

tristate
indie
MUSIC AWARDS



MARCH 1ST 2015 WORLD CAFE LIVE
PHILA, PA

SPONSORSHIP GUIDE

ABOUT THE AWARDS

Tri State
indie
MUSIC AWARDS
4TH ANNUAL

CELEBRATING INDIE MUSIC

For the 4th year in a row, Tri State Indie celebrates the best of the best with an award ceremony like no other. This red carpet affair will host an evening of stellar live performances from local and regional bands and artists, as attendees witness their local, regional and national indie favorites receive honors on stage.

The Tri State Indie awards offers a rare opportunity for your brand to connect directly with a captive audience made up of musicians, music industry professionals and tastemakers, and dedicated music fans. This audience will represent some of the biggest trendsetters the northeast region has to offer. Being a part of the Tri State Indie awards will allow your brand to deeply engage consumers while organically integrating its message into the indie music community.

EVENT OVERVIEW

PROMOTION - January 2015 , 35 award categories and nominees chosen by a panel of media partners and industry friends who make up the 100+ member nomination committee, are posted on an awards microsite, awards.tristateindie.com. February 2014, the general public will be able to vote for their favorites for each category. Bands and artists will be encouraged to have fans, friends, and family vote for them over a 1 month span. Voters will be limited to 1 vote per day (IP address & cookie controlled). TSI, as well as all media partners, including 88.5 WXPB, will be heavily promoting the voting process and the awards show. On February 22nd, 2015 the ballots will close and votes will be tallied in preparation for the award show.

DAY OF EVENT - Sunday March 1st 2015 - World Cafe Live in Philadelphia will host the 4th Annual Tri State Indie Awards! All nominated bands, artists, festival promoters, and industry friends will have received personal invites and RSVP'd to this exclusive awards show. The TSI awards will also have room for a limited number of the general public to attend for a GA or VIP pass at the door. All attendees will arrive and walk the red carpet with a branded step & repeat wall for band and fan photos. Here, your brand has the opportunity to distribute product and/or promotional material to each all attendees along with a free download card with link and code to a free MP3 nominee compilation with songs from select nominated artists and bands. The event will kick off at 5pm with a sponsored VIP Pre-Party (Sponsor TBD) upstairs with the doors to the main downstairs venue opening at 6pm. The show will include live entertainment from the TSI Awards House Band, The Living Sample. Five nominated artists and bands will also perform, each playing a 10-15 minute set between clusters of awards presentations. Winners from each category will be announced by industry pro's with the help of the projector screen that plays clips of nominee music videos, and more.

SPONSOR BENEFITS

Your brand can be a part of online promotions and open polls for 2 solid months on tristateindie.com, and awards.tristateindie.com as well as media partner websites. This will give your brand over 208,000+ impressions across all platforms. Brand representation and engagement opportunities are also offered during the night of the awards show. TSI invites all nominees, nomination committee members and other industry pro's which usually ends up being just over 500 guests to attend the award show, which leaves approximately 200 GA or VIP tickets for the general public to attend. World Cafe Live has a capacity of just over 700 people (depending on seating arrangement).

SPONSORSHIP OPTIONS

(CONTACT US TO CUSTOMIZE A LEVEL TO FIT YOUR BRAND)

4TH ANNUAL
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▼ “PRESENTING” PARTNER \$5,500

- Presenting title mentions on all things TSI Awards 2015
- Brand Logo displayed via Lighting GOBO on both sides of stage at event
- Custom TSI Awards logo design will contain your brand's name/Logo
- Custom logo & commercial spot on TSI award video promo commercial
- Custom logo & ad with premiere placement on tristateindie.com & awards.tristateindie.com
- Integration on ALL related social media interaction concerning TSI awards
- Custom logo on all TSI e-mail newsletters and e-mail blasts
- Custom logo front and center of TSI awards Invites
- Custom branding on the live video stream site
- Commercial spot & logo placement on recorded video & live video stream of the event
- Custom logo watermarked on all photos from event
- Your brand's own titled award to be given away on the night of the event
- Branding and product placement inside World Cafe the night of the event
- Gratis distribution the night of event
- Brand engagement station in line before the red carpet (all attendees must pass)
- Logo on branded step & repeat wall at the red carpet entrance.
- Custom logo on all TSI Award's printed promotional material
- Full page ad in the TSI Award show program

▼ SPONSORSHIPS

- Logo within TSI Award promo video
- Logo placement on TSI Award show ad on Homepage
- Tags (12/1 – 3/08) on TSI social media concerning TSI Awards
- Logo on all TSI e-mail newsletters and e-mail blasts
- Logo with linkbacks on TSI Award microsite
- Logo on Branded step & repeat wall at red carpet entrance
- Insert for attendee gift bags - 450
- On Stage mention at TSI Awards
- Logo on all TSI Award's printed promotional material
- Logo on TSI Award Invite
- Banner placement inside World Cafe the night of the event
- Logo Placement on recorded video published from event
- Gratis distribution the night of event
- On Stage mentions at TSI Awards

BRONZE
\$1000

SILVER
\$2000

GOLD
\$3500

▼ PRE SHOW VIP PARTY & VIP MEZZANINE

No matter what your brand or company, you can sponsor the TSI Music Awards Pre Show VIP Party or VIP Lounge on the Mezzanine. Have your brand exclusively represented at the event! Contact us for more details and cost.

PROMO PLAN & TIMELINE

DEC 2014 - MARCH 2015 - EVENT PROMOTION / SETUP

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SPONSORSHIPS

DEC 3, 2014 - MARCH 4, 2015- TSI Music awards included into the TSI newsletter (18 Newsletters Total)

DECEMBER 2014

- Nominations collected from 100+ person Nomination Committee
- TSI Music Awards custom ad goes live on TriStateIndie.com home page.
- TSI Awards microsite page goes live at awards.tristateindie.com – Will include all categories, sponsor info, logos and info about the TSI award show at World Cafe in Philadelphia.
- Promotion of upcoming nominee announcement begins on TSI website and all related social media.

JANUARY 2015

- Nominees are announced, including the brand partner's award.
- TSI Awards promo video goes live on awards.tristateindie.com, related websites, social media, and YouTube.
- All printed promotional materials begin distribution
- Heavy promotion on all related social media, related websites, and Youtube.
- Public Voting Polls Open on awards.tristateindie.com
- E-mail invites are sent to all nominees, industry partners, and friends. RSVP on TriStateIndie.com goes live.

FEBRUARY 2015

- Follow up on TSI Award Invites
- Voting Polls close on awards.tristateindie.com
- Preparation for Award show - Continued Promotion

MARCH 1st - DAY OF AWARDS SHOW

All branding to be displayed at award show must be provided to TSI by 1PM.

Branding, booths and special event areas must be setup by 3pm

3pm - Doors Open for VIP Pre Party Guests & Ticket Holders

3-5pm - VIP Pre Party - Performance to be announced (Upstairs Venue/Bar)

5-6pm - Red Carpet walk with branded step & repeat - photos available for free download on TriStateIndie.com

6-10pm - Awards show with four band performances. (One performance every hour)

4pm-12am - TSI will conduct live blogging, social media interaction, photo sets, interviews and a live stream.

MARCH 2nd - POST COVERAGE

March 2nd – March 16th - Reviews, video interviews, video montage, photos & live video stream shared and promoted.

