



***RAB's Nontraditional Revenue
Proposal Collection: Volume #7***

Proposal #59:

Women's Expo and Food Fest

Contributor: Clear Channel Radio





Presents

Women's Expo

A graphic element consisting of a green circle on the left and three yellow, wavy, horizontal lines extending to the right, partially overlapping the text 'Women's Expo'.

and Food Fest

April 27, 2002

The ultimate getaway for today's woman.

Submitted by David Trusty



Women's Expo & Food Fest 2002

**April 27, 2002
Riverside Centroplex**



Last year more than 7,500 women attended this premiere event produced by Clear Channel Communications, a group of 6 radio stations in Baton Rouge. The Women's Expo and Food Fest celebrate all that is TODAY'S WOMAN. The Riverside Centroplex will be transformed into the ultimate get-a-way destination to enjoy food, fashion and fun!



Clear Channel will take over the entire Riverside Centroplex with the downstairs Arena featuring the Women's Expo portion of the show and the upstairs Exhibition Hall showcasing Food Fest. The concept is to invite thousands of women living here in South Louisiana to attend this one-day event featuring fabulous displays, booths and presentations focusing on women's wellness, career, fashion, food/nutrition, parenting, home decorating, etc.



Free tickets will be available the week prior to the event. Tickets will be five dollars at the door the day of the event with a portion of the proceeds

going to support the Arts Council of Greater Baton Rouge.



Entertainment on the main stage will showcase educational interests for women, fashion shows, makeovers and whole lot more!

Event Marketing

This event will be showcased to over 300,000 people on all 6 Clear Channel Baton Rouge radio stations. We have also partnered with newspaper and cable television sponsors to proudly showcase this event to the community in a \$100,000+ advertising campaign.

The marketing of Women's Expo & Food Fest 2002 will include:



Press Releases, television interviews and news media launch 21 days prior to the event



Radio campaigns on WYNK, WJBO, WFMT, KRVE, WSKR and Radio Disney



Live Remote Broadcasts on WYNK, WJBO, WFMT and KRVE on the day of the event



Website promotion on www.wynk.com, www.wjbo.com, www.wfmf.com and www.96.1theriver.com



A cable television advertising campaign with Cox Communications



A print advertising with *The Advocate* and *City Social*



Event posters and flyers distributed at all Clear Channel remotes during the month of April

Sponsorship Opportunities

-  Title Sponsor
-  Food Fest Sponsor
-  Primary Zone Sponsors*
-  Zone Partners*
-  Zone Participants*
-  Stage Sponsor
-  Automotive Partnerships
-  Landscape Partnership
-  Ticket Sponsor
-  Gift Bag Sponsor
-  Concourse Booth Display*
-  Food Fest Zone Sponsors*
-  Exhibition Hall Booth Display*
-  Sampling Tables*
-  Cooking Demonstrations

*These sponsors will have the opportunity to choose a position on a first-come, first-serve basis.

Women's Expo & Food Fest 2002

Title Sponsor

As our Title Sponsor for this event, your company will enjoy the following opportunities...

- ❖ Featured as the title sponsor in **all** mention of Women's Expo & Food Fest 2002 via print, radio, television advertising, media coverage and other promotional efforts
- ❖ Category exclusivity for this event
- ❖ Your representative interviewed in any television coverage and quoted in all press releases
- ❖ Two live remote broadcasts* (2 hours each) Mon-Fri at your location(s) prior to Women's Expo & Food Fest 2002 to promote your business, give away free tickets and build excitement for the event (remote broadcasts include 2 breaks per hour, 10 promos to run 36 hours prior to the remote and talent fees)
- ❖ Company logo featured on all 4 Clear Channel websites with a link to your website (wynk.com, wjbo.com, wfmf.com, 961theriver.com)
- ❖ Company name and logo on all event tickets
- ❖ Option to make free tickets available at your location(s) prior to Women's Expo & Food Fest 2002
- ❖ Company logo prominently featured on all event posters and floor maps for the event
- ❖ Option to display or sample your products/services in a prominent display area in the Centroplex Arena and/or the Exhibition Hall (see layout)
- ❖ Primary signage (provided by Clear Channel) with your name and logo displayed throughout the Centroplex Arena and Exhibition Hall on event day [no banners]
- ❖ Inclusion in all radio remote broadcast announcements live from the Centroplex on event day
- ❖ Option to have a personal show assistant to distribute your samples, coupons or brochures to attendees during the event
- ❖ Option to insert brochures, coupons or samples in the Women's Expo gift bag that will be given to attendees
- ❖ Option to use the main stage to present entertainment and/or promote your company
- ❖ 150 admission tickets
- ❖ One parking pass
- ❖ Participation in the check presentation ceremony to the Arts Council following the show
- ❖ Hourly announcements from the Main Stage in the Arena and the Celebrity Chef Stage in the Exhibition Hall "sponsored by your company"

❖ First right of renewal of your Title Sponsorship for Women's Expo & Food Fest 2003















*Please see the Women's Expo remote calendar for scheduling. Remotes will be scheduled on a first come, first serve basis.

Title Sponsorship Investment...\$35,000

Women's Expo & Food Fest 2002

Food Fest Sponsor

As our the Food Fest Sponsor for this event, your company will enjoy the following opportunities...

-  Featured as the Food Fest sponsor in all mention of Food Fest 2002 via print, radio, television advertising, website promotion, media coverage, and other promotional efforts
-  One live remote broadcast* (2 hours) Mon-Fri at your location prior to Women's Expo & Food Fest 2002 to promote your business, give away free tickets and build excitement for the event (remote broadcast includes 2 breaks per hour, 10 promos to run 36 hours prior to the remote and talent fees)
-  Company logo featured on all 4 Clear Channel websites with a link to your website (wynk.com, wjbo.com, wfmf.com, 96.1theriver.com)
-  Company logo prominently featured on all event posters and floor maps for the event
-  Option to display or sample your products/services in a prominent display area in the Exhibition Hall (see layout)
-  Primary signage (provided by Clear Channel) with your name and logo displayed throughout the Exhibition Hall on event day [no banners]
-  Inclusion in radio remote broadcast announcements live from the Centroplex on event day
-  Option to have a personal show assistant to distribute your samples, coupons or brochures to attendees during the event
-  Option to insert brochures, coupons or samples in the Women's Expo gift bag that will be given to attendees
-  Option to use the main stage to present entertainment and/or promote your company
-  75 admission tickets
-  One parking pass
-  Hourly announcements from the Celebrity Chef Stage "sponsored by your company"
-  First right of renewal of your sponsorship for Women's Expo & Food Fest 2003














*Please see the Women's Expo remote calendar for scheduling. Remotes will be scheduled on a first come, first serve basis.

Food Fest Sponsorship Investment...\$15,000

Women's Expo & Food Fest 2002

Primary Zone Sponsor

As a Primary Zone Sponsor you will enjoy the following opportunities...

-  Featured as a major sponsor in all mention of the Women's Expo & Food Fest 2002 via print and television advertising and website promotion
-  Featured as a major sponsor in a portion of the radio announcements for the Women's Expo & Food Fest 2002 (Primary Zone Sponsors will rotate in all recorded radio mentions)
-  Category exclusivity for this event
-  One live remote broadcast* (2 hours) Mon-Fri at your location prior to Women's Expo & Food Fest 2002 to promote your business, give away free tickets and build excitement for the event (remote broadcast includes 2 breaks per hour, 10 promos to run 36 hours prior to the remote and talent fees)
-  Company logo prominently featured on all event posters and floor maps for the event
-  A prominent 40 x 20 zone in the CENTROPLEX ARENA to display or sample your products and/or services (see layout)
-  Primary signage (provided by Clear Channel) displayed at your zone during the event [no banners]
-  Inclusion in radio remote broadcast announcements live from the Centroplex on event day
-  Option to have a personal show assistant to distribute your samples, coupons or brochures to attendees during the event
-  Option to insert brochures, coupons, or samples in the Women's Expo gift bag that will be given to attendees
-  Option to use the main stage to present entertainment and/or promote your company
-  50 admission tickets
-  First right of renewal of your Primary Zone sponsorship for Women's Expo & Food Fest 2003












*Please see the Women's Expo remote calendar for scheduling. Remotes will be scheduled on a first come, first serve basis.

Primary Zone Sponsorship Investment...\$7,500
(8 sponsorships available)

Women's Expo & Food Fest 2002

Zone Sponsor

As a Zone Sponsor you will enjoy the following opportunities...

-  One live radio ticket stop* Mon-Fri (up to one hour) at your location prior to Women's Expo to give away free tickets and build excitement for the event (Ticket stop includes 3 live liners during the ticket stop and 10 promos to run 36 hours prior to the ticket stop)
-  Company logo featured in all print advertising
-  Company logo featured on all event posters and floor maps for the event
-  A 20 x 20 area in the CENTROPLEX ARENA to display or sample your products and/or services (see layout)
-  Signage (provided by Clear Channel) displayed at your Zone during the event [no banners]
-  Inclusion in live remote broadcast announcements from the Centroplex on event day
-  Option to have a personal show assistant to distribute your samples, coupons or brochures to attendees during the event
-  Option to insert brochures, coupons, or samples in the Women's Expo gift bag that will be given to attendees
-  Option to use the main stage to present entertainment and/or promote your company
-  20 admission tickets
-  First right of renewal as a Zone Sponsor for Women's Expo & Food Fest 2003









*Please see the Women's Expo remote calendar for scheduling. Ticket stops will be scheduled on a first come, first serve basis.

Zone Sponsor Investment...\$5,000
(4 non-exclusive sponsorships available)

Women's Expo & Food Fest 2002

Zone Participant

As a Zone Participant you will enjoy the following opportunities...













-  Company logo featured in all event posters and floor maps for the event
-  A 20 x 10 area in the CENTROPLEX ARENA to display or sample your products and/or services (see layout)
-  Signage (provided by Clear Channel) displayed at your Zone during the event [no banners]
-  Inclusion in radio remote broadcast announcements live from the Centroplex on event day
-  Option to insert brochures, coupons, or samples in the Women's Expo gift bag that will be given to attendees
-  Option to use the main stage to present entertainment and/or promote your company
-  10 admission tickets
-  First right of renewal as a Zone Participant for Women's Expo & Food Fest 2003

Zone Participant Investment...\$2,500
(12 non-exclusive sponsorships available)

Women's Expo & Food Fest 2002

Arena Stage Sponsor

Women's Expo 2002 will feature a main stage area that will be the site of great entertainment and other presentations. All activity on the stage will be projected on to a giant screen visible throughout the Arena. As the Women's Expo Arena Stage Sponsor you will enjoy the following opportunities...

-  One live radio ticket stop* Mon-Fri (up to one hour) at your location prior to Women's Expo to give away free tickets and build excitement for the event (Ticket stop includes 3 live liners during the ticket stop and 10 promos to run 36 hours prior to the ticket stop)
-  Company logo featured in all print advertising
-  Company logo included on all event posters and floor maps for the event
-  Option to display or sample your products/services adjacent to the stage
-  Signage (provided by Clear Channel) displayed adjacent to the stage during the event [no banners]
-  Inclusion in radio remote broadcast announcements live from the Centroplex on event day
-  Personal show assistant to distribute your samples, coupons or brochures to attendees during the event
-  Option to insert brochures, coupons, or samples in the Women's Expo gift bag that will be given to all attendees
-  Option to use the main stage to present entertainment and/or promote your company
-  Company name mentioned in announcements directing attention to the Women's Expo main stage
-  20 admission tickets
-  First right of renewal of your Stage Sponsorship for Women's Expo & Food Fest 2003











*Please see the Women's Expo remote calendar for scheduling. Ticket stops will be scheduled on a first come, first serve basis.

Arena Stage Sponsorship Investment...\$5,000

Woman's Expo & Food Fest 2002

Automotive Partnership

Women's Expo 2002 will provide automotive dealers with an excellent display opportunity. As an Automotive Partnership you will enjoy the following opportunities...

-  One live radio ticket stop* Mon-Fri (up to one hour) at your location prior to Women's Expo to give away free tickets and build excitement for the event (Includes 3 live liners during the ticket stop and 10 promos to run 36 hours prior to the ticket stop)
-  Company logo featured in all print advertising
-  Company logo featured on all event posters and floor maps for the event
-  2 of your cars on display at the event (1 in the Centroplex Arena, 1 in the Exhibition Hall)
-  Signage (provided by Clear Channel) displayed adjacent to your cars during the event [no banners]
-  Inclusions in radio remote broadcast announcements live from the Centroplex on event day
-  Option to have a personal show assistant to distribute your samples, coupons or brochures to attendees during the event
-  Option to insert brochures, coupons, or samples in the Women's Expo gift bag that will be given to attendees
-  15 admission tickets
-  First right of renewal as an Automotive Partner for Women's Expo & Food Fest 2003








*Please see the Women's Expo remote calendar for scheduling. Ticket stops will be scheduled on a first come, first serve basis.

Automotive Partnership Investment...\$5,000
(2 non-exclusive sponsorships available)

Women's Expo & Food Fest 2002

Landscape Partnership

As a Landscape Partner, you will enjoy the following opportunities...







-  Opportunity to showcase your business with a landscaped area at the entrance to or inside the event (can include plants, water gardens, small trees, etc.)
-  Signage (provided by Clear Channel) displayed with your landscaped area at the event [no banners]
-  Company logo featured on all event posters and floor maps for the event
-  Inclusion in remote broadcast announcements from the Centroplex on event day
-  Option to insert brochures, coupons, or samples in the Women's Expo gift bag that will be given to attendees
-  20 admission tickets
-  First right of renewal as the Landscape Partner for Women's Expo & Food Fest 2003

Landscape Partner Investment...\$2,500
(non-exclusive)

Women's Expo & Food Fest 2002

Ticket Sponsor

Tickets for Women's Expo & Food Fest 2002 will available at one exclusive ticket outlet. As the Ticket Sponsor you will enjoy the following opportunities...








-  Inclusion in a two-week advertising campaign driving people to your business for tickets to Women's Expo (includes radio, television and print advertising)
-  Company logo on all event tickets
-  Tickets to be distributed at locations of your choice over a two-week period to be determined by mutual agreement
-  Primary signage (provided by Clear Channel) displayed at event (no banners)
-  Option to insert brochures, coupons, or samples in the Women's Expo gift bag that will be given to attendees
-  First right of renewal as Ticket Sponsor for Women's Expo & Food Fest 2003

Ticket Sponsor Investment \$5,000

Women's Expo & Food Fest 2002

Gift Bag Sponsor

Attendees to Women's Expo will be given a special carrying bag to use during the day's activities. As the Gift Bag Sponsor you will enjoy the following opportunities...

-  Logo prominently displayed on one side of gift bag
-  Primary signage (provided by Clear Channel) displayed at gift bag distribution center (no banners)
-  Inclusion in radio remote broadcast announcements live from the Centroplex on event day
-  Option to have a 10 x 10 booth in the concourse to display and sample your products and/or services (see layout)
-  Option to insert brochures, coupons, or samples in the gift Bag
-  10 admission tickets
-  First right of renewal as gift bag sponsor for Women's Expo & Food Fest 2003












Gift Bag Sponsorship Investment...\$2000
plus
purchasing 4000 gift bags*
(gift bag to include Women's Expo logo on one side)

Gift Bag Size: 16 x 6 x 12, Approximate cost is \$0.80 per bag,
Deadline for Gift Bag Sponsorship: March 22nd

Women's Expo & Food Fest 2002

Food Fest Zone Sponsor

The floor of the Exhibition Hall will be divided into 4 zones. As a Zone Sponsor you will enjoy the following opportunities...

-  One live radio ticket stop* Mon-Fri (up to one hour) at your location prior to Women's Expo to give away free tickets and build excitement for the event (Ticket stop includes 3 live liners during the ticket stop and 10 promos to run 36 hours prior to the ticket stop)
-  Company logo featured in all print advertising
-  Company logo featured on all event posters and floor maps for the event
-  A 30 x 20 area in the EXHIBITION HALL to display or sample your products and/or services (see layout)
-  Signage (provided by Clear Channel) displayed at your Zone during the event [no banners]
-  Inclusion in live remote broadcast announcements from the Centroplex on event day
-  Option to have a personal show assistant to distribute your samples, coupons or brochures to attendees during the event
-  Option to insert brochures, coupons, or samples in the Women's Expo gift bag that will be given to attendees
-  Option to use the main stage to present entertainment and/or promote your company
-  20 admission tickets
-  First right of renewal as a Food Fest Zone Sponsor for Women's Expo & Food Fest 2003













*Please see the Women's Expo remote calendar for scheduling. Ticket stops will be scheduled on a first come, first serve basis.

Food Fest Zone Sponsor Investment...\$5,000
(4 non-exclusive sponsorships available)

Women's Expo & Food Fest 2002

Food Fest Stage Sponsor

Food Fest 2002 will feature a celebrity chef stage that will be the site of fabulous cooking demonstrations throughout the day. All activity on the chef's stage will be projected on to a giant screen visible throughout the Exhibition Hall. As the Food Fest Stage Sponsor you will enjoy the following opportunities...

-  One live radio ticket stop* Mon-Fri (up to one hour) at your location prior to Women's Expo to give away free tickets and build excitement for the event (Ticket stop includes 3 live liners during the ticket stop and 10 promos to run 36 hours prior to the ticket stop)
-  Company logo featured in all print advertising
-  Company logo included on all event posters and floor maps for the event
-  Option to display or sample your products/services adjacent to the stage
-  Signage (provided by Clear Channel) displayed adjacent to the stage during the event [no banners]
-  Inclusion in radio remote broadcast announcements live from the Centroplex on event day
-  Personal show assistant to distribute your samples, coupons or brochures to attendees during the event
-  Option to insert brochures, coupons, or samples in the Women's Expo gift bag that will be given to all attendees
-  Option to use the celebrity chef stage to present a cooking demonstration
-  Company name mentioned in announcements directing attention to the Food Fest stage
-  20 admission tickets
-  First right of renewal of your Food Fest Stage Sponsorship for Women's Expo & Food Fest 2003

*Please see the Women's Expo remote calendar for scheduling. Ticket stops will be scheduled on a first come, first serve basis.

Food Fest Stage Sponsorship Investment...\$5,000

Women's Expo & Food Fest 2002 Booth Display

The Women's Expo will feature booths in which businesses have the opportunity to display or sample their products/services to the thousands of women attending the event. As a booth sponsor, you will enjoy the following opportunities...



A 10 x 10 booth to display and sample your products and/or services (3 locations for booths, see description below and see layout)



Option to use your booth as a register-to-win location for giveaways provided by your business



Option to sell merchandise in your sampling booth



5 admission tickets



Renewal option for Women's Expo & Food Fest 2003

Investment...\$750

3 Booth Locations

- Concourse - 37 booths available, Booth #'s 301- 337
- Hall leading from Ex-Hall to Arena – 11 booths available,
Booth #'s 401- 411
- Exhibition Hall (Food Fest) - 24 booths available, Booth #'s
101-124

Women's Expo & Food Fest 2001

Sampling Table

The Food Fest portion of the event will feature sampling tables in which businesses have the opportunity to sample food to thousands of women attending the event. As a participant in Food Fest, you will enjoy the following opportunities...



A table to showcase and sample food and/or beverages
(Tables 201-220)



Option to insert brochures, coupons, or samples in the
Women's Expo gift bag that will be given to all attendees



Option to use your table as a register-to-win location for
giveaways provided by your business



5 admission tickets



Renewal option for Women's Expo & Food Fest 2003

Investment...\$250*
(40 available)

*In order to purchase a sampling table, participant must be sampling food or beverage.

Women's Expo & Food Fest 2002

Cooking Demonstration

The Food Fest portion of the event will be the site of fabulous cooking demonstrations throughout the day. As a Cooking Demonstration Sponsor on our Celebrity Chef Stage, you will enjoy the following opportunities...



30 minutes of main stage usage to present a cooking demonstration to the thousands of people in attendance



Inclusion in the event brochure listing the day's activities for the event



Option to insert brochures, coupons, or samples in the Women's Expo gift bag that will be given to attendees



5 admission tickets



Renewal option for Women's Expo & Food Fest 2003

Cooking Demonstration Investment...\$250
(7 available)

Sponsors included Laser surgery clinic, Local car dealers, Local restaurants, and a Soda bottler.

Women's Expo & Food Fest 2002

Remote Calendar

The following dates and times are available for Women's Expo remotes and ticket stops. These will be scheduled on a first come, first serve basis and are subject to change at Clear Channel's discretion.



April 17th, 4 – 6pm
April 18th, 4 – 6pm
April 23rd, 4 – 6pm
~~April 25th, 4 – 6pm~~ - reserved



April 16th, 4 – 6pm
April 18th, 4 – 6pm
April 24th, 4 – 6pm
April 26th, 4 – 6pm



April 17th, 4 – 6pm
April 19th, 4 – 6pm
April 23rd, 4 – 6pm
April 25th, 4 – 6pm



April 16th, 4 – 6pm
~~April 18th, 4 – 6pm~~ - reserved
~~April 24th, 4 – 6pm~~ - reserved
~~April 26th, 4 – 6pm~~ - reserved

Women's Expo & Food Fest 2002

