

THE WINTER WHITE PARTY



7TH ANNIVERSARY SPONSORSHIP

Monday . December 15th . 2014
HISTORIC 200 PEACHTREE
200 Peachtree Street NE . Atlanta, GA 30303

benefiting **SOUTHERN MUSIC**
FOUNDATION™

Celebrating Southern Music

WINTER WHITE PARTY EVENT OVERVIEW

Since its inception in December 2008, Winter White Party produced by Philip Michael PR is Atlanta's most anticipated and talked about holiday event.

Each December the Winter White Party attracts an incredible mix of progressive men and women age 21-45 comprised of students, professionals, artists, fashionistas & celebrities. Winter White Party is not a black tie or formal event, however, attendees are encouraged to dress in their most fashionable or outrageous "WINTER WHITE" attire for the most amazing event of the holiday season. Winter White Party is an evening of non-stop excitement, entertainment, dancing & holiday cheer with a goal to raise funds and awareness for a carefully selected and life impacting non-profit organization. This year's event will benefit The Southern Music Foundation.

Winter White Party consists of an invitation-only VIP reception from 6-8 pm before the main event with complimentary hors d'oeuvres and cocktails. This reception is where recognition is given to the featured non-profit organization, sponsors, entertainers, volunteers and all others involved with executing the event.

Starting at 9 pm, the main event is highlighted by live entertainment, dancing to Atlanta's hottest DJ's, interactive entertainment and most of all, appealing white fashion. Last year's event saw just over 1000 attendees and included special aerial performances by Liquid Sky, a special appearance from the Atlanta Falcons Cheerleaders & magic performed by Joe Turner. This year's 7th Annual Winter White Party is expected to be our largest yet and should bring out 2000 movers & shakers, celebrities and sponsors for Atlanta's best holiday extravaganza.

The Winter White Party sets the standard for holiday fundraising events on the entire east coast!

ABOUT OUR FEATURED CHARITY AND PARTNER

Philip Michael PR is proud to announce its partnership with the Southern Music Foundation as the featured non-profit and benefactor for the 7th annual Winter White Party!

The Southern Music Foundation is a new non-profit institution that celebrates the traditions and future of the many musical genres that originated in the American South. The Southern Music Foundation will honor this legacy through a \$30 Million+ world-class interactive museum located at the Historic 200 Peachtree in Atlanta, GA, projected to open in Spring 2016, a Southern Music Performance division, and an educational outreach component to empower the rising generations of musical talent. Never before has the diverse and rich legacy of Southern Music been celebrated in it's entirely under one roof in one location and Southern Music Foundation is excited to tell the stories and preserve the legacies.

The Southern Music Foundation's mission is to exhibit, celebrate, and educate the public on the origins, history and continuing evolution of Southern Music.

The SMF's vision is to pursue the mission through three key initiatives:

- **Southern Music Center** - A world class, highly interactive museum that incorporates technology to produce and exciting and customized visitor experience.
- **Southern Music Performance** – A robust performance program that showcases the history and current artists performing in many of the genres comprising Southern Music. Performances will take place in venues surrounding the Southern Music Center in downtown Atlanta.
- **Southern Music Educational Programs** – A comprehensive collection of educational programs will illuminate Southern Music's varied musical traditions, reaching students and individuals of various age groups.

SOUTHERN MUSIC
FOUNDATIONTM

Celebrating Southern Music

HOT SHOTS FROM OUR PAST WINTER WHITE PARTY EVENTS



7TH ANNUAL WINTER WHITE PARTY 2014

SPONSOR LEVELS

PRESENTING “WHITE DIAMOND” SPONSOR (Exclusive) \$15,000

- ✓ **Exclusive check-in banner at entry to 200 Peachtree**
- ✓ **Write-up and informational inclusion into 300 VIP gift bags**
- ✓ **Logo placement on step and repeat for photos during event**
- ✓ **Inclusion in the official press release going out to all Atlanta media**
- ✓ **Full page advertisement in November 2014 issue of Jezebel Magazine as sponsor of WWP2014 (over 200,000 impressions)**
- ✓ **Billboard placement with logo as sponsor of WWP2014 (over 200,000 daily impressions)**
- ✓ **Exclusive banner to be sent on emails to over 75,000 subscribers leading up to WWP2014**
- ✓ **Interviews with confirmed media outlets during the event**
- ✓ **Ability to include marketing materials or trinkets in 500 attendee gift bags**
- ✓ **Ongoing mentions on official social media campaign leading up to the event starting November 1, 2014 (20,000 + impressions per week)**
- ✓ **Special recognition during pre-event VIP reception as a White Diamond Presenting Sponsor and throughout the evening**
- ✓ **15 invitations for our exclusive VIP reception in the 200 Peachtree Atrium starting at 6 PM (Hors d'oeuvres & cocktails provided)**
- ✓ **Assigned EXECUTIVE VIP section with 2 bottles and mixers for party of 15 at WWP2014 main event at 9 PM (includes assigned Winter White Snow Angel hostess)**
- ✓ **Souvenir sponsor photo at the event to be printed and delivered after the event.**

**“WHITE GOLD” SPONSOR
(Exclusive per category) \$10,000**

- ✓ Exclusive check-in signage at entry to the event at 200 Peachtree
- ✓ Write-up and informational inclusion into 300 VIP gift bags
- ✓ Company marketing materials or trinkets in 300 VIP gift bags
- ✓ Logo placement on step and repeat for guest photos at entry
- ✓ Inclusion in the official press release going out to all Atlanta media outlets November 3rd, 2014
- ✓ Mention on one week radio campaign on Q100 or STAR 94 with prime time placement as sponsor of WWP2014 starting on December 8, 2014 (over 150,000 listeners)
- ✓ Exclusive banner to be sent on emails to over 75,000 recipients leading up to WWP2014
- ✓ Interviews with confirmed media outlets during the event
- ✓ Ongoing mentions on official social media campaign leading up to event starting Nov 2014 (20,000 + impressions / week)
- ✓ Special recognition during our exclusive VIP pre-event as a White Gold Sponsor and throughout the main event
- ✓ 10 invitations for our exclusive VIP reception in the 200 Peachtree Atrium starting at 6 PM (Hors d'oeuvres & cocktails provided)
- ✓ Assigned EXECUTIVE VIP section with 2 bottles and mixers for party of 10 at WWP2014 main event at 9 PM (includes assigned Winter White Snow Angel hostess)
- ✓ Souvenir sponsor photo at the event to be printed and delivered after The event

**PRESENTING CAR SPONSOR
(Exclusive) \$10,000**

- ✓ **2-6 vehicles prominently displayed inside the main ballroom at 200 Peachtree during the event**
- ✓ **Logo placement on step and repeat at entry to the event**
- ✓ **Large logo on all marketing materials for over 150,000 impressions per week leading up to the event starting November 1, 2014**
- ✓ **Logo inclusion on 10,000 + printed invitations to be distributed during November & December prior to the event**
- ✓ **Banner ad included on email invitations to 50,000 plus recipients with hyper-link to your website**
- ✓ **Sign placement at entry to the event visible to all guests**
- ✓ **Interviews with confirmed media outlets during the event**
- ✓ **Ability to include marketing materials in 300 VIP gift bags**
- ✓ **Ongoing mentions on official social media campaign leading up to the event starting November 1, 2014. (20,000 +impressions per week)**
- ✓ **Special recognition during VIP reception as the presenting car sponsor and announcements throughout the event**
- ✓ **Invitation for 10 to our exclusive VIP reception in the 200 Peachtree Atrium starting at 6 PM (Hors d'oeuvres & cocktails provided)**
- ✓ **Private EXECUTIVE VIP section with 1 bottle and mixers for party of 10 at WWP2014 main event at 9 PM (includes assigned Winter White Snow Angel hostess)**
- ✓ **Souvenir sponsor photo at the event to be printed and delivered after the event**

V.I.P. SPONSOR
(Exclusive per category) \$5,000

- ✓ **Exclusive signage displayed at event entry to 200 Peachtree**
- ✓ **Logo inclusion on 10,000 + printed invitations to be distributed during November & December leading up to the event**
- ✓ **Banner on 2 email invitations to 50,000 plus recipients with hyper-link to your website**
- ✓ **Ability to include marketing materials or trinkets in 300 attendee gift bags**
- ✓ **Ongoing mentions on official social media campaign leading up to the event starting November 1, 2014 (20,000 + impressions per week)**
- ✓ **Specialized company write-up to be placed on Philip Michael PR Facebook and Linked In as part of the Winter White Party marketing**
- ✓ **Special announcement and thanks at VIP pre-event as the Presenting Sponsor and during the main event**
- ✓ **Invitation for 8 to exclusive VIP reception in the 200 Peachtree Atrium from 6-8 PM (Hors d'oeuvres & cocktails provided)**
- ✓ **Private EXECUTIVE VIP table/with 1 bottle and mixers for party of 8 at WWP2014 main event at 9 PM (includes assigned Winter White Snow Angel hostess)**
- ✓ **Souvenir sponsor photo at the event to be printed and delivered after the event**

TITLE SPONSOR
(Exclusive per category) \$2,500

- ✓ Logo on step and repeat for photos at entry to the event at 200 Peachtree
- ✓ Logo on all marketing materials for over 150,000 impressions every week leading up to the event starting November 1, 2014
- ✓ Interviews with media outlets in the media lounge at WWP2014
- ✓ Logo inclusion on 10,000 + printed invitations to be distributed during November and December leading up to the event
- ✓ Banner on weekly email invitation to 50,000 plus recipients with hyper-link to your website
- ✓ Sign placement at entry to the event visible to all guests
- ✓ Ability to include marketing materials in 300 attendee gift bags.
- ✓ Ongoing mentions on official social media campaign leading up to the event starting November 1, 2014 (20,000 + impressions per week)
- ✓ Recognition during exclusive VIP reception as a presenting title sponsor and throughout the main event
- ✓ Private EXECUTIVE VIP table/with 1 bottle and mixers for party of 6 during WWP2014 main event at 9 PM (includes assigned Winter White Snow Angel hostess)
- ✓ Souvenir sponsor photo at the event to be printed and delivered after the event

SUPPORTING SPONSOR
\$1000

- ✓ Logo placement on welcome poster board at entry to WWP2014.
- ✓ 1 mention each week on official social media campaign (with web-link) leading up to the event starting November 1, 2014.
- ✓ Special mention on 1 separate email campaign leading up the event for over 50,000 impressions
- ✓ Announcement and thanks at VIP pre-event as a supporting sponsor and during the main event
- ✓ 2 tickets for exclusive VIP reception prior to event in the 200 Peachtree Atrium starting at 6 PM. (Hors d'oeuvres & cocktails provided)
- ✓ Your company recognized during the main event



7TH ANNUAL WINTER WHITE PARTY AT 200 PEACHTREE
MONDAY, DECEMBER 15TH, 2014
BENEFITTING THE SOUTHERN MUSIC FOUNDATION

SPONSOR COMMITMENT FORM

Company Name _____

Business type or industry _____

Headquarters location _____

Sponsorship commitment level or dollar amount _____

Make checks payable to **PHILIP MICHAEL PR, LLC c /o WINTER WHITE PARTY** by sponsor deadline of Monday, November 17th, 2014.

Check # _____ Bank name _____

Company Representative (Print) _____

Company Representative (Sign) _____

Date ____/____/____