500-2,000

Each of the individual stages/nights is available for sponsorship; rate varies depending on the size/visibility of the stage.

- :: Banner placement on the stage (sponsor provides)
- :: Listing in schedule: "XXXX presents the XXXX stage"
- :: At least two announcements from the stage thanking the sponsor
- :: Logo on all posters and materials used to promote the festival
- :: (see attached Bronze and Silver Sponsorships)

Festival Guide Sponsorship :: \$1,000

A full-color festival guide will be available for free pickup at all participating venues and at various hotspots in St. Louis.

- :: One full-page ad inside the guide (half-page each if two sponsors)
- :: A quarter-page section somewhere in the guide with sponsor information and logo
- :: Logo on all posters and materials used to promote the festival
- :: (see Bronze Sponsorship)

CD Sampler Sponsorship :: \$500-1,000

CD sampler will feature 20 artist from the festival. We will print 1000. (3 available sponsorships)

- :: Premium advertising space is available on this site; up to three sponsors will be accepted
- :: Logo on all posters and materials used to promote the festival
- :: Logo and information on the official PLAY:stl site (www.playstlfest.com)
- :: (see Bronze Sponsorship)

Panel Sponsorship :: \$500

Panels will take place on Saturday (September 19). They will cover music industry issues.

- :: Logo placement on or near the dais
- :: (see Bronze Sponsorship)

Media Sponsorship :: \$150-750

In-kind print and web advertising by media partners in exchange for a presence at the festival

- :: Banner placement offstage at venues
- :: Distribution of promotional material on festival sites (locations TBD)
- :: Logo on all posters and materials used to promote the festival
- :: (see Bronze Sponsorship)

Material Sponsorship :: Varies

Products, consumables, locations, services...? We are always looking for ways to better PLAY:stl. Your product or location can be part of our festival and we will work out the value and fair exchange with you. Publicity and exposure can be yours! Contact us for further information and discussion.

Website Sponsorship :: \$1,000

The PLAY:stl website is the information hub for the festival. Band, venue, wristband purchase, and schedule information is available on the site. After the festival the site is a valuable location for photographs and a round-up of events.

- :: Sponsor name/logo will appear throughout the PLAY:stl website from June 2009 till March 2010.
- :: Sponsor will have an informational page on the site from May 2009 till March 2010.
- :: Sponsor will receive an advertising package on www.playbackstl.com.
- :: (see Bronze Sponsorship)

WWW.PLAYSTLFEST.COM		
Advertising slots available.		
	FRONT PAGE	ENTIRE SITE
150x200	\$350	\$500
150x400	450	600
468x60	500	700

Ad rates cover full period from May 2009 to March 2010

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