

CMJ COLLEGE TOUR

CMJ College Tour features the ultimate music authority presenting today's up and coming bands to the college market. With nearly 25 years of dedication to live music through the annual CMJ Music Marathon & Music Festival in New York City, CMJ has a longstanding history with the music industry's upper echelon of talent such as Red Hot Chili Peppers, Foo Fighters, REM, Beastie Boys, Limp Bizkit, among many others. CMJ Network is a multimedia, multi-platform one-stop-shop for those organizations that seek exposure in the 18-29 demographic.

The Spring 2003 Edition of CMJ College Tour Consists Of:

- 22 Shows in 22 Major U.S. College Markets
- Four Bands (rock oriented)
- 1,000 - 2,000 Capacity Venues
- Over \$250K in CMJ advertising and promotional support including Radio, Print, Direct Mail, College Poster Program, Toll-Free Number and Website.

The Spring 2003 CMJ College Tour:

Nokia Presents The Advance Warning Tour Brought To You By CMJ and MTV2

Line Up:

The Mooney Suzuki (Columbia), The Raveonettes (Columbia), Longwave (RCA) and White Light Motorcade (J/Octone)

Itinerary:

13-Mar Austin, TX
14-Mar New Orleans, LA
15-Mar Atlanta, GA
17-Mar Greenville, NC
18-Mar Elkins, WV
19-Mar Washington, D.C.
20-Mar Boston, MA
21-Mar Pittsburgh, PA

22-Mar Alfred, NY
23-Mar Buffalo, NY
25-Mar Indianapolis, IN
26-Mar Milwaukee, WI
27-Mar Madison, WI
28-Mar St. Louis, MO
29-Mar Iowa City, IA
30-Mar Lawrence, KS

1-Apr Portales, NM
2-Apr Las Cruces, NM
3-Apr Tempe, AZ
4-Apr Long Beach, CA
5-Apr Los Angeles, CA
6-Apr Santa Clara, CA



CMJ College Tour Objectives:

- Position CMJ and its sponsors ahead of the crowd, on the leading edge of current and future trends in the college market and in music culture.
- Reach hundreds of thousands of college students on campus, through CMJ publications, radio, and the Internet.
- Harness the excitement and energy of a music festival and leverage it at the campus level.
- Exhibit and sample some of the hottest new artists on their way to becoming superstars.

CMJ College Tour Target Audience:

- Generation Y — Over 60 million kids
- Over \$500 Billion in spending power
- Target Market Ages 16-29

CMJ College Tour is a Music Sponsorship Opportunity Produced and Presented by The CMJ Network, United Talent Agency and Immortal Entertainment

SPONSORSHIP OPPORTUNITIES

As a sponsor of the CMJ College Tour, your company will directly reach a projected total attendance of over 100,000 target consumers with millions of impressions through a lifestyle media and promotion plan.

MEDIA

- Logo inclusion in mini tour magazine/festival guide
- Mentions in radio campaign and on-air promotion
- Logo inclusion in official tour posters
- Logo inclusion in Full-page ads in alternative newsweeklies
- Ads in CMJ print and Website properties promoting your tour sponsorship

ON-SITE

- Logo inclusion on banners at every venue
- Signage at every event
- Product sampling (if desired)
- Product display (if desired)

PUBLICITY

- National/local market PR campaign
- Alignment with a unique genre of music, whose content interests mainstream and alternative media outlets
- Fanzines with an aggregate circulation of over 500,000

INTERNET

- Sponsor website cross-promotions and hotlinks
- Sponsor logo on tour home page, featuring artists, event details, sponsor information, ticket information and live webcast
- Logo inclusion and hyperlinks to all participating venues

GRASSROOTS

- Over 100,000 Flyers distributed in Tour Markets
- Database marketing/direct mail/email activation opportunities

VIP CREDENTIALS

- Sponsor VIP passes, valid for all tour-related pre-, during and post-parties and events
- Specified number of tickets for the tour
- Meet and greet opportunities with talent
- Promotional appearances with talent (based on availability)

IN-STORE

- Opportunity to sell tickets in-store
- In-store talent appearances (based on availability)
- Rights to utilize tour name and creative for in-store promotional use
- Tour schedules and flyers available for distribution
- Compilation CD for in-store giveaways

PUBLICITY

- Sponsor name and logo inclusion in all press releases for the tour
- Sponsor name in copy points given to all talent for radio, print and television interviews
- Sponsor Branded clothing and/or merchandise provided to all talent on the tour (if applicable)

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