

opportunities. liberty idol.

opportunity

Fit or convenient time;

a time or place favorable for executing a purpose;

a suitable combination of conditions;

suitable occasion;

a chance...

A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty.
Winston Churchill

The only place opportunity cannot be found is in a closed-minded person.
Bo Bennett

1/25/2010



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What is Liberty Idol?

- A combination Karaoke and “American Idol” type contest with cash awards offered to Top 5 contestants. This is the 5th year for the Liberty Idol and 2010 will see even larger crowds than the record breaking numbers from 2009. Last year over 200 people auditioned for their opportunity to win their share of \$6,000. Average weekly crowd sizes were estimated at 3,000 per week with over 6000 people on the final night. Over the course of the summer, 50,000 people visited downtown Liberty to attend Liberty Idol. Crowds are estimated to reach 6,000 – 10,000 by the 2010 final night. Participation and attendance at the event each week is free.
- Liberty Idol 2010 begins with auditions April 3, 10, 17 and 24 and the first show on the main stage downtown beginning April 24th. The final night will be July 3rd. 60 contestants will compete down to the top 5. Winners each week are selected by audience vote and those who make it through are announced that same night. Each week the audience also has an opportunities to win weekly prizes from local sponsors.
- The Ronald McDonald House of the Carolinas is the designated Charity for Liberty Idol 2010.



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Five Levels of Sponsorship Opportunities:

Title Sponsor (Only 1 available)

- Name recognition in all promotional mentions.
- Name recognition on all print and visual advertising including press releases, weekly ballots, Liberty Idol Newsletter. Event will be referred to as the “Your Company” Liberty Idol Contest.
- Website Logo and link
- Tent and Table opportunity at each scheduled event for sales and/or sampling.
- Preferred seating for 8 people at each event.
- Company VIP Badges for 8 people.
- Banner visible on-stage.
- Title Sponsorship of 2nd Annual Liberty Idol Golf tournament July 2nd.
- Additional opportunities may be added based on Media Participation

Package Price - \$10,000



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Five Levels of Sponsorship Opportunities:

Presenting Sponsor (Only 2 available)

- Name recognition in all promotional mentions.
- Name recognition on all print and visual advertising including press releases, weekly ballots, Liberty Idol Newsletter
- Website Logo and Link
- Tent and Table opportunity at each scheduled event with sales and/or sampling.
- Banner visible On-Stage
- Preferred seating for 4 people at each event.
- Company VIP Badges for 4 people.
- Signage and Sponsorship of 2nd Annual Liberty Idol Golf Tournament July 2nd.
- Additional opportunities may be added based on Media Participation

Package Price - \$5,000



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Five Levels of Sponsorship Opportunities:

Gold Sponsor (Only 3 available)

- Name recognition in all promotional mentions.
- Name recognition on all print and visual advertising including press releases, weekly ballots, Liberty Idol Newsletter.
- Website logo
- Tent and Table opportunity at each scheduled event with sales and sampling.
- Banner visible On-Stage
- Preferred seating for 2 people at each event.
- Company VIP Badges for 2 people.
- Hole Sponsorship of 2nd Annual Liberty Idol Golf Tournament, July 2nd.
- Additional opportunities may be added based on Media Participation

Package Price - \$2,500



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Five Levels of Sponsorship Opportunities:

Silver Sponsor (Only 8 available)

- Name recognition in all promotional mentions.
- Name recognition on all print and visual advertising including press releases, weekly ballots, Liberty Idol Newsletter.
- Website logo.
- Tent and Table opportunity at each scheduled event with sales and/or sampling.
- Signage provided for On-Stage presence.
- Preferred seating for 2 people at each event.
- Company VIP Badges for 2 people.
- Additional opportunities may be added based on Media Participation

Package Price - \$1,000



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Five Levels of Sponsorship Opportunities:

Business or Contributing Sponsor

- Name recognition on all print and visual advertising including press releases, weekly ballots, Liberty Idol Newsletter.
- Website name mention.
- Tent and Table opportunity at each scheduled event with sales and/or sampling.
- Signage provided at event
- Additional opportunities may be added based on Media Participation

Package Price - \$600



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Ask about other Sponsorships that
can be catered to your specific
need and...

Thank You For The Partnership

opportunity

1/25/2010

