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
*Jazzmopolitan is a registered trademark owned by PAE, LLC. All Rights Reserved
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.
FORD THEATRE DEMOGRAPHICS

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

<table>
<thead>
<tr>
<th>INCOME</th>
<th>ETHNICITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>$70,000 - $79,999</td>
<td>29.1% - Hispanic</td>
</tr>
<tr>
<td>$125,000 - $149,999</td>
<td>28.5% - Northern European</td>
</tr>
<tr>
<td>$50,000 - $59,999</td>
<td>9.8% - Scottish/Irish</td>
</tr>
<tr>
<td>$60,000 - $69,999</td>
<td>7.7% - German</td>
</tr>
<tr>
<td>$1000,000 - $124,999</td>
<td>6.7% - Asian</td>
</tr>
<tr>
<td>$40,000 - $49,999</td>
<td>6.4% - Jewish</td>
</tr>
<tr>
<td>$80,000 - $89,999</td>
<td>2.3% - African American</td>
</tr>
<tr>
<td>&gt;$149,999</td>
<td>1.4% - Arab</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EDUCATION LEVEL</th>
<th>LIFE EVENTS OF FORD PATRON</th>
</tr>
</thead>
<tbody>
<tr>
<td>44.3% - Completed College</td>
<td>39.5% - Working Woman</td>
</tr>
<tr>
<td>35.1% - Complete High School</td>
<td>31.6% - Senior Adult in Household</td>
</tr>
<tr>
<td>20.4% - Completed Graduate School</td>
<td>15.5% - Young Adult in Household</td>
</tr>
<tr>
<td></td>
<td>7% - Single Parent</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AGE GROUP</th>
<th>OCCUPATION OF FORD PATRON</th>
</tr>
</thead>
<tbody>
<tr>
<td>32% - Ages 50 – 59</td>
<td>38.6% - Professional/Technical</td>
</tr>
<tr>
<td>26% - Ages 40 – 49</td>
<td>14.3% - Medical Professional</td>
</tr>
<tr>
<td>16% - Ages 30 – 39</td>
<td>12.6% - Clerical/White Collar</td>
</tr>
<tr>
<td>15% - Ages 60 – 69</td>
<td>10.1% - Administration/Managerial</td>
</tr>
<tr>
<td>5% - Ages 20 – 29</td>
<td></td>
</tr>
<tr>
<td>4% - Ages 70 – 79</td>
<td></td>
</tr>
<tr>
<td>2% - Ages 80 – 89</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GENDER</th>
<th>BUYING HABITS &amp; INTERESTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>49.8% Male</td>
<td>91.8% - Home Owner</td>
</tr>
<tr>
<td>32.8% Female</td>
<td>8.2% - Renter</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MARITAL STATUS</th>
<th>VEHICLE OF FORD PATRON (Top 3)</th>
</tr>
</thead>
<tbody>
<tr>
<td>51% - Married</td>
<td>18.1% - Toyota</td>
</tr>
<tr>
<td>34.7% - Single</td>
<td>14.8% - Honda</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TOP 3 AGE GROUPS FOR CHILDREN</th>
<th>VEHICLE OF FORD PATRON</th>
</tr>
</thead>
<tbody>
<tr>
<td>34% - Ages 4 – 10</td>
<td>14.2% - Ford</td>
</tr>
<tr>
<td>14.5% - Age 17</td>
<td></td>
</tr>
<tr>
<td>11.5% - Age 16</td>
<td></td>
</tr>
<tr>
<td>7.6% - Age 15</td>
<td></td>
</tr>
</tbody>
</table>

Above percentages are similar to educational level of additional individuals in household.
# FORD THEATRE DEMOGRAPHICS

<table>
<thead>
<tr>
<th>GROUP BUYING HABITS (Top e)</th>
<th>FORD PATRON COMMUNITY CLUSTER OVERVIEW</th>
</tr>
</thead>
<tbody>
<tr>
<td>36.7% - Electronic/Home/Office</td>
<td><strong>26% - Prime of Lifers -</strong></td>
</tr>
<tr>
<td>20.4% - Gardening</td>
<td>L.A. Community’s Largest Demographic Cluster</td>
</tr>
<tr>
<td>13.8% - Sports &amp; Leisure</td>
<td><strong>19% - Mom Stays at Home -</strong></td>
</tr>
<tr>
<td></td>
<td>Married homeowners with school age children</td>
</tr>
<tr>
<td></td>
<td><strong>18% - Just Getting Started –</strong></td>
</tr>
<tr>
<td></td>
<td>28 years old average; L.A. Cultural consumers</td>
</tr>
<tr>
<td></td>
<td><strong>12% - Both Parents Word –</strong></td>
</tr>
<tr>
<td></td>
<td>Average Age: 55; Average Income $88,000 - $98,000</td>
</tr>
<tr>
<td></td>
<td><strong>10% - Singe Parents –</strong></td>
</tr>
<tr>
<td></td>
<td>Unmarried with children in household</td>
</tr>
<tr>
<td></td>
<td><strong>8% - High Achiever Families –</strong></td>
</tr>
<tr>
<td></td>
<td>Best Educated, Oldest, Wealthiest</td>
</tr>
<tr>
<td></td>
<td><strong>7% - Midlife &amp; Unattached –</strong></td>
</tr>
<tr>
<td></td>
<td>Average Income: $45,000 - $55,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>INDIVIDUAL BUYING HABITS (Top 3)</th>
<th>GROUP INTERESTS (Top 5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>46.4% - PC Owner</td>
<td>18.4% - Home Improvement</td>
</tr>
<tr>
<td>25.3% - Health &amp; Beauty</td>
<td>18.2% - Reading</td>
</tr>
<tr>
<td>17.8% - Home &amp; Garden</td>
<td>16.7% - Cooking &amp; Food</td>
</tr>
<tr>
<td></td>
<td>12.9% - Travel</td>
</tr>
<tr>
<td></td>
<td>12.3% - Exercise &amp; Health</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>INDIVIDUAL INTERESTING (Top 5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.3% - Computers</td>
</tr>
<tr>
<td>7.2% - Consumer Electronics</td>
</tr>
<tr>
<td>7.2% - Home Furnishings</td>
</tr>
<tr>
<td>5.5% - Reading</td>
</tr>
<tr>
<td>5.0% - Gardening</td>
</tr>
</tbody>
</table>
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