

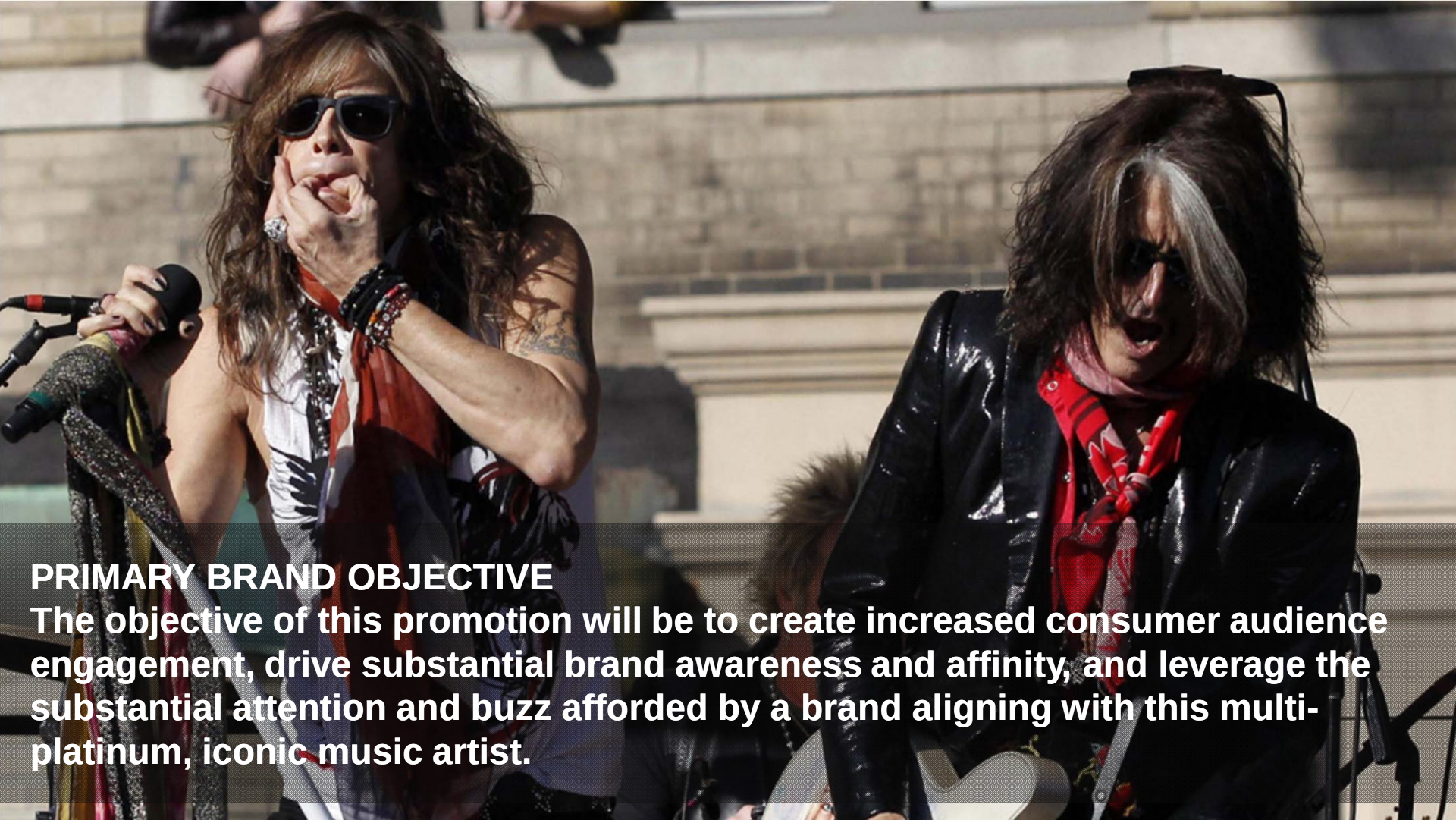


Sample Aerosmith Tour Promotion



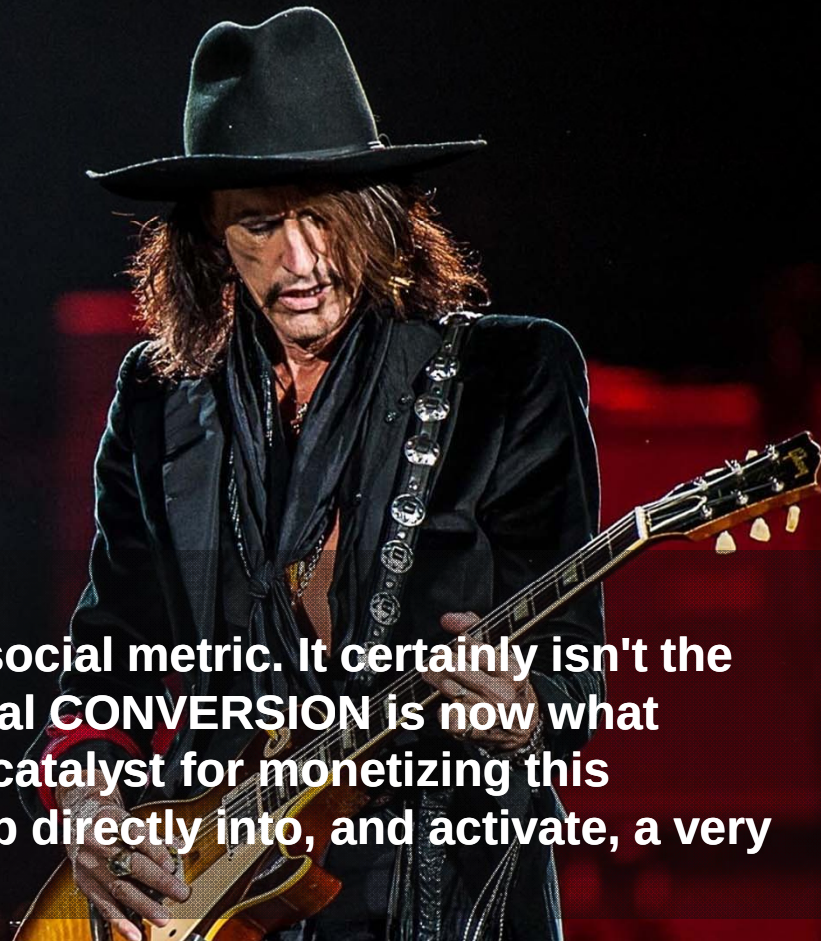
OVERVIEW | BACKGROUND

Aerosmith is one of rock music's iconic bands. With their 805,000 Twitter followers, 15 million Facebook fans and 11,000 Instagram following, Aerosmith is emerging as one of the most social savvy artists in the music business. The #SamplePromoHashtag campaign is a social media based initiative that will afford a brand the ability to market to Aerosmith's engaged social audience.



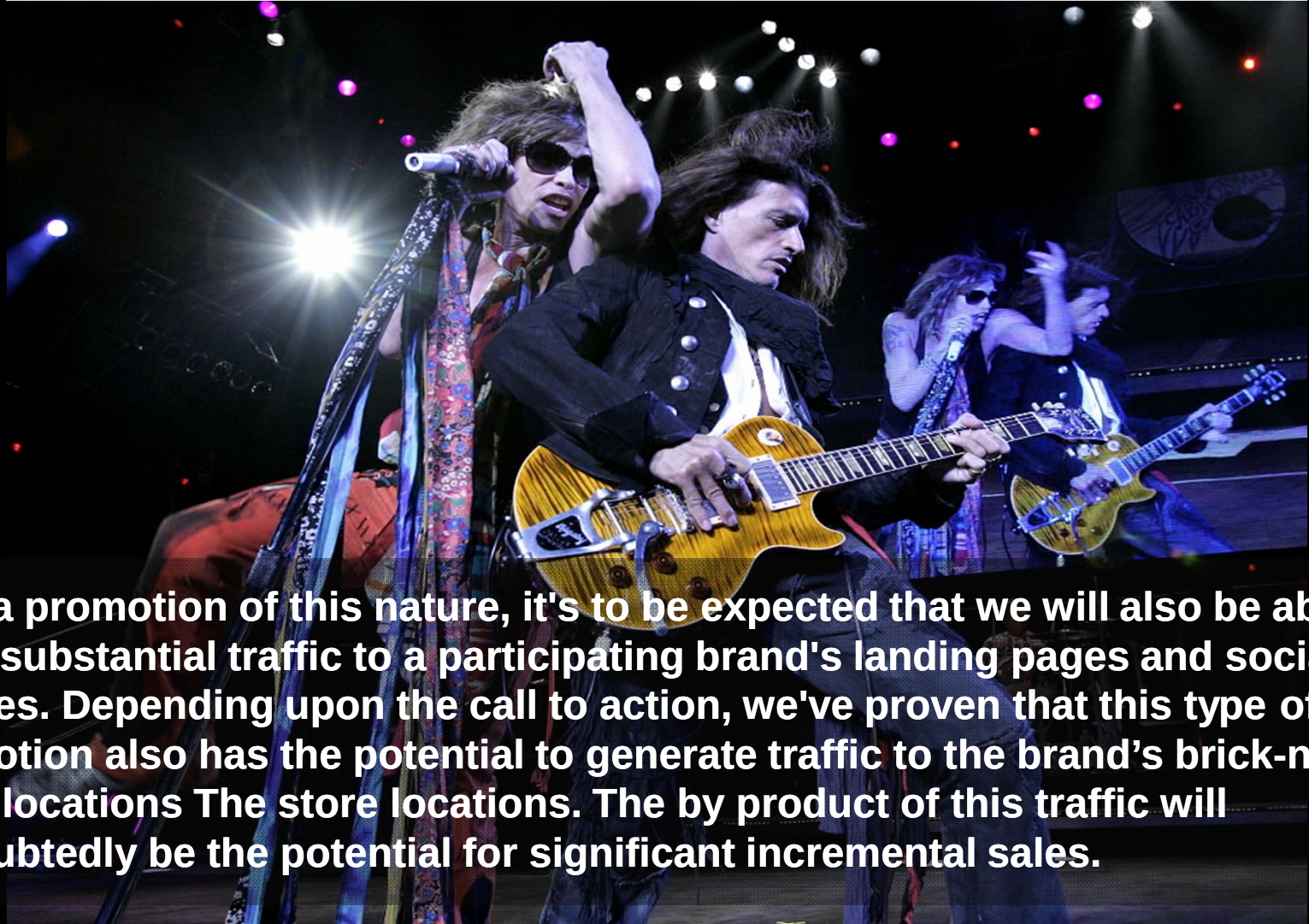
PRIMARY BRAND OBJECTIVE

The objective of this promotion will be to create increased consumer audience engagement, drive substantial brand awareness and affinity, and leverage the substantial attention and buzz afforded by a brand aligning with this multi-platinum, iconic music artist.

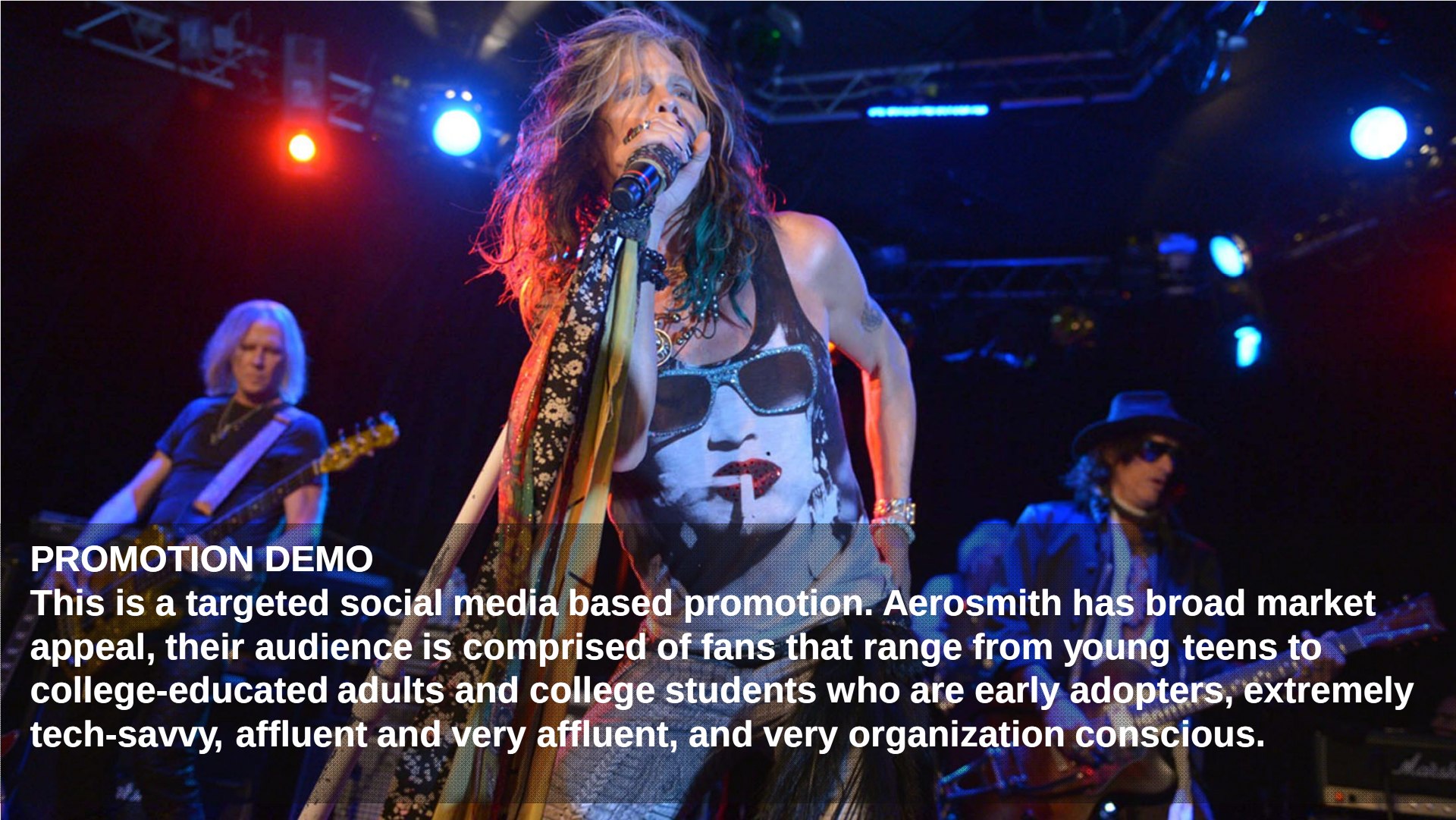


SECONDARY BRAND OBJECTIVE

Social conversation is basically an obsolete social metric. It certainly isn't the main driver of social monetization (ROI). Social CONVERSION is now what matters most in social media marketing. The catalyst for monetizing this promotion is the opportunity it provides to tap directly into, and activate, a very large, and engaged, national audience.

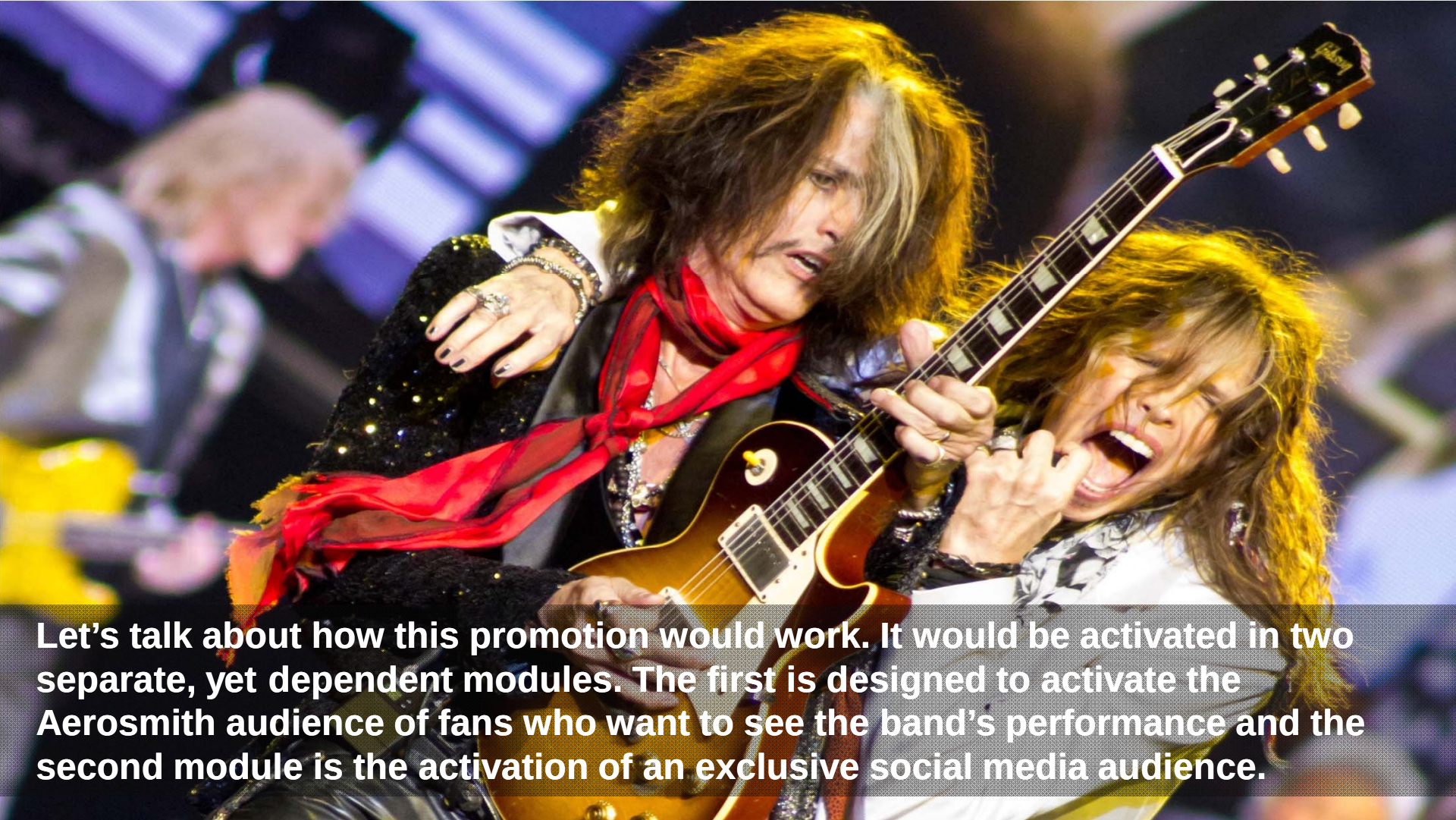


With a promotion of this nature, it's to be expected that we will also be able to drive substantial traffic to a participating brand's landing pages and social profiles. Depending upon the call to action, we've proven that this type of promotion also has the potential to generate traffic to the brand's brick-n-mortar store locations. The by product of this traffic will undoubtedly be the potential for significant incremental sales.



PROMOTION DEMO

This is a targeted social media based promotion. Aerosmith has broad market appeal, their audience is comprised of fans that range from young teens to college-educated adults and college students who are early adopters, extremely tech-savvy, affluent and very affluent, and very organization conscious.



Let's talk about how this promotion would work. It would be activated in two separate, yet dependent modules. The first is designed to activate the Aerosmith audience of fans who want to see the band's performance and the second module is the activation of an exclusive social media audience.

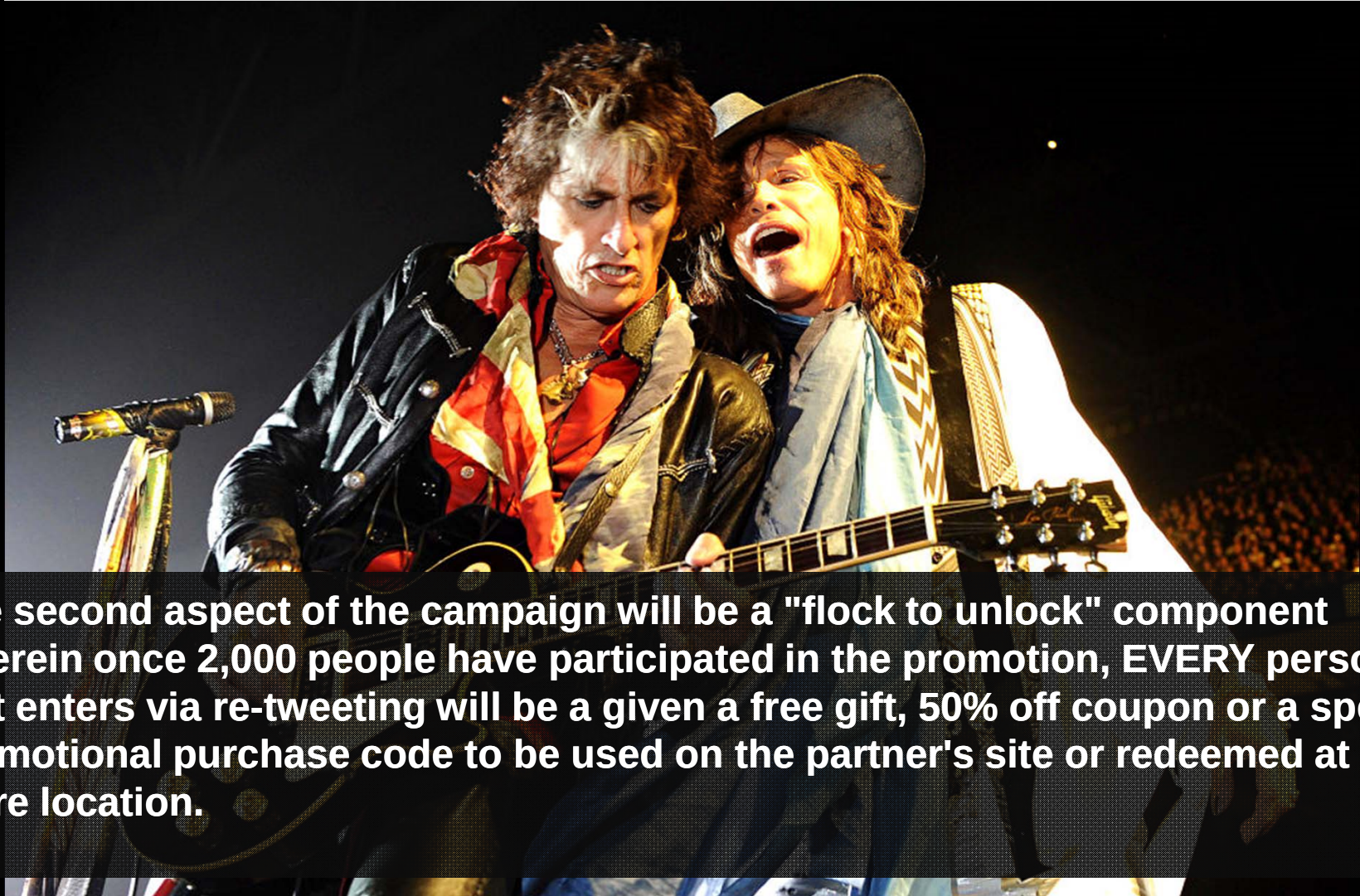


The campaign will be a social media based promotion where fans and followers will be directed to publish posts using a designated hashtag to win a chance to be flown to meet Aerosmith and enjoy a Super VIP package.



Super VIP Package

- * Round-Trip Airfare**
- * \$500.00 spending money**
- * Concierge service during the show**
- * Special Swag VIP Gift Bag**
- * 4 days 3 nights hotel accommodations**
- * VIP Passes to the show**
- * Priority first 5 rows seating**
- * Meet-n-Greet with Aerosmith**



The second aspect of the campaign will be a "flock to unlock" component wherein once 2,000 people have participated in the promotion, EVERY person that enters via re-tweeting will be given a free gift, 50% off coupon or a special promotional purchase code to be used on the partner's site or redeemed at a store location.



The ultimate grand prize (winner(s)) will be chosen at random and awarded the Super VIP Package by the participating brand partner.



We solely focus on developing sports and entertainment oriented, experiential, promotional activations that are fueled by social media.



By leveraging established relationships with artists, promoters, festival producers and socially savvy brands, we're able to create those moments that matter most to today's audiences.



We believe that these types of initiatives are the essence of social media marketing and the future of sponsorship.



NEXT STEPS

We welcome the opportunity to work with Aerosmith to develop this type of initiative. In order for us to bring interested brands to the table, we would simply need approval from band management to bring offers that meet the bands financial requirements. Please understand that the artist will maintain final discretion on any brand integrations.