



MUSICHERO SPONSORSHIP PACKAGE

	MILEAGE	EVENT PARTNER (1M *lock-out)	MAJOR SPONSOR 500K	SPONSORS			DONORS			
				GOLD	SILVER	BRONZE	75K	50k	20k	10k
				300K	150K	100K	full page	full page	full page	1/2 page
1	COFFEE TABLE BOOK	5 full pages including cover page (inside or back)	4 full pages	3 full pages	2 full page	1 full page	1 full page	1 full page	1 full page	1/2 page
2	NUMBER OF COMPLIMENTARY COPIES OF COFFEE TABLE BOOK	25	15	10	7	5	4	3	2	1
3	PHOTO-STATIC EXHIBIT (SM MALL OF ASIA)	✓	✓	✓	✓	✓	✓	✓	✓	✗
4	AUDIO ANNOUNCEMENT IN PUBLIC RAILWAY TRANSPORT	✓	✓	✓	✓	✓	✓	✗	✗	✗
5	PROMOTION DURING PMA Alumni Homecoming Feb 2009	✓	✓	✓	✓	✓	✓	✗	✗	✗
6	WEBSITE/BLOG (pma99.com, musichero.net, kabeetmaps)	✓	✓	✓	✓	✓	✓	✓	✗	✗
7	NEWSPAPER (Manila Times: 10 x 1/4 full color; non-retroactive)	100 sq cm per sq m	75 sq cm per sq m	50 sq cm per sq m	25 sq cm per sq m	15 sq cm per sq m	✗	✗	✗	✗
8	MAGAZINE ADVERTISEMENT (Inside Back Cover) Cavalier Magazine	100 sq cm per sq m	75 sq cm per sq m	50 sq cm per sq m	25 sq cm per sq m	15 sq cm per sq m	✗	✗	✗	✗
9	STAGE BACKDROP LOGO DURING SEMI FINALS/KAMPO TOUR	100 sq cm per sq m	75 sq cm per sq m	50 sq cm per sq m	25 sq cm per sq m	15 sq cm per sq m	✓	✓	✗	✗
10	TV ADVERTISEMENT (ABS CBN's WEEKDAY DAYTIME PROGRAMS) 30 sec.	4	2	✗	✗	✗	✗	✗	✗	✗
11	RADIO Advertisement (AM- 2 stations & FM -2 stations)									
	DZRH commercials (8 x 30sec. commercials) 3 days	✓	4	3	2	2	✗	✗	✗	✗
	DWDD commercials (2 months, 3mins x 8)	✓	✓	✓	✓	✓	✗	✗	✗	✗
	Love Radio 90.7 commercials (8 x 30 sec. commercials) 3 days	✓	4	3	2	2	✗	✗	✗	✗
	Jam 88.3 (4 x 30 sec. per day in 7 days on primetime)	✓	✓	✓	✓	✓	✗	✗	✗	✗
12	EMAIL BLAST (20,000 KABEETmaps members)	✓	✓	✓	✓	✓	✓	✓	✗	✗
13	INCLUSION OF COMPANY LOGO IN MUSICHERO TARPAULINS	100 sq cm per sq m	75 sq cm per sq m	50 sq cm per sq m	25 sq cm per sq m	15 sq cm per sq m	✓	✓	✗	✗
14	INCLUSION OF COMPANY LOGO IN OUR POSTERS	100 sq cm per sq m	75 sq cm per sq m	50 sq cm per sq m	25 sq cm per sq m	15 sq cm per sq m	✗	✗	✗	✗
15	INCLUDE IN EXCLUSIVE PRESS RELEASE (Manila Times, Manila Bulletin)	✓	✓	✓	✓	✓	✗	✗	✗	✗
16	FLYER INSERTS (material provided by client)	✓	✓	✓	✓	✗	✗	✗	✗	✗
17	TEXTING (EXCLUSIVE FOR TELECOM NETWORK)	✓	✓	✗	✗	✗	✗	✗	✗	✗
18	ELECTRONIC BILLBOARD (1 month x 100 spots a day) Ayala MRT Station, Robinson's Galleria, Robinson's Manila	✓	✓	✗	✗	✗	✗	✗	✗	✗
MILEAGE DURING THE EVENT PROPER										
19	LIVE ANNOUNCEMENT DURING THE EVENT (at least)	15 mentions	10	5	3	2	1	✗	✗	✗
20	PROVIDE YOUR OWN TARPAULINS (size constrained)	30	15	10	5	3	2	1	✗	✗
21	STAGE BACKDROP	100 sq cm per sq m	75 sq cm per sq m	50 sq cm per sq m	25 sq cm per sq m	15 sq cm per sq m	✓	✓	✗	✗
22	BOOTH SETUP (MAX 10 SQ M WITH OR W/O SELLING)	✓	✓	✗	✗	✗	✗	✗	✗	✗

LOCK OUT - NO DIRECT COMPETITOR TO BRAND WILL BE ACCEPTED

✓ - As appropriate

✗ - Not included

Please email your company logo in 300dpi JPEG, PDF, or GIF format to sambuddy99@gmail.com or Please confirm on or before **Feb. 16, 2009**.