

CAMPING ON MARS

Brought to you by:

Genesis Global Management Corp.

2019 SPONSORSHIP OPPORTUNITIES



Camping on Mars

Events Taking Off in 2019

Coming to a Destination Near You

What is Camping on Mars?

Camping on Mars (COM) is a supernova mix of music, art and culture creating a euphoric atmosphere transporting listeners to a new spatial plain. Its purpose is to create an “out-of-this-world,” organic musical experience that celebrates the exploration of earthly entertainment.

Why the name “Camping on Mars?”

The idea for Camping on Mars came about as a way to begin a new cultural movement with music as its foundation. Mars is a planet of mystery, where there is peace and no conflict, a place of fantasy and escape. There is no prior cultural existence, no rules, no pigeon holes in which to be categorized. It is a planet of social intrigue.

Camping on Mars was created so that individuals may rally for one common purpose – to celebrate music, the artistic lifestyle and support the community. Camping on Mars is not just a series of events, but a movement that connects artists with artists, and aims to support and promote the unique artistry of each—whether it be in song, painting, sculpture, crafts, clothing or jewelry.

The Tour

Touring to many different cities and towns, small and large, Camping on Mars’ celestial phenomenon will include sensational musical acts, salacious food and drink, and innovative vending products. This futuristic experience will be nomadic; available in more than one location. Imagine an electrifying campground on Mars with limitless possibilities.

COM’s mission is to celebrate and preserve all forms of artistic expression and genres of music by creating an atmosphere for those who wish to listen, and be heard via an authentic musical experience. Through our interactive website, we also provide Camping on Mars members with a convenient, all-access gateway to our live shows, music, art and entertainment.



Seven-City Live Performance Event Tour

Camping on Mars launches in Chicago in 2019 and will begin its tour around the Mid-Western region and venture across the U.S. We are launching at the Chicago Football Classic at the Soldier Field Stadium this September.

THE SHOW:

Performances from local artists kick-off the show. Vendors are able to display their wares while guests listen to the performance, explore vendor offerings, enjoy food and drink, and simply experience Camping on Mars. The headlining artist performs all while being live streamed for the COM website and recorded for internet radio and downloads. Sponsors receive exposure to all marketing channels, live audiences and press.



MEMBERSHIP:

Camping on Mars is also a member-based organization. Invites to each event will be offered to members only. Invited guests will catch up and coming performing artists and be privy to a live performance by established artists. COM members will also have the opportunity to promote their artistry via our website, social media networks and internet radio shows. Like-minded individuals preferably artists, can network, interact and support one another. Subscribers to COM's live stream can catch the shows online.



A LOCAL AFFAIR:

In addition to the Camping on Mars tour, Soul Sundays presented by Camping on Mars will begin in July. Soul Sundays is a residential bi-monthly event in Chicago at The Wild Hare nightclub, spotted in such movies as *Love Jones*. Chicago is a musical powerhouse and hosting this local event will give new artists a chance to shine. It also gives COM sponsors more chances to expose their brand at events and in promotional efforts.



The Experience



TARGET AUDIENCE:

Camping on Mars is targeting the worldwide art community, musicians, and anyone who loves music, art and expressions of art. No matter what the age, gender or race, artists or those who want to be part of the art scene, can indulge in the Camping on Mars experience. With shows across the U.S. and overseas, COM will reach and attract a global audience. VIP artists will also be a part of the connected COM.

ENTERTAINMENT:

Engaging in all forms of artistic expression and highlighting underground and mainstream performances, we will showcase a wide range of musical genres from reggae, neo soul, hip hop, jazz and blues, pop, rock and country from around the world. Camping on Mars' events will be streamed live and available on demand. We will also feature artwork, wares and other creative works from local artists.



AFTER PARTY:

Camping on Mars VIP after parties will bring the stage experience to an intimate setting. Feel the music and experience more featured products while all hanging with musical guests and in an existential atmosphere! Glimmers of the after party will be streamed live in segments. VIP sponsors may attend and opt to represent their brands.

VENUES:

Camping on Mars events will be held at unique venues in cities across the country and internationally. We plan to host a seven-city tour beginning in Chicago in September 2019 with the Chicago Football Classic as part of the tailgate at the Soldier Field Stadium, and will continue to host events at clubs, restaurants, galleries, lofts and outdoor locations. COM also hosts Soul Sundays, a bi-monthly event, at Chicago's established and film-credited nightclub The Wild Hare.



COMMUNITY:

Camping on Mars plans to spark social change through music, giving back to local communities with a percentage of proceeds from each event, by featuring local artists to help them soar to new heights and by partnering with local businesses to gain brand awareness.



Why Sponsor?

BENEFITS:

Sponsors will receive a host of benefits. Not only will they receive the items covered below, but the possibility to literally reach millions of people round the world as COM's audience, performers, members, online subscribers and vendors tout about Camping on Mars' upcoming events and happenings.



INTERNET RADIO:

Recorded shows from live performances will stream on the COM website to online subscribers, and performance recordings will be featured as three-hour segmented shows with COM internet radio partners across the country. This gives sponsors a much farther reach than events only. Total number of listeners is more than 100,000 in more than 5 markets. This number is expected to increase.



SOCIAL MEDIA:

All sponsors will receive mentions on the COM social media platforms and those of COM's partners, artists and show vendors. Social media platforms include Twitter, Facebook, Instagram, Pinterest, SnapChat and YouTube. Increase your exposure as cross-marketing efforts highlight what's to come with Camping on Mars show participants, locations and giveaways. Using hashtags and handles, cross marketing outreach will result in reaching millions of followers over the course of the year.

FEEDBACK:

Camping on Mars has partnered with [Feedback](#), a market research firm specializing in digital ethnography and honed for product or service evaluation, to review sponsored products during COM events, obtain attendees' opinions via brief digital surveys, evaluate and return audience feedback to corporate sponsors. It's a way to receive instant feedback similar to a mock focus group or product testing.

COM WEBSITE/LIVE STREAMING:

All sponsors will have logos and company names listed on the COM website. COM subscribers will be able to view Camping on Mars' events as they stream live hearing music and sponsor mentions. Events will also be available on demand.



PRESS

For each event, COM will reach out to the press to highlight headline artists and work to obtain mentions for COM sponsors in the largest media outlets across the country in print, online and social platforms. Press releases will include approved boilerplates of larger sponsors as well.



Sponsorship Levels

MARS SPONSOR -- \$50,000

- On-stage promotion every hour of the live three-hour show segment
- Mention by the featured artist
- Company mention in live stream to the COM subscriber audience
- Vendor table at the event to promote company products and services
- Product review given by Feedback (up to 50 individuals)
- Complimentary advertising for up to one minute or combined time of one-minute on internet radio partner shows for ten three-hour show segments.
- Prominent name recognition in all press releases
- Company logo on event signage
- Company listing with logo and link in email promotion
- Company logo and website listed on the sponsor page of the Camping on Mars website
- Logo and links in Camping on Mars social media promotions
- Ten tickets to seven Camping on Mars events
- Promotional item insert in Camping on Mars event gift bag for VIPs
- Transportation to seven COM events
- A two-night stay at one COM partner Airbnb locations
- \$300 in Camping on Mars merchandise

OUT OF THIS WORLD SPONSOR -- \$25,000

- On-stage promotion every hour of the live three-hour show segment
- Company mention in live stream to the COM subscriber audience
- Vendor table at the event to promote company products and services
- Product review given by Feedback (up to 35 individuals) (up to 10 questions)
- Complimentary 45-sec advertising on COM internet radio partner shows for five three-hour show segments.
- Name recognition in all press releases
- Company logo on event signage
- Company listing with logo and link in email promotion
- Company logo and website listed on the sponsor page of the Camping on Mars website
- Logo in Camping on Mars social media promotions
- Seven tickets to seven Camping on Mars events
- \$100 in Camping on Mars merchandise

IN ORBIT SPONSOR -- \$12,500

- On-stage verbal recognition
- Company mention in live stream to the COM subscriber audience
- Vendor table at the event to promote company products and services
- Product review given by Feedback (up to 25 individuals) (up to 10 questions)
- Complimentary 30-sec advertising on the COM internet radio partner shows for three three-hour show segments.
- Company logo on event signage
- Company listing with logo in email promotion
- Company logo and website listed on the sponsor page of the Camping on Mars website
- Mentions on Camping on Mars social media
- Five tickets to seven Camping on Mars events



Sponsorship Levels

ROCKET SPONSOR -- \$5,000

- Vendor table at events to promote company products and services
- Product review given by Feedback (up to 15 individuals) (up to 5 questions)
- Complimentary 30-sec advertising on COM internet radio partner shows for one three-hour show segments.
- Company logo on event signage
- Company listing in email promotion
- Company logo and website listed on the sponsor page of the Camping on Mars website
- Mentions on Camping on Mars social media
- Four tickets to seven Camping on Mars events

EARTHLY SPONSOR -- \$2,500

- Vendor table at the event to promote company products and services
- Product review given by Feedback (up to 10 individuals) (up to 3 questions)
- Complimentary 15-sec advertising on COM internet radio partner shows for one three-hour show segments.
- Company logo on event signage
- Company listing in email promotion
- Company logo listed on the sponsor page of the Camping on Mars website
- Mentions on Camping on Mars social media
- Two tickets to seven Camping on Mars events



Order Form

We are pleased that you have chosen to participate as a sponsor of Camping on Mars. Please fill out your company's information in the form below, scan and email it to our office. Your sponsorship benefits will begin as soon as we receive your request.

SELECT ONE SPONSOR LEVEL:

_____ MARTIAN SPONSOR (\$50,000) _____ OUT OF THIS WORLD SPONSOR (\$25,000)
_____ IN ORBIT SPONSOR (\$10,000) _____ ROCKET SPONSOR (\$5,000)
_____ EARTHLY SPONSOR (\$2,500)

NUMBER OF EVENTS SPONSORING: _____

\$50,000 and \$25,000 sponsors are automatically included for four event.

COMPANY INFORMATION:

ORGANIZATION: _____ CONTACT: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

PHONE: _____ EMAIL ADDRESS: _____

WEBSITE: _____ SOCIAL HANDLE: _____

PLEASE CIRCLE ONE: MONEY ORDER CASHIER CHECK CREDIT CARD

MONEY ORDER OR CASHIER'S CHECKS SHOULD BE MADE PAYABLE TO: **Camping on Mars**

CREDIT CARD: _____ EXP. DATE: _____

NAME ON CARD: _____ 3-DIGIT SECURITY CODE: _____

SIGNATURE: _____ DATE: _____

Detailed information for print ads, logos, web ads and other company information necessary to complete the sponsor benefit obligations will be sent via email upon receipt of payment.

For Office Use Only:

DATE RECEIVED: _____ INITIALS: _____ AMOUNT DUE: \$ _____ PAID: \$ _____

