

# BUFFNCUT

August 17<sup>th</sup>, 2013

10:00AM - 3:00PM

West Hollywood Park - 625 N. San Vicente Blvd

[www.weho.org/buffncut](http://www.weho.org/buffncut)



## An Introduction

West Hollywood Park springs to life in this annual interactive health and fitness expo. As the community gathers throughout the day, they are treated to workout demonstrations and competitions for individuals at all fitness levels, as well as advice and samples from local businesses committed to bringing a healthier lifestyle to their patrons.

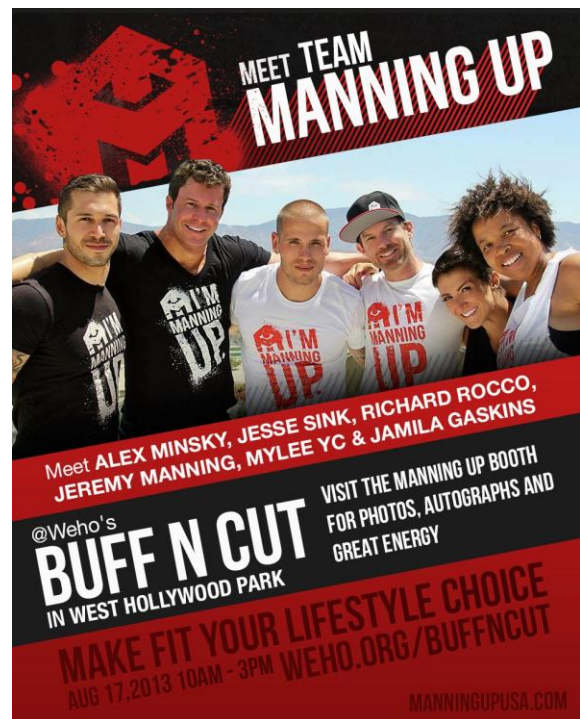
Live on the Main Stage, the City of West Hollywood will present the Rainbow Key to the City to Afghanistan Veterans **Alex**

**Minsky** and **Mylee Yc**. The event will additionally benefit **Wounded Warrior Project** and **AIDS Project Los Angeles**.

For more information on sponsorship opportunities, please contact:

**Dusty Church** at

[dustball.events@gmail.com](mailto:dustball.events@gmail.com)



## Why join us?

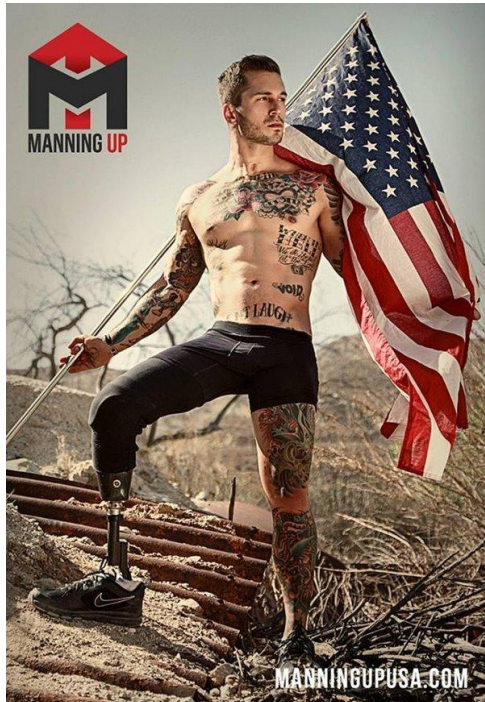
### Major Press Coverage

- City of West Hollywood to present the Rainbow Key to the City to Alex Minsky and Mylee Yc
- Coverage to include Los Angeles local print and television media
- National coverage by LGBT news and entertainment outlets.



### LGBT Buying Power

- Adult LGBT Americans possesses an estimate \$790 billion dollars in collective buying power (Witeck Communications)
- 82% of LGBT Americans are more likely to buy from companies they know are gay friendly (marketresearch.com)



### West Hollywood Website/Social Media: (numbers based on last 90 days)

- Facebook Organic Reach: 124,258 & The number of people who have liked, seen, commented, shared, or otherwise interacted with our page. All Buff N Cut news releases will be posted to the City's Facebook page.
- Flickr: Approximately 90,000 views of our photos. Photos from Buff N Cut will be uploaded to the City's Flickr page for reporters to use.
- Twitter: 900 clicks on the links we've Tweeted. Klout score high of 63. News releases and other links regarding Buff N Cut will be tweeted to our Twitter followers.
- Website: 332,000 page views during this period. All news releases are posted on the front page of the City's website.

### Your Community, Your Brand:

- Thousands of local residents will attend seeking businesses like yours to help them lead a healthier and fitter lifestyle
- Build great brand recognition with motivated consumers seeking products just like yours

- Enjoy the opportunity to demonstrate your product and speak 1-on-1 with potential new customers
- List your business among the participants on the West Hollywood website and in promotional materials distributed to local residents.
- Your sponsorship contribution is tax deductible



**PRESENTING SPONSOR - \$25,000**

- Company name to be included as “[name] presents” or “Presented by [name]” on all marketing and print materials (including website and eblasts)
- Dedicated press release announcing sponsorship
- Opportunity for company representative to address crowd from main stage
- Opportunity for exclusive branding at park entrances



- Company logo to be included on any staff/volunteer shirts
- Up to 20'x10' event space with canopy

**CHAMPION SPONSOR - \$15,000**

- Company name to be included on all marketing and print materials (including website and eblasts)
- Opportunity for company representative to address crowd from main stage

- Company logo to be included on any staff/volunteer shirts
- Up to 20'x10' event space with canopy

**COMPETITOR SPONSOR - \$5,000**

- Company name to be included on all marketing and print materials (including website and eblasts)
- Company logo to be included on any staff/volunteer shirts
- Up to 20'x10' event space with canopy



**LEADING SPONSOR - \$2,500**

-Company name to be included on all marketing and print materials (including website and eblasts)

-Company logo to be included on any staff/volunteer shirts

-Up to 20'x10' event space with canopy

**ELITE SPONSOR - \$1,000**

-Company name to be included on all marketing and print materials (including website and eblasts)

-Up to 20'x10' event space with canopy



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