

PAE Live!

presents

JAZZMOPOLITAN®

A Filipino All-Star JAZZ Collaboration

at the historic
John Anson Ford Amphitheater
2580 Cahuenga Boulevard East
Hollywood, California

SATURDAY, AUGUST 25, 2012 beginning at 6:00PM

*Featuring**
(in alphabetical order)

Mon David
Ner de Leon
Becca Godinez
Tateng Katindig
Louie Reyes
&
Michael Paulo

Mitch Franco
Abe Lagrimas, Jr.
VJ Rosales
Jaclyn Rose
Krystle Tugadi

*Artists Subject to Change/Additional Artists May Be Announced
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SPONSORSHIP PACKAGES

Sponsors of events at the Ford Amphitheater will come in contact with a highly educated, multicultural audiences, patrons who value the importance of partnerships between business and the arts. We welcome your thoughtful consideration of the following sponsorship packages to help you and your business get more visibility.

And, there will be over 2 months worth of advertising time!

GOLD SPONSORSHIP*** - \$1,000.00

Sponsorship includes the following benefits:

- Twenty (20) tickets to the concert with premiere seating
- Ford Electronic Billboard Banner
 - *The LED new, state-of-the-art electronic sign measures 5 ft x 15 ft.*
 - *The billboard is operated continuously, 24 hours/7 days a week*
 - *Value of visibility is **\$10,000/week** per each frame*
 - *Each frame appears for six seconds before changing to the next frame*
 - *On average, a frame containing a sponsor will appear once every 2 minutes*
 - *Information on your event will appear on the electronic sign the week of the concert*
 - *Each partner is allowed to acknowledge their top 2-3 sponsors.*
 - *1.9 million viewers per week from the Hollywood Freeway*
- Logo and/or business name in 14,500+ e-blasts from the Ford website
- Logo on 10,000 postcards distributed in high-traffic outlets
- Logo and/or business name as major sponsor in all press releases and printed program
- Logo and/or business name on all promotional materials (postcards, fliers, etc.)
- Banner placement at Ford Theater during run of show
- Full page ad in Playbill program
- Recognition and thanks from the stage

SILVER SPONSORSHIP*** - \$500.00

Sponsorship includes the following benefits:

- Twelve (12) tickets to concert with premiere seating
- Logo and/or business name in 14,500+ e-blasts from the Ford website
- Logo on 10,000 postcards distributed in high-traffic outlets
- Logo and/or business name as major sponsor in all press releases and printed program
- Logo and/or business name on all promotional materials (postcards, fliers, etc.)
- Full page ad in souvenir program

BRONZE SPONSORSHIP* - \$250.00**

Sponsorship includes the following benefits:

- Six (6) tickets to the concert
- Logo and/or business name as sponsor in all press releases and printed program
- Logo and/or business name on all promotional materials (postcards, fliers, etc.)
- Logo on 10,000 postcards distributed in high-traffic outlets
- Full page ad in souvenir program

ADVERTISEMENTS

Full Page Ad - \$100.00

Two (2) tickets to the concert

*****Tax Deduction**

The John Anson Ford Amphitheatre is a L.A. County run facility under the direction of the L.A. County Board of Supervisors. ***Your sponsorship is TAX DEDUCTIBLE.*** The Ford Theatre Foundation is a registered non-profit organization with Tax Identification Number 95-450031 (see accompanying documents) who has agreed to act as the fiscal receiver for Jazzmopolitan and other PAE Live! Concerts at the Ford Amphitheatre.



Becca Godinez



Mon David



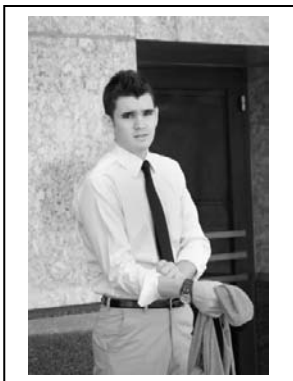
Louie Reyes



Ner de Leon



Tateng Katindig



Mitch Franco



Krystle Tugadi



VJ Rosales



Jaclyn Rose



Abe Lagrimas, Jr.

FORD THEATRE DEMOGRAPHICS

The following are key results of audience analysis from ticket buyer records as of October 2008

| | |
|---|---|
| <p>INCOME</p> <ul style="list-style-type: none">12.8% - \$70,000 - \$79,99911.5% - \$125,000 - \$149,99910.9% - \$50,000 - \$59,9999.7% - \$60,000 - \$69,9999.7% - \$1000,000 - \$124,9997.9% - \$40,000 - \$49,9997.5% - \$80,000 - \$89,9997.2% - >\$149,999 <p>EDUCATION LEVEL (Head of Household)</p> <ul style="list-style-type: none">44.3% - Completed College35.1% - Complete High School20.4% - Completed Graduate School <p><i>Above percentages are similar to educational level of additional individuals in household.</i></p> <p>AGE GROUP</p> <ul style="list-style-type: none">32% - Ages 50 – 5926% - Ages 40 – 4916% - Ages 30 – 3915% - Ages 60 – 695% - Ages 20 – 294% - Ages 70 – 792% - Ages 80 – 89 <p>GENDER</p> <ul style="list-style-type: none">49.8% Male32.8% Female <p>MARITAL STATUS</p> <ul style="list-style-type: none">51% - Married34.7% - Single <p>TOP 3 AGE GROUPS FOR CHILDREN</p> <ul style="list-style-type: none">34% - Ages 4 – 1014.5% - Age 1711.5% - Age 167.6% - Age 15 | <p>ETHNICITY</p> <ul style="list-style-type: none">29.1% - Hispanic28.5% - Northern European9.8% - Scottish/Irish7.7% - German6.7% - Asian6.4% - Jewish2.3% - African American1.4% - Arab1.3% - Asian (non-Oriental)1.7% - French2.6% - Italian.8% - Polynesian1.3% - Southern European <p>LIFE EVENTS OF FORD PATRON</p> <ul style="list-style-type: none">39.5% - Working Woman31.6% - Senior Adult in Household15.5% - Young Adult in Household7% - Single Parent <p>OCCUPATION OF FORD PATRON</p> <ul style="list-style-type: none">38.6% - Professional/Technical14.3% - Medical Professional12.6% - Clerical/White Collar10.1% - Administration/Managerial <p>BUYING HABITS & INTERESTS</p> <ul style="list-style-type: none">91.8% - Home Owner8.2% - Renter <p>VEHICLE OF FORD PATRON (Top 3)</p> <ul style="list-style-type: none">18.1% - Toyota14.8% - Honda14.2% - Ford |
|---|---|

FORD THEATRE DEMOGRAPHICS

GROUP BUYING HABITS (Top e)

- 36.7% - Electronic/Home/Office
- 20.4% - Gardening
- 13.8% - Sports & Leisure

INDIVIDUAL BUYING HABITS (Top 3)

- 46.4% - PC Owner
- 25.3% - Health & Beauty
- 17.8% - Home & Garden

GROUP INTERESTS (Top 5)

- 18.4% - Home Improvement
- 18.2% - Reading
- 16.7% - Cooking & Food
- 12.9% - Travel
- 12.3% - Exercise & Health

INDIVIDUAL INTERESTING (Top 5)

- 7.3% - Computers
- 7.2% - Consumer Electronics
- 7.2% - Home Furnishings
- 5.5% - Reading
- 5.0% - Gardening

FORD PATRON

COMMUNITY CLUSTER OVERVIEW

26% - Prime of Lifers -

L.A. Community's Largest Demographic Cluster

19% - Mom Stays at Home -

Married homeowners with school age children

18% - Just Getting Started -

28 years old average; L.A. Cultural consumers

12% - Both Parents Work -

Average Age: 55; Average Income \$88,000 - \$98,000

10% - Single Parents -

Unmarried with children in household

8% - High Achiever Families -

Best Educated, Oldest, Wealthiest

7% - Midlife & Unattached -

Average Income: \$45,000 - \$55,000

FORD
SPONSORSHIP INFORMATION

Due Dates

All sponsorships for “Jazzmopolitan” are to be finalized by **Friday, July 20, 2012** and shall be processed on a first come basis. This includes submission of business logo(s) which should be sent in high-resolution 600 dpi as a jpeg downloadable image.

A Note about the Ford Website (www.fordtheatres.org) :

The Ford is a County of Los Angeles institution and its Web site is subject to County advertising and hotlink policy. The logos of sponsors of events may be displayed on the event page on the site – suggested no more than top five sponsors because as this is considered privileged placement – BUT in most cases no link to their Web sites is permitted. Exceptions include links to commercial enterprises that market tickets or other means of access to the Ford or foster participation in its programs. Sponsor logos/links must be submitted for approval before the logo/link is to appear.

Ads:

All ads must be submitted as camera ready artwork and are due as **FRIDAY, AUGUST 3, 2012**.

Souvenir PLAYBILL Program Ad Sizes:

8.5” x 5.5” with ½” border (Full page, no bleed)
4.75” x 5.5” with ½” border (Half page, no bleed)
600 dpi – Black & White
Submitted as pdf or jpeg file via email to

TED@TDRZ.NET or
PAELIVE@TDRZ.NET

SPONSORSHIP FORM

“jazzmopolitan™”

Business Name: _____

Business Address: _____
[Cannot be P.O. Box]

Contact Information - Name: _____

Phone (day) _____ Email _____

I/We would like to support “Jazzmopolitan” at the Ford by becoming a sponsor as follows [please check one]

_____ GOLD Sponsorship (\$1,000.00)

_____ SILVER Sponsorship (\$500.00)

_____ BRONZE Sponsorship (\$250.00)

_____ FULL PAGE Ad (\$100.00)

Signature: _____

Printed Name: _____

Date: _____

Please complete and return this form to PAE, LLC
Post Office Box 662149, Los Angeles, Ca. 90066
CONTACTS: Ted I. Benito (310) 710-8390 / E: TED@TDRZ.NET

SPONSORSHIP FORM
“JAZZMOPOLITAN™”

AGREEMENT

Our/My company _____ hereby contracts for sponsorship of “Jazzmopolitan” as specified in the Sponsorship Form submitted herewith.

We/I have read the sponsorship description and understand benefits are exactly those stated in writing. Any extra obligation(s) from either us or PAE Live! will be set forth in writing and will be mutually agreed upon by both parties. In the event is postponed due to any unforeseen circumstance, the sponsorship will be retained by PAE Live! until the event can be re-scheduled. I understand that sponsorship activity at the performance venue is under the rules and regulations of the Ford Theatre.

I understand that all payments must be in the form of business check(s) or cashier’s check(s) made payable to **“FORD THEATRE FOUNDATION”** (memo line: JAZZMOPOLITAN!) and should be sent to the following business address:

PAE, LLC
POST OFFICE BOX 662149
Los Angeles, CA 90069

Sponsorship is not confirmed until completed Sponsorship Form together with payment in full is received by PAE, LLC.

Signature of Authorized Company Representative

Title

Print Name

Date

Please leave blank for PAE Authorized Representative and return signature

Please complete and return this form to PAE, LLC
Post Office Box 662149, Los Angeles, Ca. 90066
CONTACTS: Ted I. Benito (310) 710-8390 / E: TED@TDRZ.NET