

PURE HEAT ATLANTA PRIDE WEEKEND

August 31-September 6, 2011 | ATLANTA, GEORGIA

Delivered by Traxxx Girls, Inc. & Traxxx Atlanta



sponsorship proposal

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Labor Day Weekend, an annual holiday devoted to the recognition of working people's contribution to society; gives Pure Heat, an annual festival, the opportunity to entice people from all walks of life embodied with celebrating life, love, unity and community activism with pride. Under the umbrella of Atlanta Pride Weekend, Pure Heat host a stellar production of entertainment events while In the Life Atlanta and The Vision Community Foundation seminars and hands on community service highlight Health, Wellness, Environment Protection, Youth Mentoring, HIV/AIDS Initiatives, Educational Advancement and Homeless Transitional Outreach. Our segway in the United States top two buying powered demographics, (1. African American \$810 Billion, 2. LGBT \$741 Billion, Consumer Reports. 2008) cements Pure Heat's influence creating strategic brand awareness, recognition and loyalty.

For Event attendees and Sponsors alike, Pure Heat, Atlanta Pride Weekend is EPIC. Six days and nights, 75,000 event attendees, 25 indoor and out door entertainment events, communal accountable seminars & workshops, HIV/AIDS rapid results testing, vendors marketplace with over \$1million in economic and philanthropic impact generated for the city of Atlanta.

The media takes pleasure in capturing the festival too, with over 120 million impressions slated to be captured captured in press and promotion across viral, radio, digital, analog, televised, outdoor, print and online outlets. This coverage drives Pure Heat Social Networking amd database subscriptions in record numbers totaling more than 150, 000 fans and continuously growing as the event nears.



Why Sponsor? Sponsorship provides a great means of broadening your competitive edge by improving your company's image, prestige and credibility by supporting events that your target market finds attractive. In recent years, corporate sponsorship has become the fastest growing type of marketing in the United States.



Cover: The crowd raves at Pure Heat 2010 under the sounds of R&B Sensation Ciara on the Belvedere Mainstage..

Sponsor Benefits with Pride



Sustainable Brand Recognition	BRONZE	SILVER	GOLD	PLATINUM	PURE HEAT
Contribution	\$5000+	\$10,000+	\$20,000+	\$35,000+	\$50,000+
Category Exclusivity					
Rights to have <i>Official Product</i>					
Non-Profit/Cause Overlay					
Company Name & Logo Listed in e-Newsletters					
Logo on APW Website w. Hyperlink					
Licensed Use of <i>Official Sponsor Logo</i>					
On Site Signage					
On-Site Sampling					
On-Site Kiosk					
Vendor's Market Place Booth					
Display Rights					
On- Site Sales Rights					
Logo Placement in Pure Heat Video					
Brand Commercial on Pure Heat Screens			:15	:30	:60
Full Page Ad In Pride Guide					
Half Page Ad in Pride Guide					
Logo on Event Tickets					
Logo on Event Wristbands					
Logo on Staff & Volunteer T-Shirts					
Photography/ Footage Release					
Use of Property Volunteers					
Celebrity Performance/Appearance					
National TV Commercial					
Radio Commercial					
Outdoor Billboard					
PA Announcements	2	4	6	8	12
Social Media Promotions					
Sponsor Branded Event VIP Lounge					
Sponsor Branded VIP Mainstage Section					
Customized Decor For Main Stage					
Customized Decor for VIP Lounge					
VIP Tickets to Pure Heat	4	6	8	10	14
Hospitality Suite Sponsor					
Logo on Gift bags					
Logo On Event Staff & Volunteer Shirts					
Marketing Materials in Gift Bags					

PURE HEAT ATLANTA PRIDE WEEKEND SPONSORSHIP AGREEMENT

Pure Heat Sponsor is a principal supporter of Pure Heat Atlanta Pride Weekend 2011. The Sponsor wishes to provide financial support for Pure Heat in return for which Pure Heat will provide to the Sponsor a range of marketing opportunities and other services. The Event Sponsor will receive maximum media exposure before, during and after Atlanta Pride Weekend as outlined in the benefits portio. Sponsor support will go towards assisting the marketing, advertising, promotions, event management, event production, public relations branding of sponsor and sponsee.

Sponsorship Level : _____ Sponsor Investment : \$ _____ .00

EXPOSURE

Pure Heat will provide highest profiles to identify an Event Sponsor on all Pure Heat website pages, correspondence, announcements, banner/poster displays, support vehicle and ground support station signs, and selected promotional items (videos, internet broadcasts, flash trailers). A Flash-based animation will be made for each Event Sponsor, connecting them with this event.

DURATION

The agreement is affective upon sign-on, to at least one month after the event. Promotional media sold after the event will also acknowledge the support of all sponsors, with priority/high profile positions available for Event Sponsors

Pure Heat RESPONSIBILITIES

Pure Heat will arrange staff to plan, organize, market, promote, conduct and evaluate the event. Pure Heat will recognize the Event Sponsor and provide exposure as noted in the PREAMBLE. Pure Heat will adhere to the Event Sponsor's rules, restrictions and goals, respecting their identity. This may be attached as an Appendix to this document and noted as such on this agreement.

SPONSOR RESPONSIBILITIES

The Event Sponsor will provide funds in full within 45 days of this Agreement date, or on terms mutually-agreed-upon, and noted in an attached Schedule. The Event Sponsor provides high resolution logo/imagery and/or text that can be used by Pure Heat for this event. The Event Sponsor may associate this annual event weekend within their own marketing and promotional plans.

TERM and TERMINATION

This Agreement shall be effective from the date of the Event Sponsor's athorized signature up to one month at the conclusion of the race. Either party may terminate this agreement in writing with thirty days notice in the event that the other party substantially fails to perform and observe all or any of the Agreements terms, or if the other party enters into liquidation whether compulsory or voluntary. Pure Heat shall be entitled to terminate this Agreement, in writing, if monies due and payable under this Agreement (whether demanded or not) have not been paid in full on the due date for payment.

NOTICES

All notices required or permitted under this Agreement shall be deemd as duly sent by email or postage prepaid as follows:

If to Pure Heat Atlanta Pride Weekend:

avianpr@gmail.com AND/OR mel522@gmail.com |Pure Heat Atlanta Pride Wknd c/o Traxx Girls, Inc. PO Box 162112 Atlanta Georgia 30321

Event Sponsor:

email: _____

address: _____

ASSIGNMENT

This agreement is not assignable in whole or in part by any party without written consent of the other party.

ENTIRE AGREEMENT

This Agreement contains the entire understanding between the parties and supersedes any and all agreements, arrangements, communications, or representations, whether oral or written. This Agreement can be ammended, altered, modified or changed when approved in writing and signed by both parties.

AGREEMENT BETWEEN

Agreement dated this _____ day, year 20____, between Pure Heat Atlanta Pride Weekend whose principal place of operation is at PO Box 162112 Atlanta Georgia 30321 678-368-6435

Authorized signature (and printed name and position)

Name: _____ Position: _____

and

(the 'Event Sponsor')

whose principal place of operation is at

whose principal contact is

Authorized Event Sponsor signature _____

Print Name: _____ Position: _____

DATED: _____

