

Living for the Nightlyfe

The official Nightlyfe Magazine WMC 2008 Party

Tuesday, March 25

Opium Garden

136 Collins Avenue, Miami Beach

10pm - 5am



Nightlyfe
Event & WMC
Sponsorship
Information



OVERVIEW

THE PARTY:

Nightlyfe Magazine in association with Stompy.com present a spectacular celebration of Nightlyfe at the most fabulous location of Opium Garden in Miami Beach, on Tuesday 3/25/2008 at the 2008 Winter Music Conference, the largest and most important gathering of all DJ's, Producers, Businesses and fans of Dance Music globally. In 2008 over a million visitors will descend unto Miami Beach during a week of non stop parties and action. This event will receive heavy promotion and is already likely to be sold out well before the day of the event.

As the first major party of the event along with the world class DJ's we have booked, this party will kick off the Festivities in style and surely be one of the highlights of the entire week.

LOCATION:

Opium Garden
136 Collins Avenue
Miami Beach, Florida 33139

WHEN:

Tuesday, March 25, 10:30pm – 5am

TALENT: DJ's confirmed:

DJ Heather
Fred Everything
Jay West
Olivier Desmet
Lawnchair Generals
Uriah West
DJ Mes
Late Nite Society
Kingsley Flowz
Roshan
Steve Velasco
+ more

AUDIENCE:

1,800- 2,000

4 rooms, 12+ DJ's, and over 1,800 people filling the place to capacity. The audience to our event would be made up of passionate supporters of House music, fans of the world famous DJ's, celebrities and Industry insiders.

The Winter Music conference is the largest gathering of all aspects of Electronic music the world wide. With over a million people descending on South Beach every year for a week of sheer bliss, parties and networking. Each year, hundreds of parties take place every night at all the major venues and sponsorship to these events is an extremely precious and coveted commodity. Every major DJ and artist the world wide attends this conference.

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NIGHTLYFE @ THE WMC OVERVIEW

NIGHTLYFE'S INVOLVEMENT:

Along with the feature event on Tuesday night, Nightlyfe will be intimately involved throughout the entire week of the WMC. Conducting interviews, broadcasting via online radio and recording events and shows for Nightlyfe TV.

Nightlyfe Magazine:

Nightlyfe will have a special section in the June issue showcasing all the events and highlights from the 2008 WMC. This will also include interviews and plenty of stylish photography. Extra content will also be displayed online on Nightlyfemag.com.

Nightlyfe TV:

All week long, Nightlyfe will be recording events and interviews as well as doing pieces for House Nation, Live @ the Club, Venues and The News. We will broadcast these episodes and videos online on Nightlyfetv.net

Nightlyfe Radio:

Nightlyfe Radio will record live shows as well as simulcast others during the entire week at the WMC.

Other Involvement:

Nightlyfe will deploy street teams and constantly interact with the masses down at the event. With Giveaways and promotions all week long.

Nightlyfe is looking at taking up residency at a unique location during the day as a central hub for all activities down on Collins Avenue:

ABOUT THE WMC:

Winter Music Conference, in its 23rd year, is regarded as the singular networking event in the dance music industry, attracting professionals from over 62 different countries. With its high concentration of top international artists, DJs and industry professionals, WMC permeates the international press and is thereby one of the most publicized events in the business. Every aspect of the industry is represented including the top technological innovators, artists, DJs, producers, radio and video programmers, retailers, distributors, audio manufacturers and many more. There are countless reasons why people from all over the world return year after year for this event, the most outstanding one being that there is nothing else in the world like it.

For More Information: please visit

<http://www.wintermusicconference.com/about/>

Nightlyfe
@ the WMC
Sponsorship



NIGHTLYFE @ THE WMC SPONSORSHIP

TITLE SPONSOR: \$25,000

- Dominant Logo placement along with "presented by" on Nightlyfe WMC Website
- Dominant Logo placement along with "presented by" on the Nightlyfe ½ page Ad in *WMC The Guide* - distributed to all WMC Delegates
- Dominant Logo placement along with "presented by" on the Nightlyfe Ad in *WMC The List* distributed to all Winter Music Conference attendees and hotels, restaurants and venues throughout South Florida.
- Dominant Logo placement along with "presented by" on the Nightlyfe Banner Ad in *WMC The List Online*
- Dominant Logo placement along with "presented by" on all Nightlyfe Flyers for the **Living for the Nightlyfe** event.
- Dominant Logo placement along with "presented by" on all Nightlyfe WMC related Paraphernalia.
- Dominant Logo placement on all Nightlyfe Banners at the **Living for the Nightlyfe** event.
- Logo Opportunity on all Slide projection units @ Opium Garden.
- Logo opportunity at all Video Monitors @ Opium Garden
- Dominant Logo placement along with "presented by" on all Nightlyfe Evites and Mailings for the **Living for the Nightlyfe** event.
- Sponsor may provide items for the goody bag for all VIP Guests.
- Sponsors may provide giveaways for the general audience
- Dominant Logo placement along with "presented by" on all Nightlyfe Online flyer ads for the **Living for the Nightlyfe** event.
- 12 VIP Passes to the **Living for the Nightlyfe** event.
- Inside front cover 2 page spread 4/c Ad in WMC Issue of Nightlyfe Magazine
- Inside front cover 2 page spread Ad in WMC Issue of Nightlyfe Ezine + Links & Video
- Inside front cover 3 page gatefold 4/c Ad in May issue of Nightlyfe Magazine
- Inside front cover 3 page gatefold Ad in May issue of Nightlyfe Ezine + Links & Video
- Nightlyfemag.com home page banner ad for March, April & May
- Nightlyfetv.net home page banner ad for March, April & May
- Nightlyferadio.com home page banner ad for March, April & May
- Continuous lead mentions as "Nightlyfe @ the WMC brought to you by..." for all WMC related programs on Nightlyfe Radio and Nightlyfe TV.
- Bonus (if available)
- Individual ½ page ad in in *WMC The Guide* - distributed to all WMC Delegates
- Individual Ad in in *WMC The List* - distributed to all WMC Attendees throughout the week.

PRESENTING SPONSOR: \$13,000

- Logo placement on Nightlyfe WMC Website
- Logo placement on the Nightlyfe ½ page Ad in *WMC The Guide* - distributed to all WMC Delegates
- Logo placement along on the Nightlyfe Ad in *WMC The List* distributed to all Winter Music Conference attendees and hotels, restaurants and venues throughout South Florida.
- Logo placement on all Nightlyfe WMC related Paraphernalia.
- Logo Opportunity on all Slide projection units @ Opium Garden.
- Logo opportunity at all Video Monitors @ Opium Garden
- Logo placement on all Nightlyfe Evites and Mailings for the **Living for the Nightlyfe** event.
- Sponsor may provide items for the goody bag for all VIP Guests.
- Sponsors may provide giveaways for the general audience
- Logo placement on Nightlyfe Online flyer ads for the **Living for the Nightlyfe** event.
- 6 VIP Passes to the **Living for the Nightlyfe** event.
- Full Page + Outside Back Cover 4/c Ad in WMC Issue of Nightlyfe Magazine
- Full Page + Outside Back Cover Ad in WMC Issue of Nightlyfe Ezine + Links & Video
- Full Page 4/c Ad in May issue of Nightlyfe Magazine
- Full Page Ad in May issue of Nightlyfe Ezine + Links & Video
- Nightlyfemag.com online ads for March, April & May
- Nightlyfetv.net online ads for March, April & May
- Nightlyferadio.com online ads for March, April & May

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SPONSORSHIP

TITLE SPONSOR: \$5,000 (2 Title Sponsors Available)

- 10 VIP passes are set aside for each Title Sponsor.
- Official Title mention on dedicated event website, as well as in all media
- 1/2 page ad in Nightlyfe Magazine.
- Prominent Logo on the banner placed in the venue
- Logo opportunity on slide projection units.
- Additional mentions in all WMC 2008 official guides, websites and forums
- Sponsor may provide items for a goody bag for all VIP Guests and celebrities.
- Liquor brand pourings opportunity*
- Sponsor will receive mentions online and in the May issue of Nightlyfe Magazine
- Sponsor logo on all invites, evites and flyers.
- Sponsors may provide giveaways for the general audience
- Logo on ½ page Ad in WMC The Guide - distributed to all WMC Delegates
- Logo on Nightlyfe Ad in WMC The List – distributed to all Winter Music Conference attendees and hotels, restaurants and venues throughout South Florida.
- Logo on Horizontal Banner in WMC The List online
- Two Page Spread 4/c in WMC issue of Nightlyfe Magazine
- Two Page Spread 4/c in WMC issue of Nightlyfe Ezine + Links & Video
- ½ page Ad 4/c in May Issue of Nightlyfe Magazine
- ½ page Ad 4/c in May Issue of Nightlyfe Ezine + Links & Video

PRESENTING SPONSOR: \$1,500 (6 Presenting Sponsors Available)

- 4 VIP passes are set aside for each Presenting Sponsor.
- Official mention on dedicated event website
- Logo on the banner placed in the venue
- Additional mentions in all WMC 2008 official guides, websites and forums
- Sponsor may provide items for a goody bag for all VIP Guests and celebrities.
- Liquor brand pourings opportunity*
- Sponsor will receive mentions on the Nightlyfe radio simulcast of the event
- Sponsor will receive mentions online and in the May issue of Nightlyfe Magazine
- Sponsor logo on all invites, evites and flyers.
- Sponsors may provide giveaways for the general audience.
- Logo on Nightlyfe Ad in WMC The List – distributed to all Winter Music Conference attendees and hotels, restaurants and venues throughout South Florida.
- Full Page Ad 4/c in WMC issue of Nightlyfe Magazine
- Full Page Ad 4/c in WMC issue of Nightlyfe Ezine + Links & Video

* If Sponsor is a liquor/Spirits brand, then Nightlyfe and sponsor will work out an arrangement for category exclusivity in pourings and/or use of said brand in mixed drinks for a specified amount of times.

Please contact us for further details and to take advantage of this exceptional opportunity.

Kingsley Ndam – 646 229 6391
kndam@nightlyfemag.com

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PROMOTION

MEDIA:

- Nightlyfe Magazine will have a photographer at the event and it will be featured in the June Issue (cut off date is too close for the production of May issue)
- Nightlyfe Magazine will provide coverage of the event online
- Nightlyfe TV will record the event and provide a condensed version online on Nightlyfetv.com as well as the syndicated "Nightlyfe TV" show on broadcast TV.
- Nightlyfe Radio will simulcast the event on two different streams for the two different rooms online

PROMOTION:

1. The Nightlyfe event has been added as an official WMC 2008 event along with all the caveats such a designation brings. This would include extra promotion, marketing and exposure. Premiere placement in the guide book and the general prestige of being part of an exclusive premium event.
2. The Opium Group has added the event to their official Lineup of events for the WMC. This would increase exposure, add the event to their evites, and promotions as well as being highlighted in their two page layout in the WMC "The List" Booklet.
3. Want Tickets will be selling tickets to this event. This Ticket Clearinghouse allows our event to benefit from increased promotional opportunities as well as exposure to a wide variety of people. Furthermore, this inclusion will help sell-out the event, making for a fantastic audience that further values the sponsorship.

NIGHTLYFE PROMOTION:

- Nightlyfe will create evites, invitations and flyers
- Nightlyfe will distribute over 10,000 copies of the special WMC issue.
- Nightlyfe will employ street teams to promote the event
- Nightlyfe will promote the event on all channels available via the Magazine, Nightlyfe Radio, Nightlyfe TV, Email Newsletter and Forums
- Nightlyfe will submit event to all applicable websites as well as for the "List" on the official WMC site
- Nightlyfe will provide a contest for 40 free passes to the event as well as a top prize of a WMC 3 day package including airfare and accommodation around our party.

ABOUT NIGHTLYFE MAGAZINE

NIGHTLYFE, MAN'S GUIDE TO THE OTHER 9-5

Dedicated to all the passions of night life. Clubs, bars, lounges, restaurants, and any and all hip and trendy venues. Insightful interviews, city reviews, music, movies, style, advice, features on drinks and beverages, as well as DJ and industry issues and much more. Nightlyfe is well on its way to becoming the premiere night life authority for today's metropolitan man. Beginning with the April 2008 Issue, Nightlyfe Magazine will commence nationwide newsstand distribution which would include, Borders, Barnes & Noble, B. Dalton Booksellers, Hastings, Walden Books and many newsstand outlets around the United States and Canada. Along with the print publication, Nightlyfe Magazine features an Ezine online, Nightlyfe Radio Streaming House music 24/7, Nightlyfe TV online and soon to be in Syndication, with the full HD Channel coming in 2009.

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