

CAMPING ON MARS

Brought to you by:

Genesis Global Management Corp.

2019 SPONSORSHIP OPPORTUNITIES



Camping on Mars
Soul Sundays at The Wild Hare
Chicago 2019

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 Main 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.

COM will also offer COM events in certain cities on a regular basis such as Soul Sundays at The Wild Hare in Chicago.



Soul Sundays at The Wild Hare

Camping on Mars (COM) wants new and underexposed artists to be heard. There are some great acts waiting to be discovered and COM's intention is to be the launching pad for these up and coming performers. Locally held events allows COM to reach local artists ready to showcase their talents.

THE VENUE

In addition to the Camping on Mars tour, Soul Sundays presented by Camping on Mars will begin in August. 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 a opportunity to expose their brand at our events twice a month and in promotional efforts.



THE SHOW

Soul Sundays at The Wild Hare, COM will host a 3-hour live performance show every other Sunday. We will kick off the first Sunday in August with performances by Lady Cris, Daniel Lamar and The Band 7501. Guests can enjoy food and drink while listening to the artists and dance if they so choose. Guest DJ Alex Originale will spin between sets and simply experience Camping on Mars. The entire show is live streamed for the COM website and recorded for internet radio and downloads.

Lady Cris



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. VIP artists will also be a part of the connected COM network of artists.



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 will grow as COM increases its partnerships.



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 COM local events, local press will be sought for print, online and social platforms. Press releases will include approved boilerplates of larger sponsors.



Sponsorship Levels

MARS SPONSOR -- \$10,000 (Six Months)

- 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
- Ten complimentary 30-sec audio company ads on COM internet radio partner shows
- Company logo on event signage
- Company listing with logo and website link in email promotion
- Company logo and website link listed on the sponsor page of the Camping on Mars website
- Logo and links in Camping on Mars social media promotions
- Ten complimentary tickets to VIP area at Soul Sundays
- Promotional item insert in Camping on Mars event gift bag for VIPs
- \$100 in Camping on Mars merchandise

OUT OF THIS WORLD SPONSOR -- \$7,500 (Five Months)

- 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
- Seven complimentary 30-sec audio company ads on COM internet radio partner shows
- Company logo on event signage
- Company listing with logo and website link in email promotion
- Company logo and website link listed on the sponsor page of the Camping on Mars website
- Logo and links in Camping on Mars social media promotions
- Seven complimentary tickets to VIP area at Soul Sundays
- Promotional item insert in Camping on Mars event gift bag for VIPs
- \$75 in Camping on Mars merchandise

IN ORBIT SPONSOR -- \$5,000 (Four Months)

- On-stage verbal recognition
- Company mention in live stream to the COM subscriber audience
- Five complimentary 30-sec audio company ads on COM internet radio partner shows
- Company logo on event signage
- Company listing with logo and website link in email promotion
- Company logo and website link listed on the sponsor page of the Camping on Mars website
- Logo and links in Camping on Mars social media promotions
- Five complimentary tickets to VIP area at Soul Sundays
- Promotional item insert in Camping on Mars event gift bag for VIPs
- \$50 in Camping on Mars merchandise



Sponsorship Levels

ROCKET SPONSOR -- \$2,500 (Three Months)

- Company mention in live stream to the COM subscriber audience
- Three complimentary 30-sec audio company ads on COM internet radio partner shows
- Company logo on event signage
- Company listing with logo and website link in email promotion
- Company logo and website link listed on the sponsor page of the Camping on Mars website
- Logo and links in Camping on Mars social media promotions
- Three complimentary tickets to VIP area at Soul Sundays
- Promotional item insert in Camping on Mars event gift bag for VIPs
- \$25 in Camping on Mars merchandise

EARTHLY SPONSOR -- \$1,000 (Two Months)

- Company mention in live stream to the COM subscriber audience
- One complimentary 30-sec audio company ads on COM internet radio partner shows
- Company listing with logo 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
- Two complimentary tickets to VIP area at Soul Sundays



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. All sponsorship benefits will begin at the first of the month once request is received. Social media and website listings will begin as soon as your request is received.

SELECT ONE SPONSOR LEVEL:

_____ MARTIAN SPONSOR (\$10,000) _____ OUT OF THIS WORLD SPONSOR (\$7,500)
_____ IN ORBIT SPONSOR (\$5,000) _____ ROCKET SPONSOR (\$2,500)
_____ EARTHLY SPONSOR (\$1,000)

NUMBER OF EVENTS SPONSORING: The number of events is based on two events per month and the sponsor level selected determines the number of months.

COMPANY INFORMATION:

ORGANIZATION: _____ CONTACT: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

PHONE: _____ EMAIL ADDRESS: _____

WEBSITE: _____ SOCIAL HANDLE: _____

PLEASE CIRCLE ONE: CASHIER'S CHECK CREDIT CARD

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: \$ _____

