



10TH ANNUAL

FIRE ISLAND BLACK OUT (FIBO)

August 10 – 12, 2012

Cherry Grove - Fire Island, NY

2012 SPONSORSHIP OPPORTUNITIES

www.fireislandblackout.com

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MISSION & PURPOSE



The Fire Island Black Out (FIBO) is a multicultural weekend event celebrating the lesbian, gay, bisexual, and transgender (LGBT) community and their families and friends. The FIBO weekend focuses on diversity, community, and friendship. EVERYONE regardless of race, gender, or sexual orientation is invited to attend and enjoy FIBO!

FIBO's mission is to bring unique world-class experiences to the LGBT community and their families and friends while raising awareness about and funds for nonprofit organizations that provide life sustaining resources to the LGBT community. In addition, FIBO provides funding to nonprofit groups that support the communities hosting FIBO events.

CHARITABLE PROGRAMS

Each year, FIBO donates its net proceeds to nonprofit organizations benefiting the LGBT community. Since 2005, FIBO has donated more than \$20,000 to nonprofit charities such as the Black AIDS Institute, Ali Forney Center, Housing Works, and local Fire Island charities.

This year, FIBO continues to be an outreach organization and is proud to announce our continued partnership with the Black AIDS Institute (www.blackaids.org) and the Kaiser Family Foundation's Greater Than AIDS movement (www.greaterthan.org). In addition to donating all of its net proceeds to charity, FIBO encourages its attendees, partners, and supporters to make direct donations to its designated charities.



Together, FIBO, the Black AIDS Institute, and the Kaiser Family Foundation have developed the **FIBO > AIDS campaign**. The goal of the campaign is to raise funds to help the Black AIDS Institute's Greater Than AIDS movement respond to the AIDS crises in the United States - in particular the severe and disproportionate epidemic among Black Americans.



FIBO AUDIENCE *

Ethnicity

Black (80%)
Latino (6%)
White (5%)
Multi-Ethnic (5%)
Other (4%)

Relationship Status

Single (67%)
Partnered (27%)
Other (6%)

Education Level

College Degree (34%)
Some College (30%)
Post Graduate Degree (24%)
High School Diploma (6%)
Other (6%)

Income

\$50,000 - \$75,000 (34%)
\$25,000 - \$49,000 (27%)
\$75,000 - \$100,000 (15%)
Under \$25,000 (8%)
Over \$100,000 + (16%)

Age Range

25 - 39 (42%)
40 - 49 (33%)
Under 25 (9%)
Over 49 (16%)

Sexual Orientation

Gay (68%)
Lesbian (16%)
Bisexual (12%)
Other (4%)

Employment Status

Full Time (79%)
Part Time (8%)
Student (4%)
Unemployed (5%)
Other (4%)

Home Ownership

Rent (65%)
Own (29%)
Other (6%)



VALUE PROPOSITION

- FIBO provides a gateway for companies looking to establish a relationship with the diverse LGBT community.
- Connect your brand with key influencers and tastemakers in the LGBT community.
- Expand media plans with logo inclusion in FIBO collateral materials and promotional events.
- Create brand awareness and visibility with LGBT consumers.
- Provide community relations programming opportunities at LGBT event that supports various LGBT charities.
- A meaningful experiential event with impact to support corporate multicultural marketing and diversity initiatives.
- The LGBT community supports those companies that support their community.
- Provide product trial and sampling opportunities during the event along with lead generation.
- Ongoing interaction with targeted consumers in a one-on-one grassroots environment.
- Reach an upscale African American audience.

FIBO MARKETING PLAN 2012

- **Pre Event Mixers:** FIBO hosts pre-event mixers in Philadelphia, Washington DC, and New York before the event to create a buzz reaching over 1,500 guests.
- **Online Marketing:** Online marketing represents a large component for our annual event reaching over 50,000 unique users [Source: Goggle Analytics]. The elements include the FIBO website with sponsor and advertiser branding opportunities, e-Cards, and e-Newsletters. Our data base includes more than 3,800 names.
- **Grassroots Marketing:** FIBO distributes more than 25,000 palm cards at annual LGBT events nationwide in the top markets.
- **Media:** FIBO has received an array of media support from a number of national and local media that promote the annual event to over 100,000 media subscribers.



FIBO 2012 MARQUEE EVENTS

- **FIBO Beach Pavilion:** a beach enclave visited by more than 3,500 people featuring an array of activities and sampling stations. Stand alone tents and sampling stations provide sponsors with an opportunity for intimate one-to-one consumer interaction. Sponsorship opportunities include exclusive 10 X 10 tents and 6-foot sampling table stations.
- **Bump & Dip Dance and Pool Party:** with the ocean as a backdrop, FIBO takes over the pool and dance floor for a festive and memorable evening under the stars. Our 1,500 guests enjoy cocktails, camaraderie, and one of a kind musical blends from world renowned DJs.
- **FIBO Community Awards Reception:** FIBO honorees are national and local leaders in philanthropic initiatives. This event is a significant part of the FIBO experience.
- **Live Performances:** With national recording artist like Evelyn “Champaign” King and Tonex, FIBO has been able to generate buzz for our sponsors and quality entertainment for our attendees. Stay tuned for our surprise guest announcement for 2012!
- **Welcome Reception and Dance Party:** The three day weekend kicks off with music, refreshments, and a special toast to honor our 2012 participating charities.
- **Best Tent Contest:** Sun and style go hand-in-hand as FIBO guests compete for the best tent contest each year. Who will take home the prize this year? Can last year’s winner retain their crown?
- **Volleyball Anyone:** This fund and relaxing event gives you a chance to show off your swimwear and athletic skills at the same time. Top teams take home cool prizes and bragging rights until next year.
- **VIP Beach Canopy/Beach House:** Where influential FIBO attendees come together and share complimentary food and drinks.



2012 SPONSORSHIP OPPORTUNITIES

Presenting Sponsor Level \$35,000

Marquee Branding/Naming Rights:

- Presenting Sponsor designation
- 10th annual Fire Island Black Out presented by [Company Name and Logo]

Exclusivity: Business category

Event Activation and Custom Promotion (includes the one of the following):

- Lead sponsor of FIBO Bump & Dip Pool Party and Community Awards Ceremony (includes venue branding opportunities)
- Right to one (1) FIBO Pavilion Anchor area

Marketing:

- Logo placement on all event signage
- Logo placement on FIBO Admission Bracelets (3,000)
- Rotating header banner ad (720 x 90) on FIBO website homepage with hyperlink to sponsor site
- Logo on website sponsor page
- Logo included in event e-Newsletters
- Two (2) Product features in event e-Newsletter
- Right to four (4) company E-card advertisements to FIBO database (3,800+)
- Logo placement on high visibility staff and volunteer t-shirts
- Logo placement on FIBO postcards (25,000) distributed at national LGBT events
- Full-page (back cover) color ad in FIBO Souvenir Program (3,000)
- Opportunity to provide gifting item for event VIP gift bags (300 items)*
- Opportunity to provide gifting item or information in General Admission Gift Bags (2,000 items)*

Public Relations:

- Company name and company boilerplate language included in official press releases
- Opportunity to provide remarks at signature events including the Welcome Reception and Bump and Dip Pool Party

Event Access & Hospitality:

- Twelve (12) VIP FIBO Event bracelets

2012 SPONSORSHIP OPPORTUNITIES (CONT)

Gold Sponsor Level \$25,000

Marquee Branding/Naming Rights:

- FIBO Gold Sponsor designation
- Exclusivity: Business category

Event Activation and Custom Promotion

(includes the one of the following):

- Supporting sponsor of Welcome Reception (includes venue branding opportunities)
- Right to co-sponsor FIBO VIP Community Awards Ceremony
- Right to one (1) FIBO Pavilion Anchor area

Marketing:

- Logo placement on all event signage
- Rotating Banner (300 x 225) ad on FIBO website homepage with hyperlink to sponsor site
- Logo on website sponsor page
- Logo included in event e-Newsletters
- One (1) Product feature in event e-Newsletter
- Right to two (2) company E-card advertisements to FIBO database (3,800+)
- Logo placement on staff and volunteer t-shirts
- Logo placement on FIBO postcards (25,000) distributed at national LGBT events
- Full-page color ad in FIBO Souvenir Program (3,000)
- Opportunity to provide gifting item for event VIP gift bags (300 items) *

Public Relations

- Company name included in official press releases

Event Access & Hospitality:

- Eight (8) VIP Event Bracelets

Silver Sponsor Level \$15,000

Marquee Branding/Naming Rights:

- FIBO Silver Sponsor designation
- Exclusivity: NA

Event Activation and Custom Promotion

(includes the one of the following):

- Right to one (1) FIBO Pavilion Anchor area
- Right to sponsor one FIBO Beach Event (Volleyball Tournament, Best Tent Contest, or Dating Game)

Marketing:

- Logo placement on all event signage
- Rotating Banner ad (300 x 225) on FIBO website homepage with hyperlink to sponsor site
- Logo on website sponsor page
- Logo included in event e-Newsletters
- One (1) Product feature in event e-Newsletter
- Logo placement on FIBO postcards (25,000) distributed at national LGBT events
- Half (1/2) page color ad in FIBO Souvenir Program (3,000)
- Opportunity to provide gifting item for event VIP gift bags (300 items) *

Public Relations

- Company name included in official press releases

Event Access & Hospitality:

- Four (4) Event Bracelets

Bronze Sponsor Level \$10,000

Marquee Branding/Naming Rights:

- FIBO Bronze Sponsor designation
- Exclusivity: NA

Event Activation and Custom Promotion

(includes one of the following):

- Right to sampling table in FIBO Pavilion (6-foot table to be provided)
- Right to sponsor one FIBO Event (Welcome Reception, Volleyball tournament, or Best Tent Contest)

Marketing:

- Logo on website sponsor page
- Logo included in event e-Newsletters
- Half (1/2) page color ad in FIBO Souvenir Program (3,000)
- Opportunity to provide gifting item for event VIP gift bags (300 items) *

Public Relations

- Company name included in official press releases

Event Access & Hospitality:

- Two (2) Event Bracelets

2012 SPONSORSHIP OPPORTUNITIES

Marketing Partner Level \$5,000

Exclusivity: NA

Event Activation and Custom Promotion

- Right to sampling table in FIBO Pavilion (6-foot table and chair provided)

Marketing:

- Logo on website sponsor page
- Logo included in event e-Newsletters
- Half (1/2) page color ad in FIBO Souvenir Program (3,000)

Public Relations

- Company name included in official press releases

Event Access & Hospitality:

- Two (2) Event Bracelets

VIP Gift Partner \$2,000

Opportunity to provide gifting item for event
VIP gift bags (300 items) *

Half (1/2) page ad in FIBO Souvenir Program
(3,000)

One (1) event bracelet

Advertiser

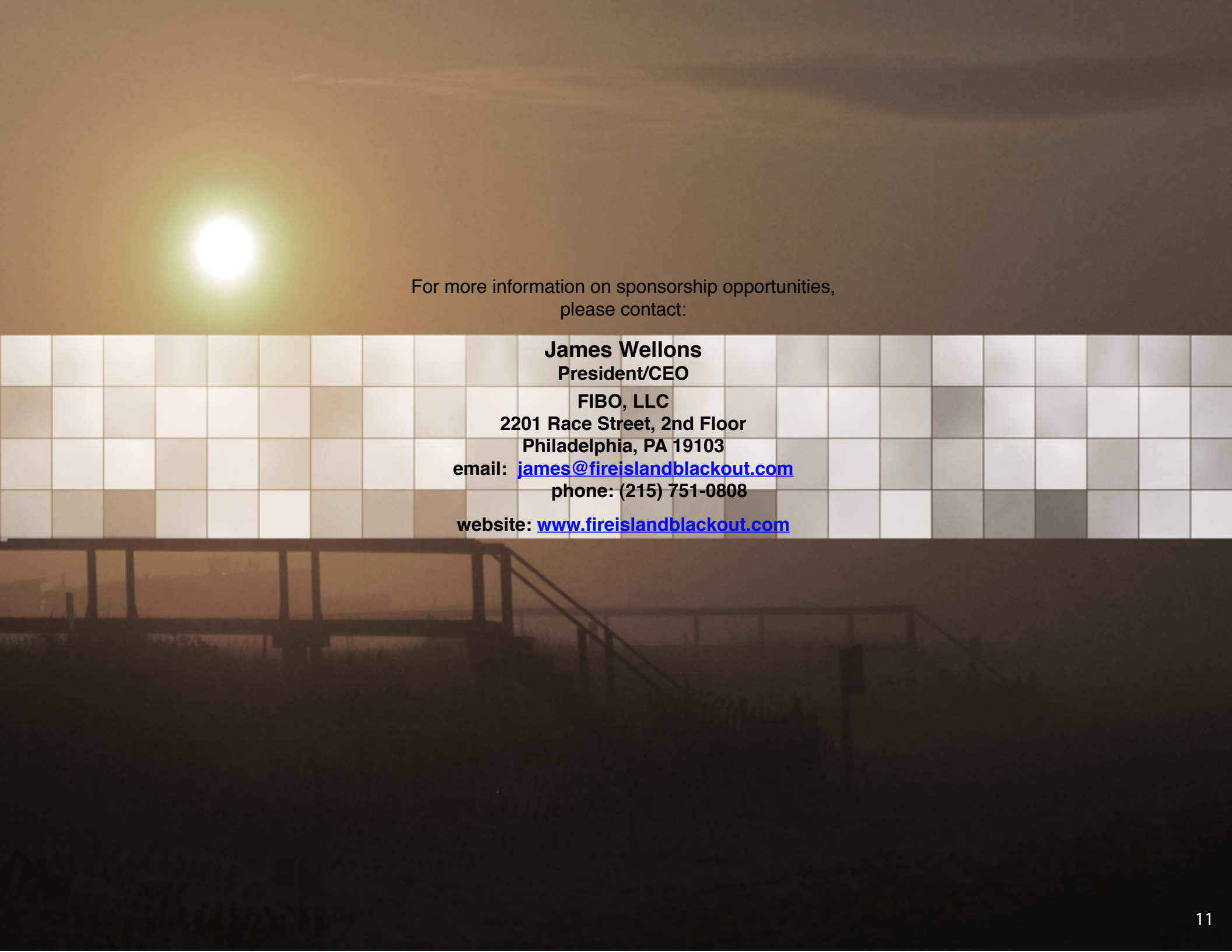
Full-page ad in FIBO Souvenir Program (3,000) **\$1,000**
Half (1/2) page ad in FIBO Souvenir Program (3,000) **\$ 500**

Sampling Table \$500

Right to sampling table in FIBO Pavilion*
(6-foot table and chair provided)



* Sponsors are responsible for shipping and onsite handling charges



For more information on sponsorship opportunities,
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