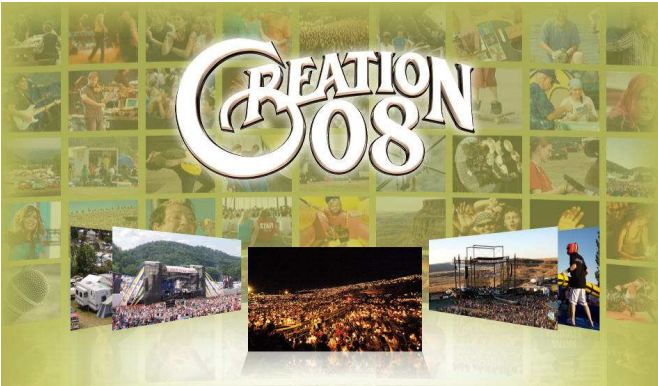




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**Festivals Official Bible Sponsor**



Imagine this...

75,000 people gathered in front of the mainstage at Creation East. It's 7 pm. They've just finished eating dinner from the Thai Food vendor (one of many on site.) It's been a full day, a FUN day that started with the worship service in the morning, then climbing into the ring for another round of sumo wrestling... "Does this suit make me look fat?" ;) Catching bands all day long at various stages with multiple trips to the exhibit tent to cool off and get signatures on the band's shirts and hang with other fans, all leading up to now. "We've gotta get over to the mainstage to save our spot for when Chris Tomlin comes on!" Dinner was good, particularly the lemon shake-up. The moon is rising! The band on stage just finished. The 28' Screen at the front lights up! The gazillion watt sound system starts to blare. All heads turn to... YOUR MESSAGE.

It's not imagination. It is reality. I've seen it happen every year.

**Be THE Official Bible of the Creation and Spirit West Coast '08 festivals!**

Take advantage of this extremely aggressive campaign that includes **multiple delivery points** and **excellent frequency** in order to **drive your message home** to these **captive audiences**.

Literally hundreds of thousands of Christians all captive in their festival location there for the soul purpose of fellowship, edification and fun!

Comprised of families, youth groups, and individuals all on site for 3-4 days at each location, the festival audiences provide a very rare opportunity to achieve frequency with the same audience in such a way that IT IS IMPOSSIBLE not to receive your message.

**Contact your representative for more info!**

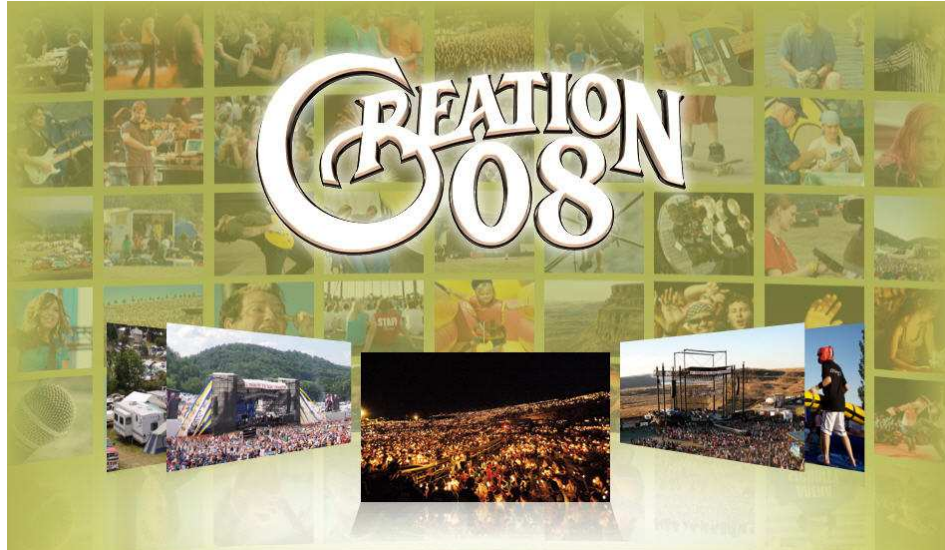
**949.429.1000**

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## **CREATION '08 NORTHEAST AND NORTHWEST**

### **Official Bible Sponsorship**

**EAST (JUNE 25 – 28) & WEST (JULY 23 – 26)**

Creation to provide:

1. Official CREATION '08 BIBLE
  - i. No other Bibles will be tagged nor promoted as the "official Bible of the Creation Festivals." ii. Competing Bible publishers may purchase exhibit space and sell Bibles; however, additional promotion by those companies will be prohibited.
2. Sponsorship rights.
  - i. No competing Bible publisher will be listed as a sponsor of CREATION '08 NORTHEAST & NORTHWEST. ii. '08 Bible publisher to receive first right of refusal on a similar sponsorship at Creation 2009 East & West. iii. 2008 financial investment and sponsorship level will not carry over into 2009. 2009 sponsorship subject to 2009 promotional rates.
3. ONE FULL PAGE (1) Page Program ad  
Printed in the Creation Festival Program Guide Full Color - 7" wide x 4 13/16" high East coast = 75,000 + West Coast = 35,000 (110,000 total prints)
4. Main Arena Signage.
  - Display rights for two (2) banners, no more that 4' high x 6' wide. ii. Positioning to be Stage-Right, along OFFICE TRAILERS. iii. Creation Administration to determine positioning of banners onsite. iv. Banners to be designed and provided for by the Bible publisher.

**Contact your representative for more info!**

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5. Video Spots on Jumbotrons  
Twelve (12), sixty second (:60) commercial spots displayed on Creation's 28' wide Jumbotrons. i. Three (3) spots per day. ii. Placement times will be in the afternoon, evening and primetime. iii. Creation to receive two (2) Betas and one (1) DVD for each commercial spot.
6. Two (2) 8' x 8' Exhibit Spaces  
Located in prime location of the Long Building (East) and Cross-Roads Tent (West). i. If product is sold, item(s) are to be approved by Creation Administration and will be subject to a fee of 25% of total gross sales. ii. All literature is subject to approval by the Creation Festivals.
7. Website Banner ad  
Bible Publisher's banner ad displayed on [www.creationfest.com](http://www.creationfest.com). Creation's website has monthly averages of 3,500,000 hits, of which 500,000 are unique page views/visitors. i. Banner ad from will run through August 1, 2008. ii. Banner ad will include a direct link to the Bible publisher's website.
8. Live Main Stage Announcements  
Creation's MC will personally promote the Bible Publisher. i. Two (2) announcements per day. ii. Each announcement not to exceed more than one (1) minute. iii. Actual schedule to be determined onsite.
9. Live Fringe Stage Announcements  
Creation's MC will personally promote the Bible Publisher. i. Two (2) announcements per day. ii. Each announcement not to exceed more than one (1) minute. iii. Actual schedule to be determined onsite.
10. Hospitality Access Passes, VIP Parking & Adult Total Event Tickets  
Six (6) "Hospitality" passes, One (1) Total Event "Admin Parking" Pass and Ten (10) Adult Total Event Tickets.
11. CREATION `08 Merchandise - Six (6) Creation T-Shirts and Six (6) Creation Baseball hats.

Total retail value of all items = \$61,000.

**PACKAGE PRICE – \$37,000.**

**DATES & LOCATIONS:**

- Creation `08 Northeast  
June 25 – 28, 2008  
Agape Farm  
Mount Union, Pennsylvania
- Creation `08 Northwest  
July 23 – 26, 2008  
Gorge Amphitheater

**Contact your representative for more info!**

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George, Washington



## **EXCLUSIVE BIBLE SPONSORSHIP PACKAGE**

- ◆ **1/2 page ad** in event program. (The value of this ad may be applied to a larger ad.)
- ◆ **Logo** on print ads, posters, fliers, direct mail pieces and the Web site. Print impressions will total over 500,000 on the print mediums.
- ◆ **Product exclusivity as it relates to sponsorship.** There will be no other "official festival Bible" in any form or fashion. SWC will not allow another Bible (product) to be advertised or promoted in the manners available within this sponsorship. Similar businesses with Bible products may purchase exhibit space. These NON-SPONSOR businesses will NOT be allowed to purchase Jumbotron ads to promote Bibles.
- ◆ **Ten, 3-day admissions** to the event, complete with 2 **reserved area parking passes** (per day). Six passes (per day) to the **VIP reserved seating** sections adjacent to the Main Stage.
- ◆ The equivalent space of **two exhibit booths** (10' x 20'). If the sponsor "sells" retail product the standard commission will NOT APPLY for the sponsored product only (commission waived). Additional display space may be available as each sponsorship is customized.
- ◆ **Repeat rights** to this (Bible) sponsorship AGAIN in 2009 at the 2009 financial level.

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- ◆ **8 on-stage announcements**/endorsements by the emcee- 2 on opening day, 3 on day 2 and 3.
- ◆ **Exclusivity** – No other competitive business will be allowed to buy a sponsorship at any level.
- ◆ Sponsor's **logo** included in the sponsor section of the 25,000-circulation **event program**.
- ◆ The rights to display three **banners**, one at the Main Stage, another at the Alternative Stage. A third in a general location. Banners are to be no more than 3' high by 6' wide and are to be provided by the sponsor.
- ◆ Four event **t-shirts**.
- ◆ **Rotating logo on the Web** site's home page. This is not the same as #1, which is the (fixed) logo on the sponsorship page.
- ◆ **Web site direct link** from the logo on the sponsorship page.
- ◆ **Jumbotron Ads** (a) Three (3) 60-sec. Jumbotron ads per day in 3 different day-parts: mid-day, evening, primetime. Sponsor must provide pre-produced video, or CD.  
(b) Inclusion in the Jumbotron's rotating sponsorship thank you message.

**PACKAGE PRICE - \$25,000**

**DATES & LOCATIONS:**

- SWC 2008 Del Mar  
May 23-25, 2008  
Laguna Seca Raceway, CA
- SWC 2008 Monterey  
July 31 – August 2, 2008  
Del Mar Fairgrounds, CA

**Contact your representative for more info!**

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