



JUNE 2009

Swoop Magazine Weekly Party 200-300 people	6/11 6/18 6/25
8th Annual Swoop Magazine Flip Cup Tournament 50-60 teams 250-300 people	6/20

JULY 2009

Swoop Magazine Weekly Party 200-300 people	7/2 7/9 7/16 7/23 7/30
Official Manhattan Open AVP After Party (500-600 people per day)	
Happy Hour @ 12th and Highland Players' Party @ 12th and Highland	7/16
Happy Hour @ Saint Rocke Players' Party @ Saint Rocke	7/17
Happy Hour @ Union Cattle Co. Players' Party @ Union Cattle Co.	7/18
Happy Hour @ TBD	7/19
Swoop Model Search Fashion Show 150-250 people	7/11

AUGUST 2009

Swoop Magazine Weekly Party 200-300 people	8/6 8/13 8/20 8/27
Official Hermosa Open AVP After Party (500-600 people per day)	
Happy Hour @ 12th and Highland Players' Party @ 12th and Highland	8/6
Happy Hour @ Saint Rocke Players' Party @ Saint Rocke	8/7
Happy Hour @ Union Cattle Co. Players' Party @ Union Cattle Co.	8/8
Happy Hour @ TBD	8/9

SEPTEMBER 2009

Swoop Magazine Weekly Party 200-300 people	9/3 9/10
AVP Players' Party @ Mandalay Bay Details TBD	9/17 9/18 9/19

OCTOBER 2009

Swoop Magazine Weekly Party 200-300 people	10/1 10/8 10/15 10/22 10/29
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NOVEMBER 2009

Swoop Magazine Weekly Party 200-300 people	11/5 11/19 11/26
Swoop Model Search (Turks & Caicos) All Inclusive Travel \$1500 (not including flights)	11/7-11/14

DECEMBER 2009

Swoop Magazine Weekly Party
200-300 people

12/3 12/10 12/17
12/24 12/31

JANUARY 2010

Swoop Model Search (Costa Rica)
Details TBD

TBD

1st Annual Swoop Fashion Show
Details TBD

TBD

Sponsorship Opportunity

Basic sponsorship opportunity for smaller events

Events: Weekly Thursday parties, 6th Annual Flip Cup Tournament
(\$250 per event)

- Opportunity to pass out promo materials during event
- Advertisement included in the night's promo video
- Shout outs over the PA system during the party

*These events are expected to attract 250-300 people

Corporate sponsorship opportunity for larger private events

Events: Manhattan Open After Party, Hermosa Open After Party, Vegas Open After Party, San Francisco Open After Party, Fashion Show

(\$500 per event)

- Opportunity to pass out promo materials during event
- Advertisement included in the night's promo video
- Shout outs over the PA system during the party

(\$3000 per event *excluding Fashion Show*)

- 1 tent space during matches
- allows you to have company tent in the middle of the tournament
- HUGE promo opportunity based on personal promo strategy

*The "Opens" are expected to attract around 30,000 spectators

Exclusive sponsorship packages

(\$5000)

- any 20 events + 4 major AVP events
- Opportunity to pass out promo materials during event
- Advertisement included in the night's promo video
- Shout outs over the PA system during the party

Alcohol sponsorship opportunity

- preferential bottle placement at bar
- exclusive brand alcohol for event

Advertising Opportunity

\$1,700 per issue based on quarterly publication

- 1 full page of ad space

\$3000 (value \$7,000)

- 2 full pages of ad space in following 2 issues of Swoop Magazine
- Access to promote at 4 major events listed above
 - Opportunity to pass out promo materials during event
 - Advertisement included in the night's promo video
 - Shout outs over the PA system during the party

\$5,000 (value \$12,000)

- 2 full pages of ad space in following 2 issues of Swoop Magazine
- Access to promote at 20 smaller events listed above
 - Opportunity to pass out promo materials during event
 - Advertisement included in the night's promo video
 - Shout outs over the PA system during the party
- Access to promote at 4 major events listed above
 - Opportunity to pass out promo materials during event
 - Advertisement included in the night's promo video
 - Shout outs over the PA system during the party