



Celebrate
AMERICA

JULY 4TH 2016

ALL DAY BEACH CONCERT

FEATURING

TIM MCGRAW

HUNTER HAYES | JESSIE JAMES DECKER

SPONSORSHIP OPPORTUNITIES

Dear Friends and Potential Sponsors,

Thank you for considering a sponsorship in the Celebrate America Weekend taking place on Monday, July 4th, 2016 in Wildwood, New Jersey. This will be the largest country music, beach front concert celebration at the Jersey Shore this summer honoring past USA veterans. We are happy to offer these high-value sponsorship opportunities, all of which can be customized to match your specific marketing goals. We always strive to meet and exceed your sponsorship expectations and will work hand-in-hand with your team throughout the process.

The City of Wildwood, along with Mayor Ernie Troiano and Commissioners Pete Byron and Tony Leonetti, are 100% committed to this event and take pride in providing the resources to make Celebrate America Weekend something truly amazing! We feel like we have a winning combination by carefully choosing the right entertainment, offering unique food and beverage options, giving back to our veterans / troops, and by providing our sponsors with a high-visibility activation. Thank you again - we are glad are you considering being a part of this amazing concert experience.

Sincerely,



Ray Sheehan
Concert Marketing & Sponsorship

MCGRAW



Celebrate AMERICA
W I L D W O O D , N E W J E R S E Y

MONDAY
JULY 4th

CONCERT OVERVIEW

Our team is working with The City of Wildwood to produce a large scale concert on the beach in Wildwood, NJ on 4th of July Weekend 2016. The goal is to celebrate the birth of America's independence, and we feel 4th of July weekend on the beach in Wildwood, NJ is the perfect backdrop. This all-day concert gives back to our veterans through a variety of organizations like Operation First Response, The Wildwood American Legion, and The Vietnam Vets. There is great benefit to all participating sponsors and will bring an enormous boost to the local economy.

In addition to the country music beach front concert, the Wildwoods Boardwalk will be launching a spectacular Fireworks display for the 4th of July. Fireworks have always been a symbol of our independence. For as long as Americans can remember, the nation has celebrated the 4th of July by staging grand fireworks shows and this demonstration will be one for the ages.

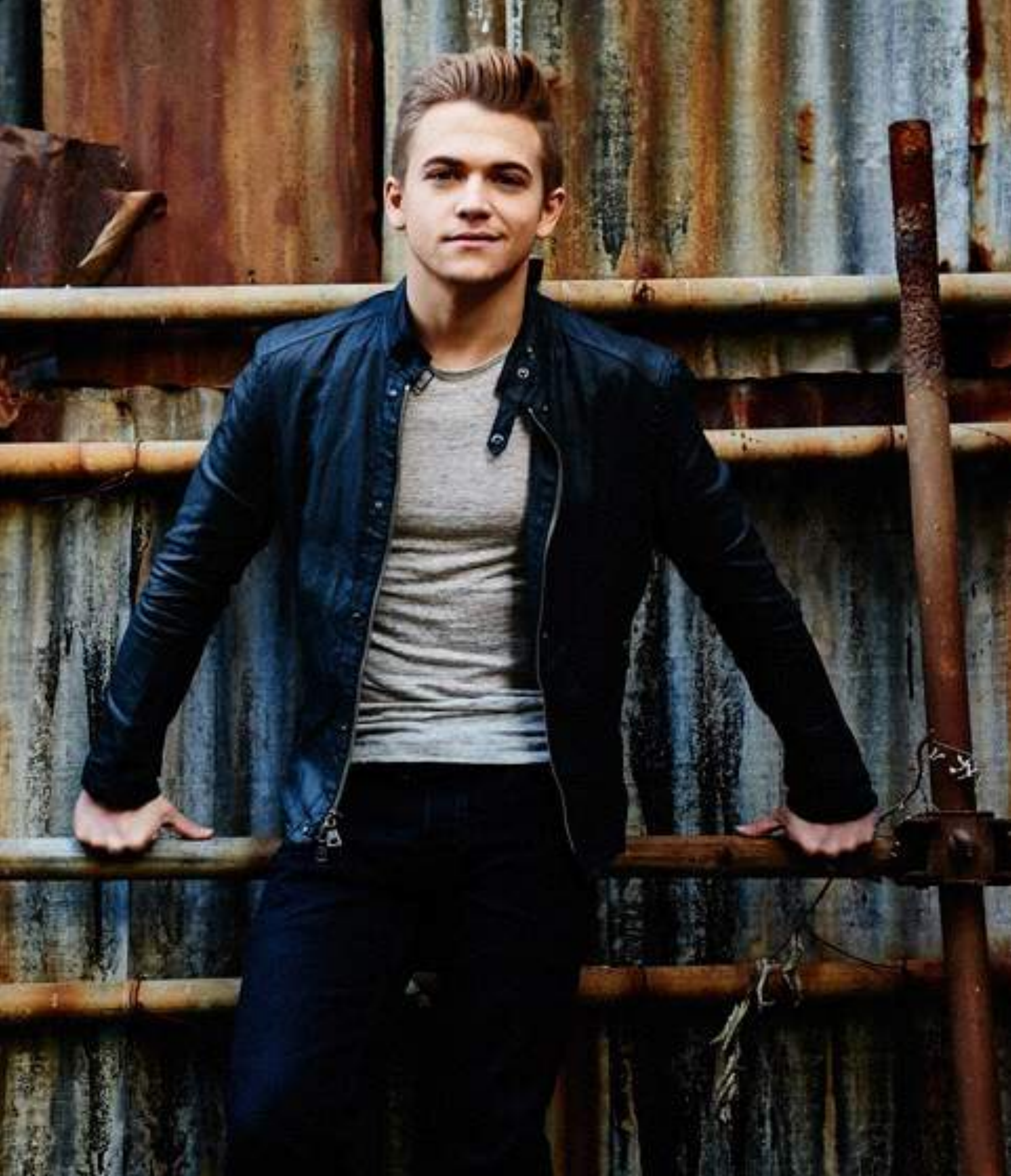
All of this is topped off with one of the most iconic artists in the Country music world, Tim McGraw, and Opening Act Hunter Hayes. This concert has the potential to be something truly special for Wildwood, The Jersey Shore, and for all Tim McGraw fans. We hope you carefully consider our sponsorship opportunities.



Tim McGraw has sold more than 40 million records worldwide and dominated the charts with 36 #1 singles. He's won 3 Grammy Awards, 16 Academy of Country Music Awards, 14 Country Music Association Awards, 10 American Music Awards, 3 People's Choice Awards and numerous other honors. His iconic career achievements include being named the BDS Radio's Most Played Artist of the Decade for all music genres and having the Most Played Song of the Decade for all music genres with "Something Like That." He is the most played country artist since his debut in 1992, with two singles spending over 10 weeks at #1 ("Live Like You Were Dying" and "Over and Over"). His current multi-week number 1 single "Humble and Kind," off his DAMN COUNTRY MUSIC album is his 59th release to hit top 10 or better. His critically acclaimed acting skills were highlighted in the award-winning movies Friday Night Lights and The Blind Side. Tim will be appearing in the movie The Shack this fall. ."

Connect with Tim at: TimMcGraw.com, Facebook.com/TimMcGraw, on Instagram @TheTimMcGraw, on Twitter @TheTimMcGraw, and on Youtube at youtube.com/TimMcGraw





HUNTER HAYES

Hunter Hayes is an American singer, songwriter and multi-instrumentalist. He can play more than 30 instruments and is signed to Atlantic Records Nashville.

Hayes released his self-titled debut album in 2011. It reached number seven on the Billboard 200 and number one on the Top Country Albums, and has sold over 1.1 million copies. Its most successful single, "Wanted", has sold over 3.5 million copies and made Hayes the youngest male act to ever top the Billboard Hot Country Songs. His second studio album, *Storyline*, was released on May 6, 2014 and was led by its first single, "Invisible".

Hayes' commercial success and his talent both as a songwriter and instrumentalist has prompted Billboard to call him the Leader of Country Music's Youth Revolution. He has been nominated for four Grammy Awards, including Best New Artist and won the Country Music Association Award for New Artist of the Year in 2012, along with three BMI Awards.



9 MILLION ANNUAL VISITORS AND THE CRITICS AGREE



One of the World's Top 10 Great Towns for Architecture
- CNN Travel



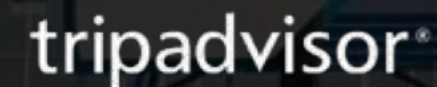
Top 25 Beaches In The United States
- Forbes Traveler



Top 25 Beaches In The United States
- National Geographic Traveler



Best Sports Beaches
- New York Daily News



Top 25 Beaches In The United States
- TripAdvisor



One of America's Top 10 Must-Visit Beaches
- Better Homes & Gardens Magazine



The Most Beautiful Place in New Jersey
- Thrillist

Plus, many more...



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WILDWOOD, NEW JERSEY

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WE LOVE OUR VETS!



Upcoming Events and Boardwalk Entertainment Co are dedicated to the support of veterans in our country. Each year, thousands sacrifice their lives to keep our country safe. That's why we are dedicating 10% of profits to the local and national veteran organizations. In addition to the financial support of these groups, our partners at Boardwalk Entertainment Co will host seminars throughout the weekend.

Although it seems coming home from deployment is happy and fun, many veterans experience issues with the transition. From financial hurdles, to getting into work place, to homelessness and even mental health issues, our troops experience more than just the hardships of deployment. To help those soldiers transition on the home front, Operation First Response provides resources at no fee. OFR is one of the only organizations that donates 97% of monies raised directly to those in need.

Another organization, the Michael Strange Foundation, will be a recipient of these donations. In 2011, Michael Strange was killed on deployment in Afghanistan during a nighttime raid on Taliban territory. This stands as the largest loss of American life from a single attack during the Afghanistan war, as 30 Americans were unfortunately killed. His family now operates the organization in his honor, supporting families across the nation. The foundation is a true help to those who have lost family and friends as casualties of war.

In addition to Operation First Response and the Michael Strange Foundation, our event will support the local organizations, such as the Wildwood American Legion and The Wildwood Vietnam Vets. These two groups provide comradery, support, and services to the local area veterans as well as any visitors to the area.

Each sponsor that comes on board for this event will help offset costs, granting a larger donation to these charities.

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CONCERT ELEMENTS

Site & Program Manager

- Budget & Contracts
- Coordinate w/ PR & Press
- Office and Scheduling
- Event Logistics

Creative Production

- Flyers & Posters
- Web banners, etc.
- Logo scaled for client needs
- Merch design
- Site skins & newsletters

Media, Marketing & Promotions

- Create All social media accounts
- Unique hashtag for event
- Merch giveaways on social media
- Newsletter specials and email blasts
- Partnership w/ 50+ Publishers

StreetTeam Activation

- Flyers & Posters distribution
- Guerrilla Marketing
- LDA Promoters
- Posting Online/On Social Networks

Photography & Video Services

- Event Trailer
- Event shots & footage
- Photo opps at certain locations
- Photo album & movie post event

Event Execution

- ABC Compliance
- Sponsorship Coordination
- Account Management
- F&B Management

Merchandising

- Sponsorship POS & Merch
- Shirts
- Posters
- Display stands/step and repeat

Tracking & Reporting

- Sign-in forms
- Analytics & Traffic
- Sales Reports
- Recapping

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WILDWOOD, NJ BEACH CONCERT AREA & SET UP EXAMPLE



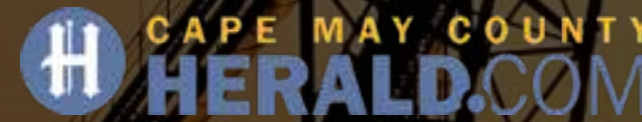
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MEDIA & MARKETING



10,000,000+ *Outdoor Impressions*

5,000,000+ *Web Impressions*

1,500,000+ *Radio listeners*

2,500,000+ *Print Impressions*

1,400,000+ *Reached through Social Media*

1,000,000+ *eNewsletter Impressions*

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THE COUNTRY IS IN LOVE WITH COUNTRY



- 42% of American adults – or **more than 98 million people** - are **Country Music fans**
- **Country Music is the #1 format among Adults 18-54** and reigns over all other radio formats with more than 2,000 stations nationwide
- 40% of Country radio listeners reside in the top 25 DMAs
- In 90% of all DMA markets, a country formatted station is **ranked in the top 5 of the market**
- **43% of adults who identify themselves as brand loyal are Country fans**, which is more than any other genre

The numbers don't lie – the country shares a deep and abiding love for Country Music. From coast to coast, across income brackets and in big and small towns, it is clear that Americans connect with Country and the connection shows in the numbers.

Listeners Are Engaged and Loyal

According to a Spotify study of listeners, Country music fans are the fourth most loyal listeners. They tend to stick to their genre and do not venture far. But in addition to being tied to their favorite style of music, they are also engaged when they listen. Forbes reports that the Country Music Awards (CMA) was the most social show of the year, being tweeted about over 1.67 million tweets. When businesses can give Country music fans something to talk about, such as a good deal or a sponsorship for an event, these listeners are far more willing to not only participate, but share among their circles.

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BECOME OUR PARTNER

We believe in highly integrated marketing campaigns that increase your brand's visibility and connects with the target audience. Tim McGraw's Celebrate America Concert will leverage that connection and our expertise to ensure that your sponsorship achieves its goals. We will create an engaging consumer experience with your business at the forefront.

Tim McGraw provides high profile exposure and the opportunity to directly engage audience members on-site.

Your brand leverage its affiliation with Tim McGraw to create engaging consumer retail promotions that will drive your business

PROMOTIONAL EXAMPLES INCLUDE



REGIONAL ONLINE SWEEPSTAKES

Enter to win a VIP experience to the festival



GIFT WITH PURCHASE

Tickets & VIP Passes offered as purchase incentives



PRE-SALE ACCESS

Offered exclusively to your brands consumers

Tim McGraw provides high profile exposure and the opportunity to directly engage audience members on-site

EXPOSURE

- Signage
- Stage screens
- Banners
- Fence sign
- Festival map
- Swag bags
- Show Schedule

CONSUMER ENGAGEMENT

- Expansive onsite footprint
- Product display
- Data capture
- Member Acquisition
- Sampling
- Promo Contest or Games

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CUSTOM PRE-EVENT & ON-SITE BRANDING

Participation in the Tim McGraw Celebrate America Weekend gives sponsors unique opportunities to customize interaction with attendees and surrounding communities. Corporate sponsors can customize participation to increase visibility and spotlight the brand.

CUSTOM ON-SITE BRANDING

- Digital promotion
- Main Stage
- Field
- The Beer Garden
- Brand Integration on Ticket
- The Chill Tent
- Fence
- Interactive areas
- VIP meet & greet area
- Backstage
- Children's activity area
- Misting stations
- Earth-friendly plates, napkins, cups, utensils
- Signature beverages
- Product marketing
- Entrances
- Logo'd Printed Tickets
- Logo on Ticket & Event Website

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SPONSORSHIP PACKAGES

OPTION 1 of 4

EXCLUSIVE PRESENTING SPONSOR: \$200,000

- Exclusivity agreement to be the only sponsor from your industry
- Celebrate American Weekend, presented by COMPANY NAME
- 100 Celebrate American Weekend adult tickets
- 2 Complimentary RV's
- Main stage named after sponsor and sponsor name included in all advertising and promotional mentions of such stage.
- Dedicated branding on front fencing areas
- Up to three (3) sponsor provided 30-second spots will be incorporated in the intermission video shown multiple times in front of a captive audience from both jumbo video screens during festival.
- Stage Announcements - Announcements/recognition for sponsor from respective stage, as well as on-stage opportunities for corporate dignitaries and representatives at opening and close of all opening band sets
- Primary logo placement on 200 event volunteer T-shirts
- VIP meet and greet with approval from Tim McGraw
- Custom branded radio advertisement featuring 20 seconds of business ad and 10 seconds of event tag
- Minimum of 300 on-air mentions on Townsquare Media cluster of stations
- Assigned tent space on beach
- Media presence with corporate recognition in all print marketing materials for the Celebrate America Weekend, including press releases, posters and event banners
- Corporate logo on Celebrate America Weekend newsletter
- Corporate logo on Celebrate America Weekend Sponsor page with link to sponsor site
- Celebrate America Weekend social media mentions
- Celebrate America Weekend program listing
- Dedicated banner advertisements on TSM's website
- Pop up advertisement on BEC mobile app
- Banner advertisement on Event website
- Dedicated social media boosted posts



SPONSORSHIP PACKAGES

OPTION 2 of 4

MAIN SPONSOR: \$100,000

- Exclusivity agreement to be the only sponsor from your industry
- 75 Celebrate American Weekend adult tickets
- 1 Complimentary RV's
- Prominent logo presence with corporate recognition in all print marketing materials for the Celebrate America Weekend, including press releases, posters and event banners
- Up to three (3) sponsor provided 30-second spots will be incorporated in the intermission video shown multiple times in front of a captive audience from both jumbo video screens during festival.
- Logo placement on 200 event volunteer T-shirts
- VIP meet and greet with approval from Tim McGraw
- Custom branded radio advertisement featuring 20 seconds of business ad and 10 seconds of event tag
- Minimum of 200 on-air mentions on Townsquare Media cluster of stations
- Assigned tent space on beach
- Media presence with corporate recognition in all print marketing materials for the Celebrate America Weekend, including press releases, posters and event banners
- Corporate logo on Celebrate America Weekend newsletter
- Corporate logo on Celebrate America Weekend Sponsor page with link to sponsor site
- Celebrate America Weekend social media mentions
- Celebrate America Weekend program listing
- Pop up advertisement on BEC mobile app
- Dedicated social media boosted posts



SPONSORSHIP PACKAGES

OPTIONS 3 & 4 of 4

CELEBRATE SPONSOR: \$50,000

- 50 Celebrate American Weekend adult tickets
- 1 Complimentary RV's
- Logo presence with corporate recognition in all print marketing materials for the Celebrate America Weekend, including press releases, posters and event banners
- Logo placement on 200 event volunteer T-shirts
- VIP meet and greet with approval from Tim McGraw
- Custom branded radio advertisement featuring 20 seconds of business ad and 10 seconds of event tag
- Minimum of 100 on-air mentions on Townsquare Media cluster of stations
- Assigned tent space on beach
- Corporate logo on Celebrate America Weekend newsletter
- Corporate logo on Celebrate America Weekend Sponsor page with link to sponsor site
- Celebrate America Weekend social media mentions
- Celebrate America Weekend program listing
- Pop up advertisement on BEC mobile app
- Dedicated social media boosted posts

PARTICIPATING SPONSOR: \$25,000

- 25 Celebrate American Weekend adult tickets
- Logo presence with corporate recognition in all print marketing materials for the Celebrate America Weekend, including press releases, posters and event banners
- Logo placement on 200 event volunteer T-shirts
- Minimum of 50 on-air mentions on Townsquare Media cluster of stations
- Assigned tent space on beach
- Corporate logo on Celebrate America Weekend newsletter
- Corporate logo on Celebrate America Weekend Sponsor page with link to sponsor site
- Celebrate America Weekend social media mentions
- Celebrate America Weekend program listing

For additional branding opportunities, contact your sponsorship representative.



Thank You

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