

TWENTY-NINE YEARS OF CORNERSTONE FESTIVAL



CORNERSTONE FESTIVAL

➤ 2012 JULY 2-7

After twenty-nine years **Cornerstone Festival** remains one of the most influential events of its kind in the world. The event itself draws over **10,000 people for six days** to a patch of ground in west central Illinois to experience the most progressive blend of faith-fueled art imaginable.



Bushnell, Illinois



CORNERSTONEFESTIVAL.COM

The reach of Cornerstone goes far beyond the event itself.

- A Direct Email list of 50,000+ subscribers is available year round.

The massively popular website CornerstoneFestival.com has numerous ways to reach this amazing audience all year long.

- CornerstoneFestival.com receives 2 million pageviews annually from 165,000 unique visitors and continues to receive up to 70,000 page views per month throughout the rest of the year.

The site features artist information, streaming videos, active blogs, news reports, podcasts, and the wildly popular annual New Band Showcase contest.

CORNERSTONE FESTIVAL ➤ 2012 JULY 2-7



Literally millions of impressions are waiting for your message. If you want to reach one of the most passionate, engaged communities of people in the world, including thousands of pro and semi-pro musicians, hundreds of church and community leaders, and thousands upon thousands of highly interested Christian fans interested in entertainment, social justice, theology and more, Cornerstone Festival has many options for you.

CORNERSTONE FESTIVAL

2012 JULY 2-7

Here are some of our past Sponsors



All rates are NET

www.FrontGateMedia.com • 949.429.1000



Cornerstone Demographics

- 2 million pageviews annually
- Up to 100,000 visits per day
- over 125,000 registered website users
- over 15,000 fans on Facebook

Demographics

Gender

- Female 48%
- Male 52%

Ages

- 13-17 10%
- 18-24 47%
- 25-34 23%
- 35-44 10%
- 45-54 6%
- 55+ 4%



JULY 2-7 >

**CORNER
STONE**
FESTIVAL

CORNERSTONEFESTIVAL.COM



Email Sponsorships

Email Sponsorships: (50,000 subscribers!)

Direct Email: \$2250

- Your HTML, plain text version, and subject line

Email Newsletter Sponsor \$495

- Bi-monthly email newsletters have two 468x60 banner ad spots (1 above the fold at the very top, 1 below the fold) available in every email newsletter sent out

“Advertorial” Feature: \$2495

- Featured story hosted on CornerstoneFestival.com and linked to from CornerstoneFestival.com home page
- Banner ad (300x250) on CornerstoneFestival.com (over 150,000 impressions)
- 2 Email Newsletter sponsorships (50,000 subscribers, 468x60 ad size)
- Mentions on our Facebook page and Twitter feed (over 18,000 fans & followers combined)

CORNERSTONE FESTIVAL

2012 JULY 2-7

Banner Ads at CornerstoneFestival.com

- Over 95% of Cornerstone attendees visit the website multiple times before the festival.
- 2 million page views from 165,000 unique visitors.
- Thousands who can't make it to the fest peruse the line-up and follow the action through out the festival.

Packages and Targeted Plans

Site Wide

- A 728x90 banner ad at the very top of the page. (jpg, gif or swf)
- A 300x250 banner ad spot available above the fold. [jpg, gif, swf or flv (for video ads)]

Ads in these spaces may be purchased to rotate, or can be locked on one ad for a specified amount of time. Rates are below.

Band Pages

- A 728x90 banner ad at the very top of the page.
- A 300x250 banner ad spot available above the fold.
- An average of 81,000 page views a month (April – July).
- An ideal placement for a label or artist to promote themselves.

728x90 Position

Dates	Rate	Views Avail/Month	Max Ads/Month
Jan – Mar	\$5 cpm	200,000*	2
Apr – May	\$6 cpm	350,000*	3
Jun – Jul	\$7 cpm	500,000*	5
Aug – Dec	\$4 cpm	70,000*	1

300x250 Position

Dates	Rate	Views Avail/Month	Max Ads/Month
Jan – Mar	\$6 cpm	200,000*	2
Apr – May	\$7 cpm	350,000*	3
Jun – Jul	\$8 cpm	500,000*	5
Aug – Dec	\$5 cpm	70,000*	1

*100K View Booking Minimum

JULY 2-7 >

**CORNER
STONE**
FESTIVAL

CORNERSTONEFESTIVAL.COM

The Festival

Cornerstone Festival Saturation Package

- Major Stage Sponsorship (\$7495) 750,000 impressions! (see page 9)
- Streaming Media Sponsorship (\$4500) 875,000 impressions! (see page 11)
- Banner Ad Placement at CornerstoneFestival.com from 10 days after confirmation until August 31st (up to \$4000 value) up to 1 million impressions! (see page 7)
- Jumbo Screen Video Ad Premium Exposure Package (\$3595 value) 200,000 impressions! (see page 13)
- Full Page Color Ad in Program (\$795 value) 150,000+ impressions!
- Multiple mentions (up to 3 times per feed) on our Facebook page and Twitter feed (over 18,000 fans & followers combined)

A \$22,000 Value, with over 2.75 million impressions!

Total Price: \$16,170 (only \$5.88 cpm!)

(Total impressions estimated, based on previous years and web statistics.)

Major Stage Sponsorship

In 2012 we are proud to present three major stage venues available for sponsorship. Each of these stages sees thousands of people daily and are at the “heart” of the event.!

Exclusive Major Stage Sponsorship Includes:

- Naming rights. (Value \$2500)
- Full signage rights. (value \$2500)
- Frequent (5 times nightly) ad placement on Jumbo Screen (value \$2500)
- Nightly on-stage announcements by M.C. 1/night (value \$500)
- “Sponsorship Mini-Feature” at CornerstoneFestival.com (value \$2000)
- Banner ad placement at CornerstoneFestival.com on Stage page – over 50,000 unique page views. (value \$1500)
- Logo placement in Program on Stage page (value \$1500)
- Single booth space in the main Exhibit Hall as well as at the Stage (value \$900)
- Multiple mentions (up to 3 times per feed) on our Facebook page and Twitter feed (over 18,000 fans & followers combined)

Total value over \$16,000 for an estimated well over 750,000 impressions!

Total Price: \$7495

CORNERSTONE FESTIVAL

▶ 2012 JULY 2-7

Side Stage Sponsorships

(Children's Programs, Chelsea Cafe)

Title Sponsorship: \$3495

- Full signage rights
- Booth space at stage
- Logo placement in Program
- "Sponsorship Mini-Feature" at CornerstoneFestival.com
- Logo display ad on Jumbo Screen. 20 plays - est. 200,000 impressions)
- Multiple mentions (up to 3 times per feed) on our Facebook page and Twitter feed (over 18,000 fans & followers combined)

Partial Sponsorship: \$2495

(Same as above, but non-exclusive and shared with one other sponsor.)

New Band Showcase Sponsorship Package

With hundreds of artists promoting their shot at playing Cornerstone, the highly engaged traffic at our dedicated New Band Showcase contest is unbelievable.

- Signage near the Stage
- Booth space at Festival (optional)
- Logo placement in Program
- 2 daily video spots (up to 60 seconds) on jumbo screen
- Banner ads on all key website pages associated with contest (over 1 million page views over 5 months)
- Mentions on our Facebook page and Twitter feed (over 18,000 fans & followers combined)

Total Cost: \$4495

Streaming Media Sponsorship

Online video is one of the most powerful ways you can connect with our audience. Cornerstone has been publishing daily video digests, short clips of various concerts intermingled with fan reactions and interesting escapades, along with full song clips for over 7 years. Our streaming media is seen by **hundreds of thousands DURING the event, and by millions afterwards.**

Since Cornerstone is Ground Zero for the faith-fueled modern music and art scene around the world, these clips create impact to millions! We offer several ways to communicate your brand message through this powerful channel.

Streaming Media Title Sponsorship

- up to 15 seconds pre-roll spot on all video clips (at least 50) posted to CornerstoneFestival.com this year (200,000 total views)
- Logo placement in event program (10,000 impressions)
- Booth space at festival (optional)
- Nightly ad (up to 60 second commercial or still) / mention on Jumbo Screen
- Banner ad on all CornerstoneFestival.com Video and Coverage pages (150,000 impressions)

Package Price: \$4500 (875,000 impressions!)

Cornerstone video clips are distributed far and wide by video podcasting. The reach of Cornerstone's streaming media is exploding via fan sites, viral videos and portals like YouTube. Pre-roll sponsorship logos will follow these clips far and wide!

Streaming Media Page Advertising

Banner / Display ads on Streaming Media page at CornerstoneFestival.com from June 1 – August 31: **\$2495 (150,000 impressions)**

Official Bible Partnership Includes:

- Frequent (5-10 times nightly) display ad placement on Jumbo Screen (value \$2500)
- Daily on-stage announcements: 12 times (3 times per day) (value \$500)
- "Sponsorship Mini-Feature" at CornerstoneFestival.com (value \$2000)
- Banner ad placement on CornerstoneFestival.com – over 500,000 page views over 6 months. (value \$1500)
- Logo placement in Program (value \$1500)
- Exhibit booth space at event (value \$650)
- Multiple mentions (up to 3 times per feed) on our Facebook page and Twitter feed (over 18,000 fans & followers combined)
- 1 direct email message to our email subscriber list (50,000 subscribers) (value \$2250)

Total value over \$12,500 for an estimated well over 1,200,000 impressions!
Total Price: \$4995

Youth Leader/Youth Programming Sponsorship: \$3500

- Signage at our Youth Leader Oasis tent right in the heart of the youth group camping area. (10,000 views)
- Promotional materials/gift bags for all youth leaders and at the Youth Leader Oasis tent (promotional materials & gift bags for 500 must be provided by sponsor)
- Signage and daily on-stage announcements at Breakaway, our worship and Biblical teaching program for students.
- Banner Ad on CornerstoneFestival.com (500,000 views)
- 1 nightly video spot up to 60 seconds on the jumbo screen (80,000 impressions)
- Mentions on our Facebook page and Twitter feed (over 18,000 fans & followers combined)
- Email newsletter sponsorship for 1 issue (50,000 subscribers)

Registration Bag Stuffers

Inserts into the polybagged 2012 Programs or Polybag Registration Bags handed out at the gate to each attendee: \$999 each insert (limited space available, sold on a first-come, first-sold basis. This project subject to adequate participation).

- Exclusive Polybag Sponsorship (includes up to five inserts, locking out all others): **\$4500**
- Distribution: 10,000 - Materials & Payment Due: May 15
- Special packages of advertising and sponsorships can be custom crafted for your needs.

Contact us for specifics.

Exhibit Booth: \$575 + \$50 cleaning deposit

Engage with thousands of attendees! Get a booth space (with chairs and table) in our highly effective merchandise tent.

- A 10'W x 8'D booth space for the entire week of the event.
- Electricity, extra chairs, and extra tables available for additional fees. Please inquire for more details.
- Add any Cornerstone Program Ad for 15% off (see page 14, prices start at \$350)



Video Ads On Jumbo Screen

(Now on all day, right in the middle of EVERYTHING!)

Jumbo Screen Title Sponsorship Package: includes up to 60 second ad played 10 times per day for 4 days, access to booth space for promotional give-aways or product sales, and frequent on-stage acknowledgement that "This year this beautiful video wall is brought to you by SPONSOR..." **\$4,995**

A la Carte Options:

1. up to 60-second ad played 5 times per day x four days: \$3595 (20 plays) est. 200,000 impressions!
2. Movie Trailer – Up to 3 minute movie or DVD trailer: \$895/showing or \$6995 for 8 showings, (twice per day)
3. Single Showing Ad Spot: \$400 (up to 60 seconds)
4. Music Video Sponsorship (subject to approval, played 4 times): \$1195
5. Book Trailer – Up to 2 minute book or publication trailer: \$595 / showing or \$1995 for 4 showings, (once per day)

*Note: Display ad and video mechanical specifications provided upon request. Time placement preferences treated on a first-come, first-served basis. On-time delivery of video ads is required.

Golf Cart Sponsorship

Get your logo on all event staff carts! With over 50 carts on the grounds for six days the number of impressions would conservatively be at least 1,000,000. **\$6,995**



CORNERSTONE FESTIVAL

▶ 2012 JULY 2-7

Cornerstone 2012 Program Display Ads

The Cornerstone Festival Program is probably one of the most important publications in this community. We will distribute an estimated 150,000 digital copies and print up to 10,000 copies of the Program to cover everyone attending the festival starting in April/May! These digital programs include LIVE LINKS, deluxe design, and print-at-home technology.

These programs are viewed repeatedly by attendees of the festival AND by fans around the world who can not make it in person. Over 95% of attendees will read completely through the program multiple times before even stepping foot on the grounds. It is hard to even estimate how many eyes will see, study, and absorb the information in the 2012 Program, but we feel a conservative estimate is 400,000! That gives you a CPM of under \$2!!!

CONFIRMATION DEADLINE: APRIL 30, 2012

MATERIALS & PAYMENT DUE: MAY 20, 2012

Special Positions

Cover 2 (Inside Front): \$1555
Cover 3 (Inside Back): \$1395
Cover 4 (Outside Back): \$3115
Center Spread: \$1915
Page 3: \$1195

Standard Positions

2-Page Spread: \$1555
Full page: \$795
Half page: \$600
Third page: \$440
Quarter page: \$280

CORNERSTONE FESTIVAL

2012 JULY 2-7

EXHIBIT BOOTH APPLICATION

Complete and mail to : 29801 Santa Margarita Parkway, Suite 100, Rancho Santa Margarita, CA 92688 • Or Fax 949-625-8288

DEADLINE: May 15, 2012

Phone 949-600-5993 • E-mail: exhibit@cornerstonefestival.com

NAME: _____ ORGANIZATION: _____

ADDRESS: _____ CITY: _____

STATE: _____ ZIP: _____ PHONE: _____ FAX: _____

E-MAIL: _____ WEB SITE: _____

BOOTH MANAGER: _____

MOBILE: _____ E-MAIL: _____

(IF DIFFERENT FROM ABOVE)

COMMENTS: _____

_____ CENTER AISLE BOOTH OR BOOTH ALONG THE TENT WALL

	Quantity	X	Cost	=	Total
Booth Space	1	X	\$575	=	\$575
2ND Booth Space (limit 1 additional space for a total of 2 booths)	1	X	\$400	=	
Electrical: Indoors 110v (per booth space)		X	\$75	=	
Additional Tables (be aware it is difficult to fit more than 1 table in a booth space)		X	\$18	=	
Additional Chairs		X	\$12	=	
Additional Tickets (limit 2 regardless if you are ordering one or two booth spaces)		X	\$79	=	
There is a required \$50 refundable cleaning deposit (Cleaning deposit only returned at the event. No cleaning deposits will be returned after event has ended.)	1	X	\$50	=	\$50
TOTAL AMOUNT					**

WILL PAY BY: Check PayPal

** You will receive an invoice via email from Accounting@FrontGateInc.com (FrontGate Media.) Payment must be made immediately upon your receipt of the invoice from FrontGate Media. Make your checks out to FrontGate Media. If your application is not accepted your money will be returned immediately. If you plan to sell products, you must provide us with a sample list of your products and what you plan to charge for them. All bookings are non-refundable and non-cancelable as of your submission of this signed agreement. Past due invoices incur 1.75% interest on unpaid balance per month and due upon receipt, with a minimum charge of \$15. As with all interest payments, payments received from you will be applied to interest due prior to reduction of balance principle. Bounced checks result in a \$35 fee to cover related processing fees. If collection is necessary, client agrees to pay all collection costs and attorney fees.

Name of organization or individual: _____ agree(s) that all our personal property, supplies, equipment, and merchandise in or around the Exhibition Tent and/or Concessions Area shall be at our sole risk and hazard of our operation, or those claiming by, through, or under our management. As a booth operator, we agree that we will indemnify and save Cornerstone Festival, FrontGate Media, Cornerstone Communications, Inc., Jesus People USA FGM, and Jesus People USA Covenant Church harmless from any and all liability, damage, expenses, cause of action, suits, claims, or judgments arising from injury to persons or property within and on the site of Cornerstone 2012 which arises out of the act, or failure to act, or negligence of the booth operator, its guests, employees, staff, or customers. I hereby accept these policies and assume full responsibility of our booth. Further, I will fully comply with all points mentioned and do hereby apply for a booth(s) at Cornerstone 2012.

Authorized signature for exhibitor

Signature of agent for Cornerstone 2012

Title

Date

Date of acceptance by Cornerstone 2012

CORNERSTONE FESTIVAL

2012 JULY 2-7

EXHIBIT BOOTH INFORMATION AND RESPONSIBILITIES

1. Indoor booth space is 10'W X 8'D in size. The basic cost of a booth is \$575 plus a \$50 refundable cleaning deposit that will be returned to you at the end of the festival after an exhibit manager has inspected your booth to ensure that it has been cleaned (the cleaning deposit must be picked up before you leave the grounds).
2. If you are selling a product or soliciting donations, you are expected to pay 25% of your gross sales after the first \$1,500. For example: Gross sales = \$2,500, subtracting the first \$1,500 which is exempt = \$1,000 x 25% = \$250. In this example you would need to pay a fee of \$250 when you settle up with the exhibition managers.
3. Within the exhibit tent overhead lighting is provided. 110V electricity for the individual indoor booths is available at the cost of \$75 per pair of outlets. Electrical needs must be ordered and paid for in advance.
NOTE: Outlets installed in your booth may not be used for motor home or camper power use.
4. One 8' table and two chairs will be provided with each indoor booth. A limited number of additional tables and chairs are available for \$18 a table and \$12 a chair. Additional tables and chairs must be ordered and paid for in advance.
5. Set up time for exhibitors is on Monday, July 2, from Noon to 6 P.M., and Tuesday, July 3 from 10 A.M. to 6 P.M. The exhibition tents will open at 6 P.M. on Tuesday, July 3.

Hours for the Exhibit Tents are:	Tuesday, July 3	6 P.M. - midnight
	Wednesday, July 4	10 A.M. - midnight
	Thursday, July 5	10 A.M. - midnight
	Friday, July 6	10 A.M. - midnight
	Saturday, July 7	10 A.M. - midnight

Exhibit booths should not be taken down until after closing time of the last day, Saturday, July 7.

6. Two or more non-related organizations/exhibitors/vendors may not share a booth(s). Each will need to purchase their own. You may however request to be located next to each other.
7. Two full-event complimentary tickets will be provided for each exhibitor/vendor. Additional full-event tickets are available at the discount rate of \$79 each (limit of 2 per organization/exhibitor/vendor regardless if you have ordered 1 or 2 booths).
8. Booths for record companies are limited to those products pertaining to artists on their label. Products of artists appearing at Cornerstone may only be sold in record company booths with the agreement of the artist.
9. The festival management reserves the right to inspect and approve or reject all literature and materials.
10. Reconciling of gross sales percentages may be done daily or once for all at the end of the festival, to be determined at the discretion of the exhibit managers. All settlements for concession percentages must be done in cash. This is a Christian event and we completely rely on your honesty in reporting your gross sales. We trust that all our interactions will be conducted before God in a way that is pleasing to Him.
11. All vendors and exhibitors selling merchandise are individually responsible to collect and pay any required local and state taxes.
12. Please submit your application as soon as possible as the festival receives many applications and has limited space. Upon receipt and acceptance of this application the festival management will return your signed copy along with an acceptance letter. If you have not received a reply by May 30, please contact us. Your two full-event Complimentary tickets along with any extra Industry Rate tickets will be waiting for you at the Front Gate Registration Tent starting Monday at noon, July 2.