

# TIGHT 'n BRIGHT | 09

tightnbright.com



In support of

 **Alberta**  
CANCER FOUNDATION  
Tom Baker Cancer Centre

# WHO

Everyone!  
Women & men aged 25-35 ±5 years.

# WHAT

Tight'n Bright 2009

# WHEN

Saturday, March 21<sup>st</sup>, 2009  
8:00 p.m. - 2:00 a.m.

# WHERE

The Whiskey Night Club  
341 10th Avenue SW, Calgary, AB T2R 0A5

# WHY

An excuse to wear tight and/or bright clothes while enjoying music, dancing and responsible drinking to support the Tom Baker Cancer Centre & Alberta Cancer Foundation by raising at least \$20,000.

# HOW

That's where you come in to help us out. We're looking for prize donations that we can raffle throughout the event—it happens all night long. Some of the ideas that we've come up with include:

- Vacation packages
- Car lease
- Calgary Flames Tickets (season, mini-pack, singles)
- Concert Tickets
- Wii/XBOX 360/PS3 with game pack
- Restaurant gift certs
- Shopping Spree
- Bar gift certificates (VIP, bar tab, etc)
- Spa/Salon
- Gym Pass /w Personal Training
- Movie Tickets
- iTunes Gift certificates, iPod
- Cell Phone - 2 year pre-paid plan?
- Electronics
- Theatre Tickets
- and more...

We've got an extensive list of ideas and potential suppliers. Most likely that's the reason you received this information package. We believe that your company can help us help others find a cure.

# PROMO

We're all about promotion and recognition. As a sponsor of the event you will receive:

- Your logo on every piece of print collateral
- Your logo and website link placed prominently on our official website, tightnbright.com
- Your name mentioned during the event
- Targeted customers who fit most demographics

Of course there are also other opportunities for our larger donations. Recognition through such things as:

- On-air mentions
- Vehicle signage
- Paparazzi wall

We're lining up all of our promotional opportunities right now and we want to ensure that we get you maximum exposure and recognition. :

- Calgary & area newspapers and magazines
- Radio & TV appearances
- Indoor & outdoor advertising
- Guerilla style advertising
- Vehicle Wraps

# PRINT

You're a print provider with a daily, weekly or monthly publication. Based on our target demographic we probably target yours. We're looking to fill your available space. You know that space that doesn't quite fit right with standard ad sizes or just happens to be unsold moments before heading to press. Ad space is truly a perishable product—once the publication is printed it can no longer be sold. That's the space we're hoping you'll provide to us. In addition to your space available, editorial content is invaluable. There are plenty of stories to be written and we hope that you will also consider creating some written words.

# RADIO

As a radio station you've got access to thousands of people in a captive audience. With the ability to give away prizes we're hoping you can help sell our event out. We're asking you to mention our event on-air as a traffic sponsor, show sponsor, or however you may think it will benefit the event. We'd also love to come on-air and chat about the event with you and your listeners in Calgary and area.

# OUTDOOR

As an outdoor advertiser you have lots of space that you may fill with print overruns. Much like a print publication this space available is perishable and when not filled with an ad, your space sits empty. We're asking you to fill that space with our message to reach an even broader audience. Most likely you've also begun to delve into non-traditional outdoor advertising methods like buses, elevator wraps, digital video boards and more. What a great way to promote these new initiatives with assistance to our cause. Our target demographic has purchasing power and this includes their advertising budgets.

# INDOOR

Indoor advertising has a captive audience. Most ad space is strategically placed in fitting rooms and washroom stalls. The audience is definitely spotting your ad. As with all other mediums having your space empty is never good. We feel that your demographic fits ours perfectly—like a glove. We're asking you to provide some space to get our message out.

# ATTENDANCE

Capacity of The Whiskey Nightclub is regulated at 1,050 including all staff and volunteers. The Whiskey has indicated it is comfortable pre-selling 950 tickets. As the event is in March the weather in Calgary is unpredictable and as such the roof top patio will most likely not be open. In addition to the 900+ in the venue there will also be thousands more listening on the radio and on the internet with the Energy 101.5 "live to air" that will be occurring simultaneously.

# TIMELINE

An anticipated soft-launch will occur mid-December to allow for some minor penetration around the holiday season. A full launch campaign is being targeted for January 5, 2009. This allows for almost 11 weeks of promotion for the event from start to finish.

- September 2008 sees launch of website – tightnbright.com
- All prizes and donations are to be finalized by December 5, 2008.
- Initial creative is to be finalized by December 12, 2008
- Campaign launches with on-air appearance with radio sponsor on January 5, 2009
- Ongoing promotion with radio and ticket giveaways throughout entire period.
- Promotion in and around The Whiskey begins March 6, 2009 or earlier.
- March 7 to event (final two weeks) generates daily appearances on various radio and television stations in Calgary and surrounding area.

# VALUE

As we are currently in negotiations with advertising partners it is challenging to place value and ensure benefits. We can ensure that a sponsor's name and/or logo will appear on the official website at tightnbright.com and may be mentioned "on-air" as one of our partners. The sponsor logo and website may also appear on the "paparazzi wall" where photos will be taken and possibly sold to commemorate the event.

Providing that all advertising initiatives are realized, the sponsor may expect the following as a benefit:

- Logo displayed on "paparazzi wall" for the night of the event
- Logo displayed on the official website, tightnbright.com
- Logo displayed on vehicle signage/wrap
- Logo displayed on all outdoor advertising (billboards, buses, elevator doors, etc)
- Logo displayed in all print matter relating to promotion of the event itself
- Name mentioned "on-air" when permissible by media host and during the event
- Additional engagement opportunities may also be available during the event

If the sponsor considers their efforts are combined with five other unique sponsors (a total of six) then the estimated value could easily exceed \$20,000 per sponsor.