



# Signal

## The Southeast Electronic Music Festival

April 26-28, 2007 Chapel Hill, NC

### About Signal

In 2005, a handful of musicians and DJs passionate about electronic music formed Ctrl+Alt+Del, LLC, to organize an event unlike anything ever attempted in the Triangle: Signal - The Southeast Electronic Music Festival. In April 2006, we created a two-day, seven-venue festival that brought together over 70 of the best regional, national, and international electronic music artists. More than 1,500 electronic music fans from as far away as Washington, DC, Atlanta, GA, and Orlando, FL, came out to share this unique and amazing experience. Because of the huge success of Signal 2006, we are adding at least two more venues and dozens more performers to make Signal 2007 even bigger and attract an even larger audience from across the Southeastern US. We are well on our way to our goal of making Signal the premier annual electronic music festival in the Southeast.

### Repeating our Success

In order to repeat the success of Signal 2006, we will stage an aggressive campaign to promote Signal 2007 in the coming months. Our main advertising strategy includes a segmented marketing approach in which will research the demographics of our media outlets and customize our advertising accordingly. We will advertise on local radio stations and print media throughout the region. We will place ads and/or receive coverage in local magazines (The Independent) and newspapers (The Daily Tarheel, The News & Observer) and will expand our advertising effort to national magazines that focus on electronic music (e.g. URB, Spins, The Wire). Signal organizers, performers, and street teams will distribute flyers, posters, and other promotional materials in clubs and retail stores across North Carolina and other music festivals and events across the region. We will publicize the festival via our webpage ([www.signalfest.com](http://www.signalfest.com)) and MySpace site ([www.myspace.com/signalthesoutheastelectronicmusicfestival](http://www.myspace.com/signalthesoutheastelectronicmusicfestival)), advertise on other electronic music and sponsor webpages, and post festival information on local, regional and national email listservs. We will focus our efforts on the Triangle, Asheville, Burlington, Charlotte, Greensboro, Wilmington, and Winston-Salem greater areas, but we will also reach out to major cities beyond North Carolina, such as Atlanta, Charleston, Miami, Orlando, Richmond and Washington DC. During the festival, we will provide the official Signal 2007 Festival Guide free to all attendees which will highlight the schedule of events, include brief descriptions of the artists taking part in the festival, and feature advertisements from festival sponsors. Depending on the level of sponsorship, you will be able to take part in this advertising campaign and get exposure to our target audience.

### You can Share our Success!

By partnering with Signal through a sponsorship plan, you can share in our success. Attached are descriptions of the basic sponsorship tiers we offer. However, we are very flexible and can customize a sponsorship package that is mutually beneficial for you and Signal. If interested, please contact our Sponsorship Program Director at your earliest convenience. If you decide to become a sponsor, payment is due by February 1st, 2007. Thanks for considering a Signal partnership, and we look forward to working with you!

Ben Bearden  
Sponsorship Program Director  
919-360-1411  
[marketing@signalfest.com](mailto:marketing@signalfest.com)





## 2007 Sponsorship Plans

Platinum Level	Gold Level	Silver Level	Supporting Sponsorship
\$5000	\$3000	\$1000	\$500
Branding/logo placement on all official Signal Festival promotional materials (t-shirts, flyers, posters, print advertising) & main page of website	Branding/logo placement on all official Signal Festival promotional materials (t-shirts, flyers, posters, print advertising) & main page of website	Branding/logo placement on main page of Signal Festival website	Branding/Logo placement on sponsor page of Signal Festival website
Primary sponsor of a Signal event, with name featured in event title and promotional materials specific to that event (flyers, print advertising, banners)	Permission to distribute promotional materials at all festival events	Full-page ad space in the festival guide	Half-page ad in festival guide
Permission to set up booth to run giveaways, sign up customers, and run demos at your sponsored event	Full-page ad space in the festival guide	Up to 10 all-access festival passes	5 all-access festival passes
Permission to distribute promotional materials at all festival events	Up to 10 all-access festival passes		
Sole festival sponsor for your particular product category (e.g., energy drink, beer, car, etc.)			
Full-page ad space in the festival guide			
Up to 20 all-access festival passes			

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