

AURA MUSIC & ARTS FESTIVAL MARCH 9TH-11TH, 2012 PARTNERSHIP OPPORTUNITIES



AURA MUSIC & ARTS FESTIVAL 3

The third annual AURA Music & Arts Festival will be held at the beautiful Forever Florida in Saint Cloud, Florida from Friday, March 9th, 2012 through Sunday, March 11th, 2012.

This year's festival will include:

- ✚ 30+ musical acts (top independent regional and national acts)
- ✚ A variety of delicious international food vendors
- ✚ A village of merchandise vendors selling hand crafted items and native artwork
- ✚ Daily yoga classes and musical education workshops
- ✚ Eco-friendly recycling program
- ✚ Three days and nights of on-site camping

Since its inception in 2010, AURA Music & Arts Festival has stayed true to its mission of showcasing the best regional and national touring bands in the underground jam community and live-electronic scene, building an event that brings fans together for a magical weekend of music, family and good times! Treating festivalgoers to a variety of musical styles ranging from rock, funk and jazz to roots reggae, jam-tronica and deep house, the vibe at AURA is unlike any other festival, creating a community of music, arts, culture and togetherness.

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TARGET AUDIENCE

The AURA music audience consists of active and educated individuals between ages 18 and 65. Our wide range of supporters is comprised of college students, young professionals, adults and families with a deep appreciation for good music, good food, and quality handmade crafts. We strive to reach out to all segments of the population both newcomers to the live music scene and veterans alike. Our mission is to provide a great live music and camping experience to all at an affordable price. With only one hour travel time to Orlando, and less than two hours to Tampa, South Florida, and Gainesville, access to large metropolitan areas benefits AURA and our partners.

FESTIVAL ATTENDANCE

AURA (2010) – Overall Attendance: 850
AURA (2011) – Overall Attendance: 1,500
AURA (2012) – Expected Attendance: 2,500

ARTISTS AT AURA 2012

PAPADOSIO, BROTHERS PAST, THE HEAVY PETS, ZOOGMA, KUNG FU, THE MALAH, DOPAPOD, COPE, DJ CRAIG HENEVELD, DAMN RIGHT!, THE WERKS, BROTHER BEAN, AQUAPHONICS, AND MANY MORE!

MARKETING OPPORTUNITIES

AURA Music & Arts Festival is an opportunity to promote your business and/or product to an educated audience of men and women through a wide variety of targeted media including:

- ✚ Festival Program
- ✚ Online + Direct Email
- ✚ PR Impressions
- ✚ Print
- ✚ On-site Visibility

Whether taking advantage of our turnkey partnership opportunities or creating your own custom marketing experience, the AURA Music & Arts Festival is dedicated to fulfilling your companies marketing wishes through creative and effective branding.



CONSUMER DEMOGRAPHICS

40% are between the ages of 18-24
37% are between the ages of 25-34
13% are between the ages of 35-44
10% are between the ages of 45-65
45% are females and 55% are males
80% see live music multiple times a month



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TURNKEY PARTNERSHIP PACKAGES

Bronze Level Partnership	\$750.00
<ul style="list-style-type: none"> ✦ 2 three-day passes to the festival ✦ ¼ page advertisement in the program guide ✦ Sponsorship listing on our website ✦ Banner placed on our perimeter fence around main stages with your logo 	
Silver Level Partnership	\$1,000.00
<ul style="list-style-type: none"> ✦ 2 three-day passes to the festival ✦ ½ page advertisement in the program guide ✦ Sponsorship listing on our website, including business name, logo, and a link to your site ✦ Banner placed on our perimeter fence around main stages with your logo 	
Gold Level Partnership	\$2,000.00
<ul style="list-style-type: none"> ✦ 4 three-day passes to the festival ✦ Full page advertisement in the program guide ✦ Sponsorship listing on our website, including business name, logo, and a link to your site ✦ Banner placed on our perimeter fence around main stages with your logo <p>space at the festival (optional, *no food sales)</p> <ul style="list-style-type: none"> ✦ 10' x 10' booth space at the festival (optional, *no food sales) 	
Platinum Level Partnership	\$3,500.00
<ul style="list-style-type: none"> ✦ 4 three-day passes to the festival ✦ Full page advertisement in the program guide with premium placement ✦ Sponsorship listing on our website, including business name, logo, and a link to your site ✦ Banner placed on our perimeter fence around main stages with your logo <p>space at the festival (optional, *no food sales)</p> <ul style="list-style-type: none"> ✦ 10' x 10' booth space at the festival (optional, *no food sales) ✦ Stage naming rights to one of our two main stages ✦ Your company name on our 24' x 3' banner on top of the stage. ✦ Recognition in press releases related to event 	
Festival Program Advertising	
<p>Our festival program guide will be distributed to all attendees at the event, and will include the daily schedule, a listing of our partners, and your ad. The size of the program guide will be 5.5" x 8.5" and approximately 2,500 copies will be distributed.</p> <ul style="list-style-type: none"> ✦ ¼ page ad \$80.00 ✦ ½ page ad \$120.00 ✦ Full page ad \$200.00 	

We're happy to tailor a package specific to your needs. For information regarding any of our sponsorship opportunities, or for information on other ways we can work together, please contact **Cameron Troy Ferguson** at Cameron@auramusicevents.com

AURA Music & Arts Festival is produced annually by AURA Music Group, LLC. Phone: (561) 921-5264