

Winter Explosion 2009



Sponsorship Opportunities





Winter Explosion (WE) is a 3-Day/4-Night, All-inclusive, recreational winter holiday weekend event for the African American Lesbian and Gay and Transgender (LGBT) Community. Founded in 1995, **WE** has evolved into the largest and longest-running black, gay winter getaway in existence. **WE** provides attendees with not only the opportunity to socialize and celebrate themselves, but also creates a unique space for substantive education and powerful networking around causes, issues and opportunities of interest and relevance to this niche community. All of this is done in an environment that is nurturing and festive.

For 2009, Winter Explosion will take place President's Day Weekend, Friday, February 13 through Monday, February 16, 2009 at the Hudson Valley Resort in Kerhonkson, NY. During the **WE** weekend, guests will experience an array of activities including educational seminars and workshops, skiing and snow boarding, dance parties, film screenings, a fashion show, an indoor beach party, a poetry slam, talent showcases, a worship service and even a Vendor's Marketplace where goods and services are exposed to over 700 actively-engaged attendees.

Each year **WE** features multiple live performances by a national recording artists. This year, **WE** proudly presents a special Sunday night performance by *American Idol* **Fantasia** during a charity concert.

DEMOGRAPHICS AND OTHER WE FACTS:

WE is owned and operated by Private Stock Entertainment, LLC, a full service production agency headed by longtime entertainment and convention industry veteran, Don Johnson.

WE is 65% Male, 35% Female. 73% of **WE** attendees between the ages of 30 and 45. Over 44% of **WE** attendees earn more than \$60,000 annually with that same number applying to attendees owning their own homes. More than 56% of **WE** attendees are college educated with 21% earning advance degrees. People come from around the nation to attend Winter Explosion with the greatest concentration from the NE Region: **DC: 24%, NY/NJ: 18%, Atlanta: 14%, Texas: 12%, Chicago: 8%**. Other strong **WE** market are Philadelphia, Los Angeles and Florida.

EVENT HIGHLIGHTS

CONCERT EVENTS

featuring

American Idol

FANTASIA

and

Broadway Diva

ELISABETH WITHERS



“Fantasia”

WE’s *Grand Finale* night has come to be known as the “crown jewel” of the weekend, punctuated by a riveting concert performance. Characterized by a unique attire “theme”, spectacular opening reception (available for independent sponsorship), a uniquely intimate and exclusive setting, *this concert event is considered by many to be the highlight of the weekend!* This is the event that truly separates Winter Explosion from other events just by the sheer *caliber* and notoriety of performers... **Patti LaBelle, Chaka Khan, Faith Evans, Martha Wash, Jennifer Holliday, Regina Belle, Ann Nesby, Rachelle Farrell, Vesta** and others have all performed on the WE stage this special night. In 2009, that tradition continues when **Fantasia** takes WE *by storm* as only she can.

In 2007, WE began “partying with a purpose”, transforming this Sunday gala into a “*night of giving*”. The public is invited to attend with concert proceeds donated to a pre-selected charity who is also the recipient of the “Larry C. Harrod Community Service Award”. Each of the past two years, 2007 and 2008, Winter Explosion has donated \$7,500, while challenging attendees, service partners and vending organizations to make direct donations as well.

The goal for 2009 is to increase this amount to at least \$10,000.

Saturday evening at WE is a night of just plain “fun”. The *Urban Lounge* features exceptional talent from the audience with the, now infamous, “Winter Explosion Idol” talent competition. A sizzling hot fashion show featuring top designers follows. The event concludes with an electrifying concert featuring a hot, current national recording artist. The “The Color Purple” theme will permeate the entire WE09 weekend. The Saturday night artist is none other than the woman who breathed life into the sexy “Shug Avery” character in the hit “Color Purple” Broadway musical: **Elisabeth Withers**.



Elisabeth Withers

EVENT HIGHLIGHTS *continued*



Friday Night Pajama Jammy Jam

This event sets the tone for the weekend, as guests slip into comfortable PJ's, order their favorite cocktails and let the games begin! Later guests dance until the sun comes up on two electric dance floors.

Fashion Show

WE hosts a dazzling fashion show that spotlights the hottest and most innovative designers on the planet. The show features professional models as well as WE guests of all shapes and sizes living out 'runway fantasies'.



Seminars / Workshops

WE is committed to improving the lives of its attendees by offering workshops on health, physical wellness, spirituality, finances and overall lifestyle wellness. Guest panelists from around the country representing a variety of LGBT and other organizations, industries and business bring expertise in these special sessions.

Film Screenings

Feature and independent films revolving around LGBT and African-American themes run around the clock for guests to view at their convenience. Previous screenings featured HBO's *Lackawanna Blues* and *Punks*. In 2007 Winter Explosion was selected for an exclusive premier screening of *Dirty Laundry*.



JT's Annual Beach Party featuring "The Hot Body Contest"

One of the most popular events of the weekend. Guests escape the winter cold with this scorching hot event! Beginning poolside, guests then move to the expansive Ballroom for the highlighted "Hot Body Contest". Both men and women compete with winners receive an array of prizes, including complimentary tickets to next year's WE event.





Sponsorship Opportunities

TITLE SPONSORSHIP

Advertisement/Promotional Benefits:

- Category/Level exclusivity
- Event will be called [*Sponsor Name with Logo*] presents Winter Explosion 2009 (to appear on all promotional material to include but not limited to, flyers, posters, website, email blasts to over 5,000 prospective attendees, etc.)
- Press Release with full sponsorship description
- Website ad with premier, homepage placement (Winter Explosion website received more than 100,000 hits from Oct 2007 through the end of February 2008)
- Sponsor recognition at no less than three (3) pre-departure promotional events in one or more of the following markets: *NY, PHL, DC, ATL, CHI*
- Opportunity to feature sponsor video messaging on all 12-14 buses traveling *to* and *from* event
- Other branding opportunities on all 12-14 buses (e.g. bus wrap or custom sponsor logo/promotion on seat headrest)

Onsite Benefits:

- Category/Level exclusivity
- Sponsor recognition on exterior and interior “Welcome” Banners (2 Placements) and Posters (4 Placements)
- Opportunity to distribute promotional material in event goodie bag distributed to all attendees
- Sponsor recognition on Souvenir Book Cover distributed to 1,000 attendees, vendors, contractors, sponsors and at other events
- Sponsor ad: full page color ad in Souvenir Book with premier placement (back cover)
- Opportunity for Sponsor Display in high traffic areas separate from Vendors Marketplace
- Sponsor recognition by event emcee at the beginning of each onsite event
- Opportunity for sponsor representative to address attendees at event Opening Ceremony and at one (1) other event to be selected
- Personalized placard to identify VIP seating for eight (8) at event concert(s)
- Four (4) VIP Weekend packages to include accommodations along with entry to all events

Sponsor Commitment: \$25,000

TITLE SPONSORSHIP: FEATURED CONCERT



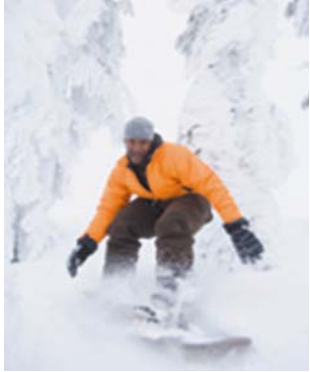
Advertisement/Promotional Benefits:

- Category/Level exclusivity
- Event will be called [*Sponsor Name with Logo*] presents **Fantasia Live in Concert at Winter Explosion 2009** (*to appear on all concert promotional material to include but not limited to, flyers, posters, website, email blasts to over 5,000 prospective attendees, etc.*)
- Press Release with full sponsorship description
- Website ad with homepage placement (Winter Explosion website received more than 100,000 hits from Oct 2007 through the end of February 2008)
- Sponsor recognition at no less than one (1) pre-departure promotional event in one or more of the following markets: NY, PHL, DC, ATL, CHI
- Opportunity to feature sponsor video messaging on all 12-14 buses traveling *to* and *from* event

Onsite Benefits:

- Category/Level exclusivity
- Opportunity to distribute promotional material in event goodie bag distributed to all attendees
- Sponsor ad: full page color ad in Souvenir Book with prime placement
- Opportunity for Sponsor Display at concert venue
- Sponsor recognition by event emcee at the beginning of concert
- Opportunity for sponsor representative to address attendees at concert
- Personalized placard to identify VIP seating for four (4) at event concert(s)
- Two (2) VIP Weekend packages to include accommodations along with entry to all events

Sponsor Commitment: \$15,000

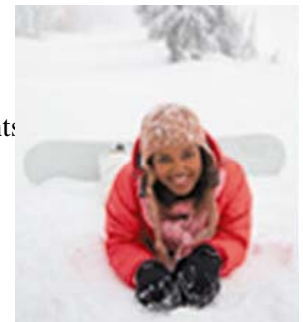


PREMIUM EVENT SPONSORSHIPS

A sponsor may consider hosting one of the WE “Premium” Weekend Events as follows:

**Pajama Jammy Jam with “Return To Paradise” Concert Performance by National Recording Artist
The Urban Lounge with Fashion Show and *Elisabeth Withers* Concert
JT’s Beach Party with “Hot Body” Contest**

- Listed in event title as follows -- <Event Title> presented by <Sponsor Name>
- Opportunity for sponsor to prominently display banner at event site
- Listing with logo as Premium Event Sponsor on WE Website
- Opportunity to distribute promotional material in event goodie bag distributed to all attendees
- Sponsor recognition on Sponsor Page of Souvenir Book distributed to 1,000 attendees, vendors, contractors, sponsors and at other events
- Sponsor ad: ½ page color ad in Souvenir Book
- Opportunity for Sponsor Display at event site
- Sponsor recognition by event emcee at the beginning of event
- Opportunity for sponsor representative to address attendees at event Opening
- One (1) VIP Weekend (Single or Double Occupancy) Package to include accommodations along with entry to all events
- Personalized placard to identify VIP seating for two (2) at event
- **Sponsor Commitment: \$5,000** (*per event*)





GOLD EVENT SPONSORSHIPS

A sponsor may consider hosting one of the WE “Gold” Weekend Events as follows:

Film Festival

“Fit For Life” Aerobics Program

“Health & Wellness” Workshop (1 of 4)

“Stone Soul Karaoke”

“For Ladies Only” Event

- Listed in event title as follows -- <Event Title> presented by <Sponsor Name>
- Opportunity for sponsor to prominently display banner at event site
- Listing with logo as Gold Event Sponsor on WE Website
- Opportunity to distribute promotional material in event goodie bag distributed to all attendees
- Sponsor recognition on Sponsor Page of Souvenir Book distributed to 1,000 attendees, vendors, contractors, sponsors and at other events
- Sponsor ad: 1/3 page color ad in Souvenir Book
- Opportunity for Sponsor Display at event site
- Sponsor recognition by event host at the beginning of event
- Opportunity for sponsor representative to address attendees at event Opening
- One (1) VIP Weekend (Double Occupancy) Package to include accommodations along with entry to all events
- **Sponsor Commitment: \$3,000** (*per event*)



Other Sponsorship Opportunities

Winter Explosion is glad to entertain other opportunities to partner with interested sponsors for an event-related, mutually benefiting collaboration. A sponsorship arrangement can be developed that is tailored to the specific needs and characteristics of the partnership. Please contact Winter Explosion official to explore the possibilities:

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