



**Saturday, September 6<sup>th</sup> 2014**

**6-8pm**

**City Hall Courtyard, 1401 JFK Blvd  
Philadelphia, Pennsylvania, 19107**

*DrumDuel™ is a  Techbook Online production.*



# A word from Christopher “Flood the Drummer<sup>®</sup>” Norris, TBO Inc, CEO.

I can't speak for every drummer, but for me the process of drumming enables creativity and helps me foster innovation and advance thought-leadership. Studies show that drumming produces deeper self awareness by inducing synchronous brain activity. This coordination can lead to integrative modes of consciousness, which may include greater insight or creativity.

Every day, outside of meeting deadlines for the multiple platforms on which I publish, I commit at least an hour of my day to practicing drums. When I'm finished crashing on my TRX Cymbals, my heart rate is elevated, I'm drenched in sweat, my hands are blistered, and I'm physically drained. The way my body reacts to sustained drumming is almost identical to how basketball players feel after they've completed a game.

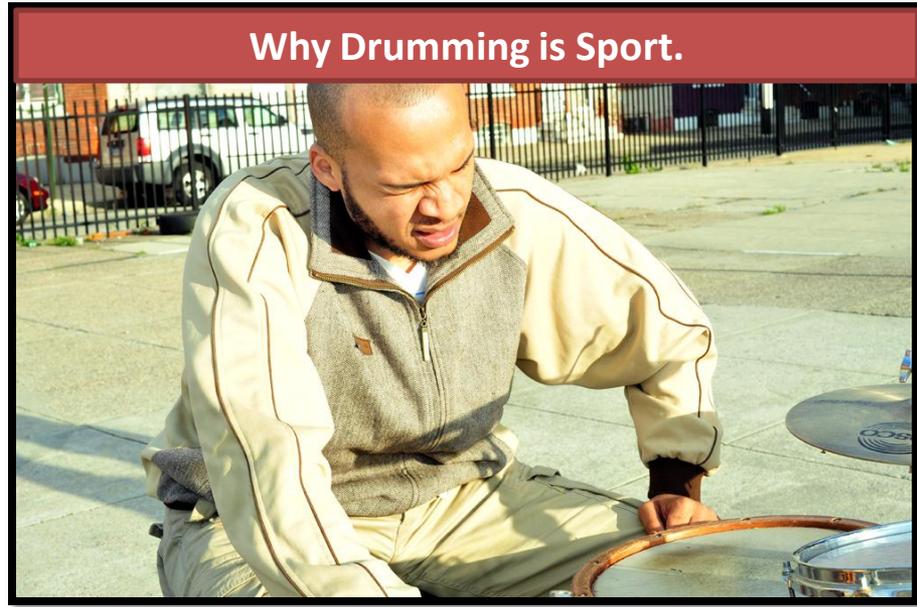
The health benefits of drumming are various and wide-ranging, and our goal with DrumDuel<sup>®</sup> is to inform the world of this good news, and engage active citizens everywhere in a new lifestyle that's fun, collaborative and LOUD! Your company can play a huge role in our mission, and I invite you to explore this document and consider joining the movement to position drumming as a sport!



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DrumDuel™ is a multi-level, head-to-head drum competition designed to raise awareness of the health benefits of drumming and create a community where drummers play and get healthy together.





# Demographics

Target Age	17-35
Ethnicity	Black:60% White: 20% Other: 20%
Median Income	35K – 75K
Interest	Music, Sports, Live Entertainment, Technology
Location/Market Reach	Downtown Philly/ Tri-State Area

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## The Arena

*DrumDuel will be held in the courtyard of City Hall, one of the city's most easily accessible locations.*



**Audience view of stage**



**East view of arena**



**Stage view of audience**



**East wing for vending**



## Sponsorship Opportunities

Sponsorship Level	Investment/Deliverable
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Title Sponsor

**\$5,000**: Banner on stage, title credit in PR/PSAs, opportunity to speak (**3 min**), honorable mention between bouts (**up to 5**), vending table, opportunity for giveaways, logo on stop & repeat, (**5**) ADjacent™ (a **\$3,500** value).



*ADjacent™ is a native advertising program that allows marketers to produce branded content adjacent Techbook Online's [Board of Leaders and Doers](#). [CLICK HERE](#) for more information.*





## Sponsorship Opportunities

### Sponsorship Level Investment/Deliverable

Co-Sponsor

**\$3,500**: Banner on stage, company mention in PR/PSAs, opportunity to speak (1.5 min), honorable mention between bouts (up to 3), vending table, opportunity for giveaways, logo on stop & repeat, (2) ADjacent™ (a 2,000 value).



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## Sponsorship Opportunities

Sponsorship Level	Investment/Deliverable
T-Shirt Sponsor	<u>\$2,000</u> : Company logo and name on t-shirts, up to 200.
Drumset Sponsor	<i>(Weekend use only )</i> <u>Provide 2 5pc drum sets w/ hardware:</u> Honorable mention after every bout, product placement, banner on stage, opportunity for giveaways.
Media Sponsor (SOLD) 	Leverage platforms to execute 6-8 week PSA Campaign. Conduct on-air interviews w/ talent.
Cymbal Sponsor	<i>(Weekend use only)</i> Provide <b>(2)</b> 5pc cymbal packs: <i>(2 rides, 2 sets of hi-hats, 4 crashes, 2 special effects).</i>



## Sponsorship Opportunities

Sponsorship Level	Investment/Deliverable
Drumstick Sponsor	<u>\$500</u> : Honorable mention (up to 3), product/swag giveaway opportunity, banner on stage, product used by drummers during DrumDuel®.
Energy Drink Sponsor	<u>\$500</u> : Product/swag giveaway opportunity, banner on stage, honorable mention (up to 3).
Sneaker Sponsor	<u>\$500</u> : Product worn by drummers during DrumDuel®, banner on stage, honorable mention (up to 3) opportunity for product/swag giveaways



## Sponsorship Opportunities

Sponsorship Level	Investment/Deliverable
Vendor	<b><u>\$500</u> (or FREE with the purchase of a \$1,000 Flood Format™).</b>
Drumhead Sponsor	<b><u>\$500</u>:</b> Product/swag giveaway opportunity, product used during DrumDuel®, banner on stage, honorable mentions (up to 3).
Swag Sponsor	<b><u>\$500</u>:</b> Product & Collateral material distribution during event.

***Flood Format™ is an interactive publication designed to make presenting your company or brand as easy as possible.***

***[CLICK HERE](#) for an example.***





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