



# Creation Festival: The Tour

## Fall 2010 Media Kit

### OVERVIEW

The Creation Festivals are entering 33 years as the nation's largest Christian music festivals and the premier name in Christian music events.

The Creation expansion began again in 2008 with the launch of Creation Festival: The Tour in Fall 2008. The first of our annual tours was a tremendous success, proving to be one of the largest tours of Fall 08 through tickets sold and sponsor impressions. Fall 2010 brings another amazing year from the Creation brand as it sets out on the third annual Creation Festival: The Tour.



This **20 city tour**, has a total **projected attendance of nearly 100,000** delivering an intimate opportunity for your brand, product or service to interact with these major market audiences.

In one night of music, teaching and fun, this strategically routed tour will hit **major A markets** in North America and allow music fans to experience a taste of the annual 4-day Creation Festival events, which have become a tradition for tens of thousands.

Creation Festival: The Tour is not just another concert, but an event with **a local community outreach for each market**, consisting of a clothing collection or food drive, high school visits and the like - it's a tour that has a direct and positive impact in each community it hits.

The tour also features **exclusive talk back sessions, free resources, group leader tools, artist meet & greets** and more.

Pastor Harry Thomas, Creation Festival co-founder, explains: "Whenever Jesus came to a town, people became aware of God's love for them. Our vision for this tour is to bless people spiritually and in practical ways. We want to go beyond the venue walls into the community with a touch of God's love and good news!" "

Our vision for this tour is to continue to brand the Creation Festival model and touring division in fresh and modern ways. We've spent years developing these tours and were ecstatic to have our first two tours end as a success. We will capitalize on the momentum provided over the years and will continue to build this touring division into a powerful event for the Creation brand, our sponsors and this industry." - Nick Kulb Producer, Creation Festival, Touring Division and Director of Marketing & Sales, Creation Festivals.



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## 2010 Artist Line Up!



**Thousand Foot Krutch** has exploded. Why? Was it when "Fire It Up" was played at the Super Bowl, or when the Detroit Red Wings used "Welcome to the Masquerade," or maybe when Carrie Underwood added 2 TFK songs to her iTunes Celebrity Playlist? Nope, TFK has been playing for years in front of an ever growing army of fans. Now as one of the most popular acts played on Christian and secular radio, and Sirius XM, this BEC Recordings artist is headlining Creation Festival: The Tour 2010. TFK is joined by **Disciple**. After more than 15 years of playing together, Disciple doesn't just rock harder than most bands—they work harder than most of them too, recently completing *their* third album with INO Records. The band also has seen their music break into a whole new audience with exposure on shows like NFL's "Total Access," WWE's "Cyber Sunday" and Fox Sports' "Best Damn Sports Show." Opening the night, we're excited to present **Ivory Line** in support of their new release *Vessels*. Their Tooth & Nail debut *There Came A Lion* (2008) opened as one of the best-selling albums from a new band in the label's history.



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### MARKETS

Creation Festival: The Tour is being routed and booked in 20 Major A Markets by the Paradigm Agency. The following dates and locations are subject to change.

10.1	Manheim, PA	10.15	Toronto, Ontario	10.24	Houston, TX
10.2	Mt. Vernon, OH	10.16	Toledo, OH	10.29	Memphis, TN
10.3	St. David, PA	10.17	Richland, MI	10.30	Birmingham, AL
10.7	Rhinelander, WI	10.20	Tulsa, OK	10.31	Springfield, MO
10.8	Des Moines, IA	10.21	Fort Smith, AR	Plus 2 more dates TBA.	
10.9	Minneapolis, MN	10.22	Dallas, TX		
10.10	Baxter, MN	10.23	Corpus Christi, TX		

### DEMOGRAPHICS

Gender:

Male: 65%

Female: 35%

Age of Audience:

Young Children (1-12): 5%

Teenagers (13-17): 20%

College Age (18-22): 30%

Young Adults (23-35): 35%

Mature Adults (36-55): 10%

Household Income:

Under \$25,000: 20%

\$25,000 - 50,000: 15%

\$50,001 - 75,000: 15%

\$75,001 - 100,000: 25%

\$100,001 - 150,000: 15%

\$150,001 - 250,000: 5%

\$250,001+: 5%

### EVENT PARTNER PACKAGES

Event Partners already signed on include...

- iTunes
- Apple, Inc.
- Compassion International
- Interlinx
- Tooth & Nail Records
- BEC Recordings



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### CUSTOM Sponsorships:

All items below can be customized. Please present your idea for discussion. We can also create anything we can imagine together to present your brand. Please give us a call at 949 429 1000 to brainstorm and discuss together.

### TITLE Sponsor : \$1000 per date

Our premiere package providing the most comprehensive and aggressive promotional opportunities available from a complete partnership with Creation Festival: The Tour.



- Tour MC will provide "Welcome from Sponsor" at every event (2 minute)
- Sponsor mentioned in all future press releases
- Logo placement in TOP BILL on all national marketing pieces (magazines, newspapers, email blasts, etc. - 3,000,000+ unique direct impressions)
- Logo placement in TOP BILL on all applicable tour posters, flyers and postcard mailers
- Logo placement in TOP BILL and at header on tour website, with hot link to sponsor's website
- Logo placement in TOP BILL tour vodcasts and bi-weekly tour updates (All social media outlets, Creation Festival Tour site, HeartFirst.com and JesusFreakHideout.com)
- 15 second preroll commercial spot on vodcasts
- Exclusive "About" page on tour website for sponsor
- Banner ad on tour website, with hot link to sponsor's website
- TOP BILL logo placement on cover of 4 color tour program (100,000 total prints)
- Full page color ad (back cover) of 4 color tour program (100,000 total prints)
- Promotional flyer distributed at each date (sponsor to provide 100,000, seat drop, program insert or exit doors)
- Promotional items distributed to attendees at each date (sponsor provided) (seat drop, program insert, from stage, at merch tables and/or exit doors)
- Promotional items / product included in Youth Pastor resource bag (sponsor provided)
- Sponsor's free standing exhibit / marketing piece displayed at entrance of each date
- Logo printed on all tour merchandise
- Official "sponsor thank you" from stage at each date (announcement or can present your rep on the road if present)
- Independent booth at each date
- Four (4) sixty second (:60) commercial spots aired in each market on site in between the artist sets
- Banner displayed on stage / in arena at each date
- Implementation of sponsor contest / call to action at each date and via tour website
- Bus wrapping of Sponsor's ad available for additional fee



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### **PLATINUM Partner : \$600 per date**

- Logo placement in all national marketing pieces (Magazines, newspapers, email blasts, etc.) (3,000,000+ unique direct impressions)
- Logo placement in TOP BILL on all applicable tour posters, flyers and postcard mailers
- Logo placement on tour website, with hot link to sponsor's website
- Logo placement on tour vodcasts and bi-weekly tour updates
- Banner ad on tour website, with hot link to sponsor's website
- Full page ad in tour program (100,000 total prints)
- Promotional flyer distributed at each date (sponsor provided)
- Promotional items distributed to attendees (sponsor provided)
- Promotional items / product included in Youth Pastor resource bag (sponsor provided)
- Official "sponsor thank you" from stage at each date
- Independent booth at each date
- Two (2) sixty second (:60) commercial spots aired in each market
- Banner displayed on stage / in arena at each date
- MC / sponsor welcome at each date (2 minute)
- Implementation of sponsor contest / call to action

### **GOLD Partner : \$500 per date**

- Logo placement in all national marketing pieces (Magazines, newspapers, email blasts, etc.) (3,000,000+ unique direct impressions)
- Logo placement on all applicable tour posters, flyers and postcard mailers
- Logo placement on tour website, with hot link to sponsor page
- 1/2 page ad in tour program (100,000 total prints)
- Promotional flyer distributed at each date (sponsor provided)
- Official "sponsor thank you" from stage at each date
- Sponsor's name listed in tour program (100,000 total prints)
- Table and banner space at each date
- One (1) sixty second (:60) commercial spot aired in each market
- MC / sponsor welcome at each date (1 minute)
- Implementation of sponsor contest / call to action
- Logo placement

### **SILVER Partner : \$400 per date**

- Logo placement in all national marketing pieces (Magazines, newspapers, email blasts, etc.) (3,000,000+ unique direct impressions)
- Logo placement on all applicable tour posters, flyers and postcard mailers
- Logo placement on tour website, with hot link to sponsor page
- Promotional flyer distributed at each date (sponsor provided)
- Official "sponsor thank you" from stage at each date
- Sponsor's name listed in tour program (100,000 total prints)



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### Creation Festival: The Tour Reservation Form

All information below is **REQUIRED** to reserve your promotion. Please complete and fax to 949-625-8288, or scan and email to [CmediaC@FrontGateMedia.com](mailto:CmediaC@FrontGateMedia.com), or mail to the address below.

Organization \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Signature: \_\_\_\_\_

**TITLE Sponsor : \$1000 per date**

**PLATINUM Partner : \$600 per date**

**GOLD Partner : \$500 per date**

**SILVER Partner : \$400 per date**

**Enclosed is my full payment in the amount of \$\_\_\_\_\_**

\_\_\_\_ Check payable to **FrontGate Media**

\_\_\_\_ I have an account with FrontGate Media, please bill me.

Upon receipt of your reservation form and payment you'll receive an e-mail confirmation.

Terms: Delivery instructions and deadlines will be provided separately. All rates are net rates. All monies due in advance. Invoice will come from FrontGate Inc. All payments should be made by check payable to FrontGate Inc. per payment terms as provided solely by FrontGate Inc. Sponsorships/ads are non-refundable and non-cancelable as of receipt of this signed agreement. Media vehicle reserves the right to require content edits appropriate to their audience or to decline ad content at their discretion. It is the advertiser's responsibility to review invoices immediately for accuracy and to pay by the due date indicated. 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 advertiser 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.

**Please return this form via fax to 949.625.8288 or scan and email to  
CmediaC@FrontGateMedia.com or mail to**

FrontGate Media, ATTN: CFTour  
29801 Santa Margarita Pkwy #100, Rancho Santa Margarita, CA 92688