

# MGL SPONSORSHIP PROPOSAL

FOR THE 2008 MGL SPRING FUNDRAISER WEEK, DURING  
THE 2008 SXSW MUSIC FESTIVAL

Monday March 10<sup>th</sup>, 2008 – Sunday March 16, 2008

*(Benefiting the Austin music community including the Austin Music Foundation, the East Caesar Chavez Neighborhood, and the Music Gym & Lounge Co-Op)*

## **ACTIVITY / EVENT**

*The 2008 MGL Spring Fundraiser is a week-long series of parties, concerts and events promoting awareness and raising funds for The Music Gym & Lounge, a musician's co-op and live venue located on 6<sup>th</sup> street in downtown Austin, Texas. The co-op offers valuable resources to musicians at affordable costs. The Music Gym is seeking sponsorship from local and national businesses, and is offering sponsors an on-site booth at the venue for products and promotional materials, listing on all advertising and press for the event, and highly visible signage on both Austin's 6<sup>th</sup> Street and Interstate Highway 35. A portion of the sponsorship money raised will be donated to the *Austin Music Foundation* and the *East Caesar Chavez Neighborhood*.*

## **PARTICIPANTS**

This year's notable participants feature: *Toyota's Scion* presenting a 5 hour showcase by the nationally-acclaimed Graffiti Art Group from *Shriimp.com*; *The Texas Roller Girls* presenting a full-contact wrestling match; *UGHH.com* presenting a live Hip Hop stage featuring *7L & Esoteric*, *Done Deal*, and more; *Frank 151 Magazine* presenting hip hop legend *Pete Rock*; A movie screening of the Los Angeles music documentary *Primal Rap*; A DVD-signing and photo opportunity with adult superstar *Ron Jeremy* and Co-Star *Penny Flame* along with L.A. director *Justin Dittrich*; The nationally touring band *Plumerai* (cover of *Performer Magazine*, November 2007); *Casey Desmond* (cover of *Improper Bostonian*, December 2007); *Lovewhip* (popular nationally-touring band); *Frank Smith* (popular nationally-touring, Austin-based band); *Tia Carrera* (popular Austin-based band); *No Comply Skate Demo* (presented by *No Comply*, a local Austin skate shop); *Telepathic Tattoo Convention* (local Austin Tattoo Shop); Many other national and local bands and artists.

## **SPECTATORS & CLUB CAPACITY**

The club holds approximately 300 people, including a small stage indoors and a larger stage and performance area outdoors. We expect to be at or near capacity the entire week, with a potential 3,000 patrons during the course of the week, and tens of thousands of fans exposed to our billboards and sponsors during that time period. In addition, on Saturday, March 15th and Sunday, March 16<sup>th</sup>, we will have a permit to close the adjacent alley, thus increasing capacity and exposure during those days.

## **PUBLICITY FOR SPONSORS**

Sponsors will have a great opportunity to expose their brands and products to thousands of potential customers. Sponsors will receive a promotional booth for products and materials, highly-visible signage on 6<sup>th</sup> Street and IH35, and will be included as featured sponsors on all press materials, flyers, and posters.

## **OTHER METHODS OF PUBLICITY**

- The Music Gym will send out an email blast announcement to an approximately 20,000 person Austin database 2 weeks prior to the event, which all sponsors will be featured on.
- Sponsors will also get a banner on The Music Gym's website for 1 month, with an average of 500 hits per day.
- Posters will feature sponsors at the club and in surrounding stores and organizations.
- There will be many photo opportunities for staff from our sponsors.

## **EVALUATION OF RESULTS & EXPOSURE**

- The Music Gym uses Google Analytics to measure website statistics and provides reports back to partners and sponsors summarizing their level of exposure before, during and after the sponsored events.
- There will be staff members of The Music Gym monitoring signage and promotional materials, keeping signs and merchandise visible, and recording exposure and club attendance during the fundraiser

## **SPONSOR PERKS**

- Each sponsor gets 5 free V.I.P. passes to all events.
- Sponsor staff members who sit at the promotional booth will get free drinks and food.
- In addition, each sponsor gets 5 more V.I.P. passes to additional future events.
- Web banners and signs will remain up for 2 – 3 weeks after event.

## **SPONSORSHIP LEVELS**

There are three suggested sponsorship levels\*:

\$2,500.00: On-site 4ft x 4ft sign with high exposure to 6<sup>th</sup> Street, I35, and patrons, shared promotional booth, posters, flyers, all perks, email blast, all performers mention company on stage as sponsor.

\$5,000.00: 2 on-site signs, 1 large billboard 12 ft x 5ft, 1 additional sign 4 ft x 4ft, both with high exposure, personal promotional booth, posters, flyers, email blast, web banner all performers mention company on stage as sponsor.

\$10,000.00: 4 on-site signs, 1 large billboard 12ft x 5ft, 3 other signs 4 ft x 4ft, 2 promotional booths, stage banner, posters, flyers, email blast, web banner, all performers mention company on stage as sponsor.

*\*We will consider any reasonable sponsorship partnerships in addition to those listed.*

### **ABOUT THE MUSIC GYM**

The Music Gym is a chain of music membership co-ops with one location in Boston, MA, and another in Austin, Texas. The company has been offering professional music rehearsal and recording rooms, as well as party and concert venues since 2001. The Music Gym is already a nationally recognized brand, and is spreading across the country with future locations planned in Los Angeles and New York. Sponsors of events at our organization have the opportunity to develop a strong business partnership with our organization and a great, ongoing marketing tool for their own brand.



**THE MUSIC GYM & LOUNGE**

**[www.musicgym.com](http://www.musicgym.com)**