



Creation Festival: The Tour

Fall 2009 Media Kit

OVERVIEW

The Creation Festivals are entering 31 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 2009 brings another ground-breaking year from the Creation brand as it sets out on the second annual Creation Festival: The Tour.



This six artist, 30+ city tour, has a total projected attendance of over 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 Canada, 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 tour in 2008 end as a success. We will capitalize on the momentum provided from that first tour 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 Director of Marketing & Sales, Creation Festivals



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2009 Artists & Speaker Line Up!



Jars of Clay has sold more than six million albums, won three GRAMMYS, headlined thousands of sold-out shows and festivals, and successfully launched the Blood:Water Mission, a non-profit organization promoting clean blood and water in Africa. Since the band's debut single, "Flood," astonishingly topped both the mainstream and CCM charts, Jars of Clay has built an extraordinary career based on the uncompromising integrity of its music, worldview, and humanitarianism. Now, three years later, Jars of Clay returns with an album of shimmering,

state-of-the-art pop that's as sonically adventurous as it is sly and soulful: *The Long Fall Back To Earth*.



The September 2007 release of *The Flame in All of Us* looks to be that noticeable turning point for Thousand Foot Krutch, when the youthful hip-hop and alternative rock sensibilities uniquely coalesce into a more universal, sometimes pop-shaped framework to create a deeper, fuller experience for artist and listener alike. Indeed, there is a theme of unification throughout the new album beginning with its title and opening track, "The Flame in All of Us." An ambitious rocker elevated by a stop-in-your-tracks chorus featuring strings and a softer melody, it

illuminates the idea that everyone was created to figure out his and her reason for being on this earth amidst all its tragedies and triumphs.



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Audio Adrenaline has always been synonymous with excitement, passion and faith. From albums to videos, rock shows to mission trips, these guys have forged a path of purpose and conviction.

Now as speakers, Stuart and McGinniss set out to inspire the next generation of "normals", to let go of their fear, and grab hold of their destiny.



When Gotee founder TobyMac first heard B.Reith's (born Brian Reith) music in 2006 he pulled his car over to the side of the road. "It's amazing when God truly gives someone a gift," says Toby. "Brian is just naturally gifted from God vocally and his lyrics, when they hit tape, they sort of just ease into your heart."

B.Reith speaks the relevant dialect of today's culture, and has the heart to address real issues, presenting hope and shedding light into this decaying world. "My number one passion is to connect with people, to

entertain them, to stir up emotion in them, and to challenge them by sharing life from a different perspective. There is something we're all yearning for. I'm just trying to help direct our attention to it, and music is the most powerful way I know how."



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What's the difference between FM Static and Thousand Foot Krutch? Singer-songwriter Trevor McNeve and drummer Steve Augustine lead both bands, but the former is a side project to the latter. In fact, the public has shown center-stage love for each act's efforts, from FM Static's summery punk-pop to TFK's more autumnal, metallic rock.

No doubt FM Static listeners-by and large a student audience-will also be enthralled with the spot-on relatable happenings and character confessions of Dear Diary. What

listeners can ultimately expect is a rocking, melodically-charged coming-of-age story that somehow combines the creative vibe of independent films like Juno and Napoleon Dynamite, a dash of High School Musical charm, and the altogether rare element of uncensored faith.



Frontman Ben Olin and his bandmates are here to remind us that we do not see things as we should. In fact, they want us to know that we usually see things completely wrong. And This Beautiful Republic thanks God for it. "The way we see things dictates what we believe, and how we live. We, as Christians-if we see things the way they truly are in light of sin-can only see ourselves as totally undeserving of love from God. But despite our sin, God sees us through a filter of Jesus' blood as pure, beautiful, and precious. His perception is the complete opposite of ours,

and that's incredible to think about." This Beautiful Republic has put in the endless hours necessary to build a stable base through sharing the stage with everyone from Family Force 5 to Falling Up to Thousand Foot Krutch to Sanctus Real.



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MARKETS

Creation Festival: The Tour is being routed and booked in 30+ Major A Markets by the Creative Artist Agency (CAA). Dates and locations will be announced.

DEMOGRAPHICS

Gender:

Male: 65 %

Female: 35%

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%

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%

EVENT PARTNER PACKAGES

Event Partners already signed on:



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.



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TITLE Sponsor : \$1500 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 tour posters, flyers and postcard mailers (200,000 total prints)
- 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 (Creation Festival Tour site / and VideoRocket.com / Integrity Music Site and more)
- 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 (160,000 total prints)
- Full page color ad (back cover) of 4 color tour program (160,000 total prints)
- Promotional flyer distributed at each date (sponsor to provide 160,000, 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 6 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 : \$800 per date

- Logo placement in all national marketing pieces (Magazines, newspapers, email blasts, etc.) (3,000,000+ unique direct impressions)
- Logo placement on tour posters, flyers and postcard mailers (200,000 total prints)
- 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 (160,000 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 : \$700 per date

- Logo placement in all national marketing pieces (Magazines, newspapers, email blasts, etc.) (3,000,000+ unique direct impressions)
- Logo placement on tour posters, flyers and postcard mailers (200,000 total prints)
- Logo placement on tour website, with hot link to sponsor page
- 1/2 page ad in tour program (160,000 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 (160,000 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 : \$500 per date

- Logo placement in all national marketing pieces (Magazines, newspapers, email blasts, etc.) (3,000,000+ unique direct impressions)
- Logo placement on tour posters, flyers and postcard mailers (200,000 total prints)
- 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 (160,000 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, or mail to the address below.

Organization _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____ Signature: _____

TITLE Sponsor : \$1500 per date

PLATINUM Partner : \$800 per date

GOLD Partner : \$700 per date

SILVER Partner : \$500 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. Requested run dates are subject to availability. In the event a requested date is not available, the next closest available date will be automatically substituted. All rates are net rates. 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
27758 Santa Margarita Pkwy #289, Mission Viejo, CA 92691