

DESERT ROCKS

MUSIC FESTIVAL

GREEN RIVER
JUNE 7-10



- THEME -
TRANSFORMATION
OF CONSCIOUSNESS

WWW.DESERTROCKS.ORG

2012 SPONSORSHIP PACKAGE



Festival Introduction

The Desert Rocks Music Festival is proud to present your company with a unique advertising opportunity. Our festival directors are currently in the planning stages of the 2012 DRMF nationwide advertising campaign and would like to see your business benefit.

2011 festival advertising produced over 2.5 million physical print ad impressions, over 20 million online impressions, and 2,000 radio spots. Don't miss your opportunity to be advertised alongside one of the most exciting festivals in the Western United States.

The 2012 Desert Rocks theme is "Transformation of Consciousness" which means we will be using the festival as a platform to promote the global shift towards environmental sustainability, fair trade, human rights, complimentary currency, trade/barter, healthy lifestyle, organic farming, biodiversity, renewable energy, social responsibility, recycle/reduce/reuse, cultural awareness, healthy diet, spread of wealth, sharing, caring, and LOVE!



Along with the perks of advertising alongside a popular established festival, sponsoring companies will also have the opportunity to team build with their employees. DRMF has partnered with several local adventure companies in an effort to give you and your employees a chance to not only be a part of a picturesque desert music festival but to also experience a Desert Rocks extreme outdoor adventure.

Your company can pick one or more of the following adventures: Rafting down the Colorado, Skydiving into the red rock desert, Mountain Biking down world class slick rock trails, Guided backpack tour through slot canyons and arches, or a scenic Hot Air Balloon Ride. Sponsoring Desert Rocks is simply good business, as not only will you receive targeted and effective advertising but you will also establish camaraderie among your employees and reward them for being a part of your company.

About the Festival

The Desert Rocks Music Festival is a 4-day camping getaway in a beautiful desert landscape 2 miles outside of Moab, Utah along the Colorado River. Outdoor enthusiasts, music lovers, vendors, bands, and fire spinners unite for this spectacular event that showcases some of the nation's top musical talent. The festival stage features a state of the art lighting system designed to produce an immaculate light show under the breathtaking nighttime desert sky.

Desert Rocks focuses on rock, hip-hop, bluegrass, reggae, folk, funk, and electronic artists. Past festivals have featured Chali 2na, Groundation, JGB feat. Melvin Seals, The Derek Trucks Band, Del The Funky Homosapien, Hot Buttered Rum, Bernie Worrell, ALO, The Mother Hips, The Motet, Emmitt-Nershi Band, People Under The Stairs, MarchFourth Marching Band, and many more.





Festival Image and Concept

Desert Rocks was created to give music lovers and outdoor enthusiasts the chance to experience a world class music festival and outdoor adventure in one of the world's most beautiful landscapes.

The festival is also focused on providing up and coming local musicians exposure to a nationwide audience. Now and in future years, Desert Rocks will strive to embody the image of the perfect host and entertainer. Organizers will always consider the public's safety and maintain a positive environment for investors and sponsors.

Desert Rocks strives to be a leader in environmentalism, social consciousness, organization, and friendliness. Desert Rocks utilizes the stage to reach out, teach, advocate, and promote environmental and socially conscious causes via speakers, art, workshops, exhibits, program spots, and by booking bands with positive messages.

2012 New Venue

We are proud to announce that the 8th Annual Desert Rocks Music Festival will be held at the Jenkstar Ranch 7 miles North of the town of Green River, Utah.

Accessibility – Green River is located along I-70 and is 90 minutes closer to Denver and Salt Lake City. The town also hosts Amtrack Train and Greyhound Bus stations giving patrons several transportation options to get to and from the festival. Desert Rocks will be providing shuttle service to and from the town of Green River. Organizers are working on booking bands on Amtrack train cars to and from the event.

Logistics – The Jenkstar Ranch has much more flat usable land and is much safer than the previous venue. Desert Rocks now has the capacity to grow to a 10,000+ attendee event. Green River also plays hosts to several hotels/motels for those who want a comfortable place to stay.

Scenery and Artwork – The Jenkstar Ranch sits at the base of towering 1,000 ft red rock cliffs perfect for immaculate light shows. Less than a mile from the venue is a giant sandy beach on the banks of the Green River. The Ranch is owned by metal artist/sculpturist Scott Wittiker who has lined the property with beautiful Burning Man style metallic works of art.



Green Festival



Desert Rocks seeks to set a precedent of environmental sustainability amongst the festival community and outdoor recreation culture. To achieve this goal, Desert Rocks is partnering with Evergreen Events and the Sustainable Living Roadshow to create a Green Program that targets every part of festival production, operations and management. Desert Rocks is keen to recycling, limiting the use of non-biodegradables, utilizing alternative forms of energy, reducing the festival's carbon footprint, and advocating about environmental sustainability. We are proud to say that on average DRMF recycles 83% of all waste materials, offsets 97% of its carbon footprint, and uses 76% biodegradable materials.

The 2012 Green Program components will include:

- 3-Stream Zero Waster Management (Trash, Recycling, and Compost)
- Compostable Product Sourcing (plates, forks, spoons, knives, napkins)
- Biodiesel Distribution Program
- Carbon Offsetting Program
- Around the clock "Green Recycle Team"
- Reusable Cup/Water Bottle Program
- Attendee Education /Messaging
- Artist Participation
- Local Non-Profit Participation
- Banning of "Throw Away" Plastic Water Bottles
- The "SoLLun" Solar Powered Electronic Village
- Booking Sustainable Living Roadshow and other Speakers, Workshops, & Exhibits

Through partnerships and green sponsorships with eco-friendly and socially responsible companies, we are committed to the sustainability of Desert Rocks so that we leave a positive legacy for our festival family, the communities that Desert Rocks touches, and the magnificent outdoor arena of Moab. Our sponsors will help build this legacy that will in turn grow to be a part of the experience of every Desert Rocks attendee. 2012 Festival organizers are committed to taking environmentalism to the next level by seeking to be Utah's first and only "Zero Waste" and 100% alternative energy powered music festival!

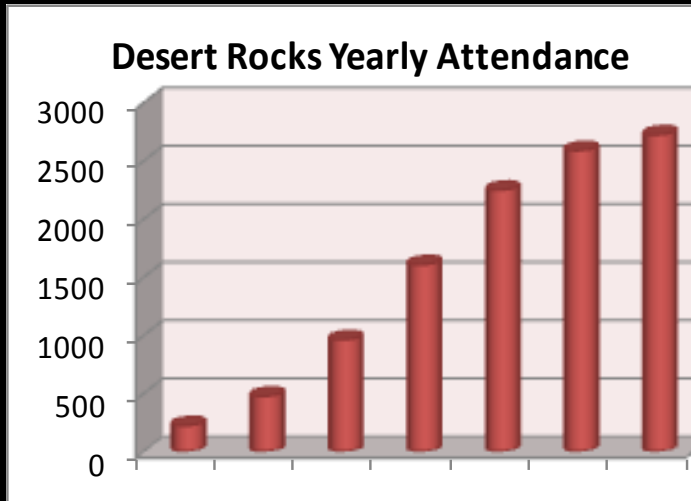


Competitive Outlook

No festival in the country is within such close proximity to so many national parks and beautiful desert landscapes. Desert Rocks is surrounded by Arches National Park, Canyonlands National Park, Mesa Verde National Park, Colorado National Monument, Capital Reef National Park, Bryce Canyon National Park, Zion National Park, Dead Horse Point, the La Salle Mountains, and Lake Powell.

Desert Rocks has found a niche for itself as an outdoor festival attracting both outdoor adventurers and music lovers. There are no other major festivals in our genre in Utah during the early summer. The festival has established legitimacy throughout all of the surrounding states through word of mouth and online advertising. The excitement generated from 2011 along with the new venue will no doubt attract an even larger crowd in 2012. The festival team itself is also growing rapidly as music industry professionals and other skilled folks are getting involved in building Desert Rocks.

Attendance and Demographics



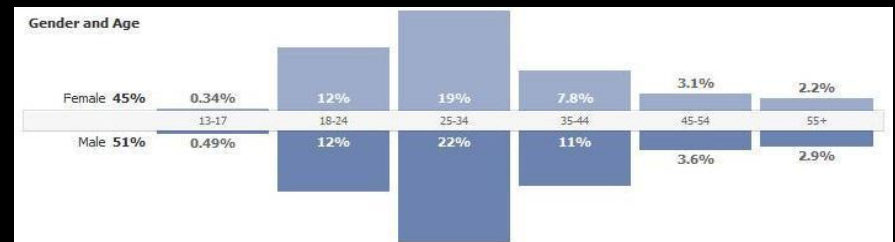
Desert Rocks has grown in attendance over the past seven years. The event has successfully become one of the year's most anticipated festivals in the West due to gaining popularity and notoriety. Desert Rocks has established name recognition amongst the United States festival scene.

Desert Rocks will market itself throughout the western United States, focusing on the four corner states along with Idaho, Nevada and California. The cities with the heaviest promotional emphasis will be Salt Lake City, Ogden, Park City, Denver, Boulder, San Francisco, Las Vegas, Phoenix, Flagstaff, Santa Fe, Albuquerque, Boise, Grand Junction, Durango, Telluride, Vail, Aspen, Carbondale, Ft. Collins, Moab, St. George, Cedar City, and Price.

Specific market segments will be:

- 18-45 age range
- Loyal Music Lovers
- Outdoor Enthusiasts
- Festival goers in Utah, Colorado, California, New Mexico, Arizona, Idaho, and Nevada
- Middle and Upper Income Brackets
- All Colleges and Universities in the Four Corners Region
- Park City Television viewership and potentially other RSN stations
- Music publications with national distribution
- Outdoor activity publications in the area
- All Camping and R.V. Centers in the region
- Transportation companies (tour groups, bus companies etc)

Desert Rocks has teamed up with the Powellapalooza Music Festival to utilize promotional networks. Combined, the two events have over 9,000+ Facebook friends and a 10,000+ email database encompassing music festival lovers across the four corners region. Age/gender demographics derived from Facebook can be found below.





Online Web Banner

Desert Rocks will be promoting the festival and sponsors in the various manners:

* Professional street team led by a coordinator to distribute 50,000+ flyers and 5,000+ posters throughout the Western United States.

Promotional materials will be dispersed throughout music stores, concert venues, colleges, outdoor retailers, R.V. parks, campgrounds, ski resorts, bars, hotels, restaurants, coffee shops, etc.

* Radio advertising on all radio stations relevant to the festival's target market in the four corners region. Free tickets will be given away on all stations to further promote the festival. 2011 advertising produced over 2,000 radio spots.

* Ads in all relevant print media relevant to the festivals target market will be purchased. Festivals ads will be on 2 million + print media pages.

* Online Advertising will be conducted through Facebook, MySpace, Twitter, Tribe, Rocky Mountain Music, Jambase, e-mail campaigns, online events calendars, bands websites and mailing lists, popular blogs and message boards, and within the Desert Rocks Newsletter. 2011 online advertising produced over 20,000,000 online impressions.

* Promotional Tours and events on the Desert Rocks bus featuring the Desert Rocks promo team handing out flyers and Desert Rocks gear.



Sponsorship Packages

If you are interested in any of the packages below, please contact our sponsorship coordinator, Aly Constine, in regards to pricing alyc@desertrocks.org 303-859-3017

All 2012 Desert Rocks Sponsorship Packages will include logo placement (size depends on level of sponsorship) and/or recognition in all Desert Rocks advertising outlined in marketing proposal. All sponsors will be provided with premier banner placement at the festival (size depends on level of sponsorship). All sponsors will be provided with festival priority booth space and authorization to demonstrate, exhibit, and sell services. All sponsorship packages are negotiable.

* “Moab outdoor adventure choice” refers to the option for your VIP ticket holders to choose between a rafting trip, mountain bike trip, hot air balloon ride, a guided backpack tour, or a skydiving experience.

“Presents” Sponsorship Package - \$25,000.00

- 10 festival tickets
- Sponsorship of a main stage, activity area, or VIP lounge
- Sponsorship of shade or mist tent to feature your product
- Logo inclusion on all event posters and handbills (more than 200,000 printed piece - exact number based upon date of commitment)
- VIP access for 10 during festival including Moab outdoor adventure package for 10
- Ability to offer product giveaways from the Main Stage during peak times of the event
- A hotel package in Moab throughout festival (4 nights) to fit your companies needs
- First right of refusal to be the Presents Sponsor at the 2012 festival
- Name and logo placement as the Presents Sponsor on festival wristbands, tickets, print ads, internet ads, and radio ads.
- Name and Logo on reusable beer cups
- Presents name and logo placement on www.desertrocks.org homepage and all other pages. (Presents sponsor is included in webpage template which is on all pages)
- Priority booth space(s) and authorization to demonstrate, exhibit, and sell services provided by Presents sponsor.
- Presents Premiere Banner Spaces at the Festival and presence on all signs in Moab the week of the festival.
- Presents Sponsor placement on all promo for the Desert Rocks Promotional Tour Dates in advance of the festival.
- Full page ad on the back cover of the Festival Program + placement on Desert Rocks Program cover
- Reserved Premier Campsites at the festival for your company

“Gold” Sponsorship Package - \$15,000.00

- 8 festival tickets
- Sponsorship of a side stage
- VIP access for 8 during festival including Moab outdoor adventure package for 8
- Logo inclusion on all event posters and handbills (more than 200,000 printed piece - exact number based upon date of commitment).
- Main Stage announcements as a gold sponsor throughout the festival (3 per day)
- A hotel package in Moab throughout the festival (4 nights) to fit your companies needs
- Name and logo placement as Gold Sponsor on festival wristbands, tickets, print advertising, internet advertising, all radio ads.
- Large logo placement on www.desertrocks.org homepage and sponsors page
- Priority booth space and authorization to demonstrate, exhibit, and sell services provided by Gold sponsor.
- Large Sponsor placement on all of the Desert Rocks Promotional Tour Dates.
- Full page ad in Festival Program.
- Large Banner Space at the Festival and presence on all signs in Moab the week of the festival.
- Reserved premier campsites at the festival

“Silver” Sponsorship Package - \$10,000.00

- 6 festival tickets
- Sponsorship of recycling, composting, other green initiatives, or a water station
- VIP access for 6 during festival including Moab outdoor adventure package for 6
- Logo inclusion on all event posters and handbills (more than 200,000 printed piece - exact number based upon date of commitment).
- A hotel package in Moab throughout the festival (4 nights) to fit your companies needs
- Reserved premier camp sites at the festival
- Medium Size Name and logo placement as Silver Sponsor on tickets, print advertising, internet advertising, all radio ads.
- Medium size Logo on the www.desertrocks.org sponsors page
- Priority booth space and authorization to demonstrate, exhibit, and sell services provided by Silver sponsor.
- Medium Banner Space at the Festival
- Medium Sponsor placement on all of the Desert Rocks Promotional Tour Dates.
- Half page ad in Festival Program

“Bronze” Sponsorship Package \$5,000.00

- A television advertising package that will fit your companies needs
- 4 festival tickets
- Logo inclusion on all event posters and handbills (more than 200,000 printed piece - exact number based upon date of commitment)
- VIP access for 4 during festival including Moab outdoor adventure package for 4
- A hotel package in Moab throughout the festival (4 nights) to fit your companies needs
- Reserved premier camp sites at the festival
- Small size logo on the www.desertrocks.org sponsors page
- Priority booth space and authorization to demonstrate, exhibit, and sell services provided by Bronze sponsor.
- Small Banner Space at the Festival
- Small Sponsor placement on all of the Desert Rocks Promotional Tour Dates.
- Quarter page ad in Festival Program.

“Copper” Sponsorship Package \$2,000.00

- 2 festival tickets
- Logo inclusion on all event posters and handbills (more than 200,000 printed piece - exact number based upon date of commitment)
- VIP access for 2 during festival including Moab outdoor adventure package for 2
- Reserved premier camp sites at the festival.
- Small size Logo on the www.desertrocks.org sponsor page.
- Priority booth space and authorization to demonstrate, exhibit and sell services.
- Quarter page ad in Festival Program

Custom Sponsorship Package

Tailored package for your company. Please discuss this option with Sponsorship Coordinator Aly Constine



A Custom Package At Desert Rocks May Include Any of the Following:

Category exclusivity

On-site activation/branding programs

- On-site interactive displays/booths to showcase/sell product within high traffic area of event footprint
- Banner locations throughout the festival footprint
- Ad within festival program
- Sponsorship of a stage, backstage, or VIP area
- Sponsorship of shade or mist tents with a station to feature your product.
- Sponsorship of the recycling, composting, greening initiatives or water stations.
- Logo on the festival wristbands, tickets, cups, or the sleeve of the staff or volunteer t-shirts.
- Recognition as an event sponsor through stage announcements and logo exposure on projection screens.
- Discount offers and/or coupon distribution to attendees.
- Giveaways (including t-shirts or gear giveaways to performing musicians).
- Official outfitter of the staff and crew (shoes, clothing, gear).

Marketplace activation

- Television advertising package
- Logo inclusion on all event posters and handbills (more than 200,000 printed pieces - exact number based upon date of commitment).
- Logo on festival website.
- Logo on the Desert Rocks Promotion Bus and Trailer
- Local, regional and national media campaign (sponsorship includes mentions in all radio, print and online advertising).
- Logo inclusion in all email notifications throughout the promotional period.

Future activation

- Notification sent to all 2012 festival attendees and the Desert Rocks e-mail list (10,000 addresses). This could be done at any point throughout the year to promote the sponsor's product or to invite subscribers to the sponsor's service.

VIP passes for internal/promotional use

- Houseboat hotel
- Premiere campsites
- Meals

*Volunteers can be provided by the festival to ease the path towards on-site fulfillment



Desert Rocks Music Festival Program Ad Rates

Festival Program Contents

The Desert Rocks festival program will include a welcome page, the festival schedule, band/performers and descriptions, an Eco-Ethics page, a sponsor list, festival map, safety information, Moab adventure opportunities, and advertisements for local businesses. Festival Program Distribution The festival program will be given to every Desert Rocks ticket buyer (2,500 - 5,000 expected) and will be distributed throughout Moab at local businesses, information centers, and campgrounds the week of the festival. All of the information in the festival program will also be available online, including all ads present in the program.

Festival Program Ad rates

Full Page Inside Front Cover Ad- \$750

Full page ad- \$500

Half Page ad- \$300

Quarter Page- \$150

If you are interested in sponsoring Desert Rocks or have any questions, please contact: Aly Constine Sponsorship Coordinator 303-859-3017 alyc@desertrocks.org