

Top Talent ^{2nd Annual} SEARCH

Sponsorship Opportunities
2010

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1. The Cause

American Idol, Canadian Idol and other similar entertainment ventures have helped create a new market for the discovery, development and promotion of artistic talent.

This model serves as both an incubator for the discovery of new talent and as an entertainment product in its own right, and both of these offer valuable business opportunities.

Top Talent Search is adapting this model as a means of promoting our own local talent. Peterborough and its wider region have long been recognized for their remarkable level of artistic talent in relation to its population, and this has important implications for tourism, economic development and cultural advancement.

Our central purpose is to discover and promote local talent, and to assist that talent in:

- Performing in front of live audiences;
- Promoting themselves to potential clients;
- Increasing support from their local communities; and
- Promoting their skills development and personal growth.

2. The Producers

Top Talent Search is produced and managed by Jason Chessar.

Jason has enjoyed a career in the Peterborough market as the owner of J's Magic. (www.jsmagic.ca) One of the principals of the 2009 Top Talent Search, he has experience in event management and promotion. He was the Entertainment Coordinator/Provider for the Dream Ball Gala for the Kawartha Haliburton Children's Foundation; the Entertainment Coordinator/Provider the Sysco Foods Winter Festival; the Entertainment Coordinator for the Peterborough Regional Health Centre Foundation's Dancing with the Docs; and the Co-Founder and Co-Chair of Family Fun Days.

Rob Lorenz of One Host Vision (www.onehostvision.ca) serves as our web host and graphic artist.

Winston Bromley of Art Box (www.artbox.com) serves as our web site developer and programmer.

Mike Parrington of Events Digital Productions serves as our video producer.

Evan Holt of Evan Holt Photography is our photographer.

Jillian Hartwick of JMH Messaging assists with our communications.

3. The Events

3.1 Top Talent

During the months of May and June, we will undertake a campaign to encourage and assist local amateur talent to videotape a single performance in our studio, produce it in a digital file, and then upload it to our web site. (www.toptalentsearch.ca.) This campaign will consist of promotion in the schools, the community and the media.

Contestants will pay a \$20 fee per act in order to upload their audition performance.

During the months of June and July, we will promote online voting by the public at the Top Talent Search web site. Restrictions will be put in place to avoid unfair repetitive voting by any individual.

Online voting will take place in five separate waves in July, in order to ensure that each contestant has an equal amount of time to receive votes. Each of these waves will be promoted as a unique event.

Online voting will end on August 5. The top 12 vote recipients will be announced as finalists, and will perform before our qualified judges at the main stage of the Little Lake Musicfest on August 18. The winner will be announced that evening and will win a \$1,000.00 prize as well as sponsored prize packages.

3.2 Top Talent Scout

As was the case in 2009, we will run a coincident competition among non-contestant members of the public to determine who is best able to successfully predict the top 12 finalists. The winner will receive a sponsored prize. Last year's winner won an electronic bicycle from Green Street e-Bikes, valued at \$2,000.00.

4. The Timing

May and June, 2010

Campaign to encourage and assist talent to upload video performances to www.toptalentsearch.ca.

June and July, 2010

Promotion of online voting by the public.
Promotion of Top Talent Scout contest

July 1, 2010

Wave 1 of voting

July 8, 2010
Wave 2 of voting

July 15, 2010
Wave 3 of voting

July 22, 2010
Wave 4 of voting

July 29, 2010
Wave 5 of voting

August 5, 2010
Online voting ends.
Top Talent Scout competition ends.
Announcement of the top 12 finalists, as selected by the voting public.
Promotion of the Grand Finale show.

August 18, 2010
Grand Finale show with 12 finalists at Little lake Musicfest.
Decision by judges and awarding of prizes.

5. The Exposure

We offer an extensive media mix to promote your sponsorship, including print, television, radio, internet and community/street. This mix has particular value in that it will be applied in a variety of stages:

- The campaign to promote video auditions;
- The campaign to promote online voting, in five separate waves;
- The campaign to promote the Top Talent Scout competition;
- The campaign to promote the Little Lake Musicfest Grand Finale show.

Our print, television and radio exposure is assured as a result of our partnership with media channels. Last year's partnerships involved:

- Peterborough This Week
- Energy Radio 99.7

In 2009, we received top banner, front page coverage in the December 28, 2009 issue of The Peterborough Examiner. We were covered extensively in Peterborough This Week and Snap.

This year, we have already partnered with COGECO Cable TV, Energy Radio 99.7 and Country Radio 105.1, with more media to come.

Our internet draw is a primary source of exposure to our sponsors. All of the viewing and voting of performances leading up to the Grand Finale performance is online. The traffic to the www.toptalentsearch.ca web site in 2009 was spectacular. In July and August, we earned more than 1.9 million hits, averaging more than 30,000 hits per day. In those two months alone, there were 133,595 viewings of performance videos. These are remarkable numbers.

Our Community/Street exposure results from our distribution of promotional flyers to the schools, to community facilities and in retail outlets throughout the City.

Our event exposure is assured by reason of the support of the Little Lake Musicfest, the Grand Finale performance on their main stage, and the thousands, including tourists, who are drawn to all their events.

6. The Opportunities

We wish to discuss with you a sponsorship package that includes some or all of the following elements:

- Recognition on Energy 99.7 promotions
- Recognition in print ads
- Recognition on COGECO TV On Demand Viewing of Videos
- Top Talent Scout competition sponsorship
- Recognition in media releases
- Logo on web site all pages
- Logo on web site Home page
- Logo on web site Contest page
- Logo on web site Performers page
- Logo on web site banner
- Logo on customized web site page
- Logo displayed during video banner
- Logo on Little Lake Musicfest web site
- Signage at our studio auditions
- Signage at Little Lake Musicfest
- Little Lake Musicfest Event: MC recognition
- Little Lake Musicfest Event: MC recognition at Grand Finale show
- Little Lake Musicfest Event: Signage at Grand Finale show
- Logo on event flyer
- Logo on contest promotion flyer
- Customer Incentive (Prize Packages)

7. Our 2009 Supporters

J's Magic

Peterborough Square

Energy Radio 99.7

Peterborough This Week

Mexicali Rosa's

Green Street

Zeebon's Signs

Prize Pack Supporters

Charlotte Video

Supper 8

Buds Music

Jakes Neighborhood Grill

Craft Works

Branded Merchandise