

N Nightlyfe

your guide to the other 9-5

2009 WMC

march 24 -29, 2009 Miami Beach

**Sponsorship
Opportunities**



NIGHTLYFE @ THE WINTER MUSIC CONFERENCE

Nightlyfe TV

Nightlyfe TV will be well represented at the WMC All week long. We will take up residence at a fabulous South Beach location as our broadcast HQ, As well as actively cover any and all events throughout the week. Interviews, specials, DJ Sessions, newsworthy events and much more will be shot in Hi-Def and made available on NightlyfeTV.net

- **WMC09** – Dedicated WMC Channel with news feeds, updates and videos
- **In Focus** - covering the daily events and stories
- **Live @ The Club** - covering different parties every night
- **Sessions** - capturing the multitude of DJ Sessions every Day
- **Profiles** – Interviews with Night life personalities
- **The Bar** - 2 shows @ the WMC focusing on Drinks. behind the bar
- **The News** - daily bite sized news segments

Nightlyfe Event – Living for the Nightlyfe



Last year, Nightlyfe hosted a successful party at Opium Garden that kicked off the WMC in style. This year, we are going back to The Fifth Nightclub, the site of our 2006 Launch Party event. Once again Nightlyfe will be presenting a host of top class DJ's to a packed crowd right in the middle of the WMC.

The benefits of The Fifth, include a gigantic screen indoors, outdoor projector, Video displays, banner placement and unique sponsorship placement such as exclusive pourings and goodybags.

visit the club <http://www.thefifth.com/main.htm>

Contact us: Tel. 646 229-6391
email: events@nightlyfemag.com or info@nightlyfetv.net
www.nightlyfemag.com/wmc.php

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ABOUT THE WMC

Winter Music Conference, in its 24th 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.

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.

For More Information: please visit

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

1,500,000	Attendees
15,000,000	Media impressions generated
2,200+ people	estimated guests for 4 day Nightlyfe parties
529,000+	online viewers on Nightlyfe TV

Age

19-25	27%
26-35	52%
36-45	17%
46 & up	4%

Male/Female

65% Male 35% Female

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Nightlyfe 2009 WMC Assets

NIGHTLYFE WMC

Nightlyfe WMC Website Sponsor Page	425x600 Banner Ad
Nightlyfe WMC Website Home Page	728x90 banner Ad & 300x250 Sidebar Ad
Nightlyfe WMC Website pages	728x90 banner Ad & 300x250 Sidebar Ad
Nightlyfe WMC Email promotion (+ Newsletter)	728x90 banner Ad & 160x600 Skyscraper Ad
Nightlyfe WMC Media Placement	Logo placements
Nightlyfe WMC T-shirt Logo	Logo placements
Nightlyfe WMC PARTY Flyer / Advertising	Logo placements
Nightlyfe WMC PARTY Banner @ location	small-3x2ft, medium-5x2ft, prominent-8/3
Nightlyfe WMC PARTY Promotion	logo placement/ giveaways
Nightlyfe WMC PARTY Projector Display	Logo display and images
Nightlyfe WMC PARTY outside Projection	Logo Display and images
Nightlyfe TV WMC HQ location Banner	small-3x2ft, medium-5x2ft, prominent-8/3

NIGHTLYFE TV

Nightlyfe TV Website Sponsor Page	425x600 Banner Ad
Nightlyfe TV Website Home Page	728x90 banner Ad & 300x250 Sidebar Ad
Nightlyfe TV Website pages	728x90 banner Ad & 300x250 Sidebar Ad
WMC O9 (page & video ads)	15-30sec bumper Ad/video + 728x90 banner Ad & 300x250 Sidebar Ad on page
In Focus (page & video ads)	15-30sec bumper Ad/video + 728x90 banner Ad & 300x250 Sidebar Ad on page
Live @ The Club (page & video ads)	15-30sec bumper Ad/video + 728x90 banner Ad & 300x250 Sidebar Ad on page
Sessions (page & video ads)	15-30sec bumper Ad/video + 728x90 banner Ad & 300x250 Sidebar Ad on page
Profiles (page & video ads)	15-30sec bumper Ad/video + 728x90 banner Ad & 300x250 Sidebar Ad on page
The Bar (page & video ads)	15-30sec bumper Ad/video + 728x90 banner Ad & 300x250 Sidebar Ad on page
The News (page & video ads)	15sec bumper Ad/video + 728x90 banner Ad & 300x250 Sidebar Ad on page

NIGHTLYFE CITY

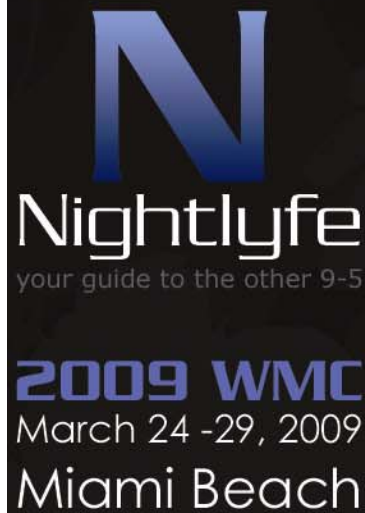
Nightlyfe City Home Page Website	728x90 banner Ad & 300x250 Sidebar Ad
Nightlyfe City Miami Home Page	728x90 banner Ad & 300x250 Sidebar Ad
Nightlyfe City Miami Pages	728x90 banner Ad & 300x250 Sidebar Ad

NIGHTLYFE MAGAZINE

Nightlyfe Magazine Website Sponsor Page	425x600 Banner Ad
Nightlyfe Magazine Home Page	728x90 banner Ad & 300x250 Sidebar Ad
Nightlyfe Magazine Cover Page(s)	Full page & 2 page spread 4/c ads
Nightlyfe Magazine Sponsored Page	425x600 Banner Ad
Nightlyfe Magazine WMC Section	Half Page, Full page & 2 page spread 4/c ads

Please contact us at your earliest convenience to discuss sponsorship opportunities and customized packages.

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Nightlyfe 2009 Sponsorship Opportunities

	Silver	Gold	Platinum
Sponsorship Opportunity	\$3,000	\$5,000	\$8,000
NIGHTLYFE WMC			
Nightlyfe WMC Website Sponsor Page	n/a	n/a	exclusive
Nightlyfe WMC Website Home Page	n/a	n/a	exclusive
Nightlyfe WMC Website pages	some	some	some
Nightlyfe WMC Email promotion (+ Newsletter)	some	all/minor	all /prominent
Nightlyfe WMC Media Placement	some	all minor	all/prominent
Nightlyfe WMC T-shirt Logo	some/small logo	all/small logo	all/prominent logo
Nightlyfe WMC PARTY Flyer / Advertising	small logo	medium logo	large logo
Nightlyfe WMC PARTY Banner @ location	small banner	medium banner	large banner (2)
Nightlyfe WMC PARTY Promotion	some	all/small logo	all/prominent
Nightlyfe WMC PARTY Projector Display	limited rotation	limited rotation	prominent rotation
Nightlyfe WMC PARTY outside Projection	n/a	Limited rotation	prominent rotation
Nightlyfe TV WMC HQ location Banner	small banner	medium banner	large banner
NIGHTLYFE TV			
Nightlyfe TV Website Sponsor Page	n/a	n/a	exclusive
Nightlyfe TV Website Home Page	n/a	n/a	exclusive
Nightlyfe TV Website pages	some	some	some
WMC 09 (page & video ads)	n/a	n/a	exclusive
In Focus (page & video ads)	n/a	n/a	exclusive
Live @ The Club (page & video ads)	n/a	n/a	exclusive
Sessions (page & video ads)	exclusive	n/a	n/a
Profiles (page & video ads)	n/a	exclusive	n/a
The Bar (page & video ads)	n/a	exclusive	n/a
The News (page & video ads)	march 29,	march 24,25	march 26,27,28
NIGHTLYFE CITY			
Nightlyfe City Home Page Website	n/a	n/a	exclusive
Nightlyfe City Miami Home Page	n/a	n/a	exclusive
Nightlyfe City Miami Pages	some	some	some
NIGHTLYFE MAGAZINE			
Nightlyfe Magazine Website Sponsor Page	n/a	n/a	exclusive
Nightlyfe Magazine Home Page	n/a	n/a	exclusive
Nightlyfe Magazine Cover Page(s)	n/a	IBC/OBC	exclusive IFC
Nightlyfe Magazine Sponsored Page	n/a	n/a	exclusive
Nightlyfe Magazine WMC Section	some	some	some

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