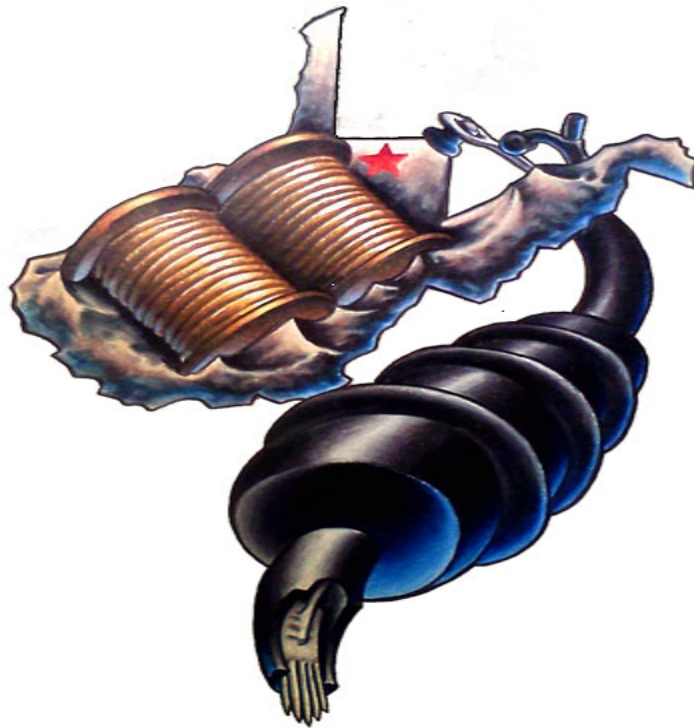


# West Virginia Tattoo Expo Sponsorship Info

October 11, 12, 13, 2013



The West Virginia Tattoo Expo will bring body artists and vendors from all over the country together with thousands of art lovers, to share in the excitement in the one of a kind atmosphere of historic Morgantown, WV. Held in the heart of the city's wharf district, the Waterfront Hotel and Morgantown Event Center are new and state of the art facilities. Inside, more than 100 booths of tattooing, vendors and live performances will keep it lively and entertaining throughout the weekend. This exclusive event will become a cultural phenomenon, and is eagerly anticipated by thousands throughout the state and across the country. This landmark event will get bigger and better each year, and as it grows so does your chance to reach out to the community and be seen and heard in the inaugural show.

The West Virginia Tattoo Convention will be the premier event of its kind in West Virginia. Representing your product or service at the West Virginia Tattoo Convention is the best way to showcase that what you have to offer is interesting and in demand. It gives you a chance to reach a diverse, alternative market that carries the purchasing power of all demographics. There are thousands of ways to promote your product/service, but no other will have the same all-around appeal and reach as the West Virginia Tattoo Expo. Now is your chance to support this West Virginia event.

## **Information on the Event**

### **CONVENTION DATES/TIMES:**

Friday, October 11th, 2:00PM - 10:00PM

Saturday, October 12th, 12:00PM - 10:00PM

Sunday, October 13th, 12:00PM - 7:00PM

### **EXPECTED ATTENDANCE:**

5000-8000

### **TARGET DEMOGRAPHIC:**

18-60

### **ADMISSION:**

\$15 Single Day Ticket

\$40 Weekend Pass (All 3 Days)

\$55 V.I.P. (All 3 Days, T-shirt, Poster)

\*\*\*\$5 Discount for Military ID and Student ID

\*\*\*Children 12 & under Free

### **About Morgantown, WV**

Consistently regarded as one of the nation's best small cities, Morgantown has been ranked "Third Best Small Town in America" by Men's Journal in 2004 and "Twelfth Hottest Small City: Boomtown" by Inc. Magazine in 2006. Located in the Wharf District overlooking the Monongahela River, this West Virginia University hotel is ideally situated for the activities and attractions of Greater Morgantown.

Within a 500-mile radius of Morgantown is one-half of the population of the United States and one-third of the population of Canada. Morgantown is one day's drive from 6 of the 8 largest U.S. metropolitan areas, 20 metro areas with populations of 1 million or more, and 22 of the nation's top 35 industrial markets.

**Morgantown, WV** is noted for its strong economy and quality of life. World-class health care, recreation, education, and art communities complement our strong business climate. Home of West Virginia University, attended by over 30,000 college students, the city offers limitless attractions for new visitors and a historic hometown feel that lifelong residents stay to experience.

**WVU is less than 1 mile from the venue.**

**Fairmont State University is less than 15 miles from the venue.**

**Over 40,000 college students in a 30 minute radius.**

**LOCATION:**  
**Waterfront Place Hotel and The Morgantown Event Center**  
**Two Waterfront Place | Morgantown, WV 26501-5958**

**Waterfront Place Hotel**  
<http://www.waterfrontplacehotel.com/>



The Waterfront Place Hotel and the Morgantown Event Center features state of the art design and engineering with multi-purpose accommodations for regional, national and international meetings, tradeshows, theatrical and other special events. Located in Downtown Morgantown, the Hotel and Event Center are located only seconds from West Virginia University in Morgantown easily accessible by Interstates 68 and 79.

**The Morgantown Event Center**  
<http://morgantowneventcenter.com/>



**2013 Expo Sponsorship Packages**

### **Level I - \$500**

Company Name or Logo on Event Schedule given to all attendees.  
One (1) 8' x 10' booth or a table outside the main exhibition hall.  
Two(2) three-day passes.

### **Level II - \$1,000**

One (1) 8' x 10' booth or a table outside the main exhibition hall.  
Three(3) three-day passes.  
Sponsor link on the WVTE website.

### **Level III - \$2,500**

One (1) 8' x 10' booth or a table in the main exhibition hall.  
Company logo displayed in the main exhibition hall on Jumbo Screens.  
Banner ad on the WVTE homepage.  
Sponsor link on the WVTE website.  
Company logo printed on all posters, flyers, handbills and street marketing tools.  
Five (5) three-day passes.

### **Level IV - \$5,000**

One (1) 8' x 20' booth or a table in the main exhibition hall.  
Company logo printed on all posters, flyers, handbills and street marketing tools.  
Company logo displayed in the main exhibition hall on Jumbo Screens.  
Banner ad on the WVTE homepage.  
Sponsor link on the WVTE website.  
Company logo included in magazine ads and mentioned over the PA system.  
Company logo printed on WVTE shirts sold at expo.  
Eight (8) three-day passes.

### **Premier Sponsor - \$10,000 LIMITED AVAILABILITY**

One (1) 8' x 20' booth or a table in the MAIN ENTRANCE.  
**Inclusion of company logo/name in print media and radio as Premier Sponsor.**  
Company logo printed on all posters, flyers, handbills and street marketing tools.  
Company logo displayed in the main exhibition hall on Jumbo Screens.  
Banner ad on the WVTE homepage.  
Sponsor link on the WVTE website.  
Company logo included in magazine ads and mentioned over the PA system.  
Company logo printed on WVTE shirts sold at expo.  
Ten (10) three-day passes.

**Additionally, submissions of sponsorship offers of any kind are welcomed.**

Contact: Rocco Cunningham 304-626-5541 OR Lisa Freeman 304-709-3432  
Production, Sponsorship, Entertainment

# Marketing Plan

## **WVTE RADIO**

WKKW – Fairmont, WV 97.9 FM  
WCLG – Morgantown, WV 100.1 FM  
WVAQ – Morgantown, WV 101.9 FM  
WFBY – Clarksburg, WV 106.5 FM

## **WVTE NEWSPAPER**

The Dominion Post - Morgantown, WV  
The Daily Athenaeum – West Virginia University  
The Exponent Telegram – Clarksburg, WV  
The Times West Virginian – Fairmont, WV  
Herald Standard – Uniontown, PA  
Pittsburgh Post-Gazette – Pittsburgh, PA  
Parkersburg News and Sentinel – Parkersburg, WV

## **WVTE PRINT PROMOTIONS**

We will have a large write-up in many newspapers.

## **WVTE INTERNET PROMOTIONS**

Web presence on all major tattoo search engines.  
Massive Social Network campaign including Facebook, and Twitter.

## **WVTE STREET PROMOTIONS**

The WVTE Street Team will distribute 50,000 flyers across West Virginia and southern Pennsylvania until the convention begins, on October 11th.  
WVTE Publicity reaches every tattoo and body piercing shop in the area.  
WVTE posters and flyers will cover Morgantown and surrounding areas.

## **Tattoo Facts To Consider**

\*One out of every eleven people in the US has a tattoo.

\*Tattooing is the sixth fastest growing retail business in the US.

\*The most common tattoo client is also the fastest growing demographic group in the US, middle-class suburban women.

\*There are more than 21,000 tattoo art studios in the US and the tattoo industry has been expanding at the rate of one establishment per day.

\*36% of U.S. adults 18-25 have at least one tattoo. 40% of U.S. adults 26-40 have at least one tattoo. 45 MILLION Americans have at least one tattoo.

\*There are 10 magazines in the U.S. devoted exclusively to the art of tattooing and body piercing.

\*The annual amount of money spent on tattoos in the US is \$1.65 Billion.

\*U.S. President Theodore Roosevelt had his family crest tattooed on his chest.

Tattoos are very mainstream. You cannot go anywhere or turn on your television without seeing someone with body art. From professional athletes to movie stars to musicians to the person next door, tattoos are everywhere...

**These facts cannot be ignored...**

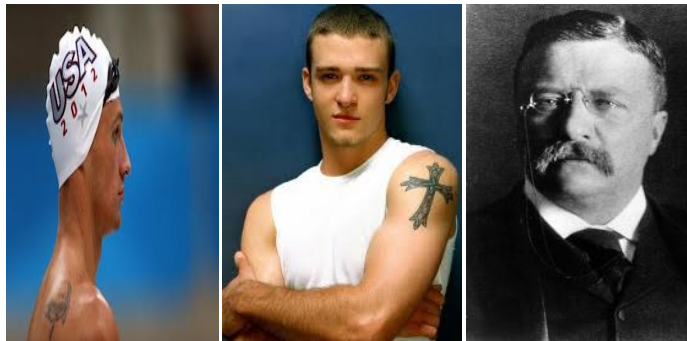
Also, there are over 30,000 college students less than 1 mile from the venue. In a 30 minute radius there are over 40,000 college students and we will reach out to all of them through advertisement.

# **Who has tattoos?**





**More people than you may think...**



C Productions, LLC Proudly Presents

# The West Virginia Tattoo Expo

October 11<sup>th</sup> -13<sup>th</sup> 2013

The Waterfront Hotel & Morgantown Event Center, Morgantown, WV

www.wvtattooexpo.com

wvtattooexpo@gmail.com

304-626-5541 304-709-3432

Company Name \_\_\_\_\_

Company Website: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

E-Mail: \_\_\_\_\_ @ \_\_\_\_\_

\_\_\_\_\_ Level I - \$500

\_\_\_\_\_ Level II - \$1,000

\_\_\_\_\_ Level III - \$2,500

\_\_\_\_\_ Level IV - \$5,000

\_\_\_\_\_ Premier Sponsor - \$10,000 LIMITED AVAILABILITY

**Total.....\$ \_\_\_\_\_.**

**Make Checks and Money Orders Payable to “West Virginia Tattoo Expo.” Must be paid in full by July 1, 2013. Deposit of \$500 holds your sponsorship. DEPOSITS ARE NON-REFUNDABLE.**

**It is understood and agreed by applicant(s) that this entire document constitutes a contract between C Productions, LLC and applicant(s), when countersigned by a designated agent of C Productions, LLC. Furthermore, applicant(s) signature deems understanding and compliance with rules and regulations of C Productions, LLC. All booth spaces are subject to approval by C Productions, LLC.**

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

**Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_**