



PDX-POP NOW!

1st Annual Summer Festival of Local Music
www.pdxpopnow.com • pdxpopnow@indiepop.com • 503-784-9133

WHY: To celebrate Portland's rich, original, local talent pool and to provide music lovers free access to a wide cross section of the Portland music scene as chosen democratically by local musicians and fans.

WHAT: The first free annual PDX-POP NOW! Festival will feature more than 50 bands, over 3 days, on the 2 stages of Portland's premier all-ages venue the Meow Meow (industrial SE PDX). This will be the first event in what is envisioned to be a long line of annual events. All funding will be provided by local merchants only.

WHERE: The Meow-Meow/320 SE 3rd avenue/Portland OR 97214

WHEN: July 9-11, 2004

WHO: Potential total audience is 2000; venue capacity is 600; primary age group will be 25-36; secondary age group will be 16-24. Attendees are: avid music fans; record buyers; local concert attendees; music magazine readers; musicians; strong, opinionated participants in Portland's DIY culture.

FEATURED ARTISTS: The Minders, The Joggers, I Can Lick Any Son Of A Bitch In The House

CURRENT SPONSORS: Jackpot Recording Studio, The Mercury, CDForge, O€Base, Latitudes

SPONSORSHIP DETAILS

Package:	D Level	C level	B Level	A Level
Dollars:	Negotiable	\$500	\$850	\$1500
Benefits:	<ul style="list-style-type: none"> · Sponsor name/logo on banner at venue 	<ul style="list-style-type: none"> · Sponsor name/logo on banner behind one stage · Quarter page advertisement in event program · Website link 	<ul style="list-style-type: none"> · Sponsor name listed on flyers and website · Half-page advertisement in event program · Sponsor name/logo on banner behind 2 main stages · Your product samples or promotional materials available at common merchandise area (no reps) 	<ul style="list-style-type: none"> · Sponsor logo prominently added to ALL flyers, advertising, merchandise, and website · Full-page advertisement in event program · Sponsor name/logo on banner behind all stages and entrance · Your company rep's presence on-site to distribute product samples or promotional material · A headliner "Presented By" tag · Monetary donations at this level will secure your competitors' exclusion, assuming they have not already signed on..

HOW SPONSORS AND BANDS BENEFIT

A rare opportunity to introduce your brand to a specific segment of Portland's artistic community, all in one place, over an extended period of time.

- Presence at the festival
- Logo/Merchandise
- Exposure to different listeners
- CD compilation distributed via local merchants
- Participation in Portland's thriving music community
- One stop survey of contemporary Portland music