



2010 SPONSORSHIP OPPORTUNITIES THE BATTLE OF THE BANDS CHARITY FUNDRAISER

Make your brand part of cable's greatest charity event. The 2010 Battle of The Bands concert fundraiser offers targeted event exposure *before, during* and *long after* this special evening. And it's all for a great cause with this year's event supporting *A Place Called Home* - a non-profit youth center in South Central Los Angeles as well as other local and national charities. You'll get the best seat in the house for unprecedented promotion to the entire cable industry. And, new this year, The Battle of the Bands kicks off the opening night of The Cable Show 2010 so attendance is expected to break all records!

A Battle of The Bands sponsorship offers:

Front and Center Exposure: Your brand receives maximum exposure with impressions in the hundreds of thousands.

- 139,197 visitors to the 2009 web site
- Over 160,000 individual email addresses received Cable Show '09 marketing messages through media partner agreements
- The Cable Show '09 media coverage of the CableCares' charity initiatives spanned 7 months and included over 12 publications and nearly 40 articles
- 11,678 visits to The Cable Show Blog
- Web banner presence on over 20 partner pages, including several international sites
- And the CableCares online videos and Flickr albums continue to generate traffic

Concert Promotion Cable Style: This year's Cable Show and charity concert will be promoted through.....

- *Print ads:* Over 44 print ads in the leading industry magazines and periodicals
- *Eblasts:* More than 30 eblasts to Cable Show delegates as well as media partner subscriber lists
- *Web banners:* Over 65 banners on multiple industry partner sites
- *Press Releases:* Nearly 20 scheduled press releases highlighting The Cable Show and the CableCares' efforts
- *Online videos:* Videos promoting Cable Connection, The Cable Show, and The Battle of The Bands participants
- *Google Ads:* Multiple industry related keywords leveraged to drive awareness during online searches
- *Web 2.0 Tactics:* Online community exposure via The Cable Show Web site, Blog, Facebook & Twitter pages
- *Drive-In Promotion:* Complimentary registrations to all member cable system employees within Southern California

All-Star Headliners: Get ready to rock. The 2010 Battle of The Bands will feature...

- 5-industry bands competing for the title of top cable rockers
- Celebrity emcee and judges
- An All-Star Band to close out the night Hollywood-style

Become Part of Cable's Rocking Legacy: Last year's concert featured...

- Nearly 800 cable-industry attendees
- Thousands of audience-generated text votes
- Special guests, giveaways, and presentations

Extended Play: The Battle of The Bands is more than just one awesome night. Coverage spans for months before and afterwards.

- From several months before the event to several months after, CableCares and The Battle of The Bands has a lasting media presence.
- Through press releases, industry articles, advertisements, videos and web sites, coverage for last year's initiatives and events began in November 2009 and continue through to today.

We've got opportunities that rock. With new sponsorship levels for 2010, there's something for every marketing budget. Review the below list of opportunities, pick the one that's right for you. Then contact Michael Garner at Convention Headquarters (202) 463-7905 or mgarner@ncta.com to make your brand part of cable's greatest concert charity event.



**SPONSORSHIP APPLICATION/CONTRACT
THE BATTLE OF THE BANDS CHARITY FUNDRAISER**

"HEAVY METAL SPONSOR" – GOLD LEVEL

\$35,000

There are multiple Gold Sponsorships available.

Included in this sponsorship:

- Recognition as a Gold sponsor for Battle of the Bands in advertising and marketing before, during and after the event
- Your company logo next to the Battle of the Bands listing in Official Convention Program
- Your company logo on the sponsor page of the Official Convention Program
- Your company logo on the sponsor page of www.thecableshow.com/battleofthebands
- Your company logo on the sponsor page of www.thecableshow.com
- Opportunity to provide prizes to winners comprised of randomly selected text-in voters
- Forty (40) invitations for your company and guests
- Your logo on identification signage at the event

Production: sponsoring company must supply digital artwork that will be printed on the identification signage.

Specifications: A digital logo (.EPS or .TIF) should be sent on disk to NCTA Convention Headquarters.

Artwork Deadline: Artwork must be received no later than March 12, 2010.

To take advantage of this opportunity, please:

- Complete the company name and contact information.
- Send your original contract and full payment to:

NCTA Convention Headquarters
c/o Dobson & Associates, Ltd.
1146 19th St. NW, Suite 250
Washington, DC 20036

Please make the check payable to **NCTA in the amount of \$35,000.**

Company Name: _____

Contact Name: _____

Phone: _____ Fax: _____

Address: _____

City/State/Zip: _____

E-Mail: _____

I have read, understand, and will abide by all show and sponsorship policies.

Authorized Signature: _____ Date: _____

Battle of The Bands is a charity fundraiser for CableCares - the cable industry's umbrella program for community service and charitable donations. In 2010, 80% of the funds raised will go to a charity to be determined.



**SPONSORSHIP APPLICATION/CONTRACT
THE BATTLE OF THE BANDS CHARITY FUNDRAISER**

"HEAVY METAL SPONSOR" - SILVER LEVEL

\$15,000

There are multiple Silver Sponsorships available.

Included in this sponsorship:

- Recognition as a Silver sponsor for Battle of the Bands in advertising and marketing before, during and after the event
- Your company logo next to the Battle of the Bands listing in Official Convention Program
- Your company logo on the sponsor page of the Official Convention Program
- Your company logo on the sponsor page of www.thecableshow.com/battleofthebands
- Your company logo on the sponsor page of www.thecableshow.com
- Fifteen (15) invitations for your company and guests
- Your logo on identification signage at the event

Production: sponsoring company must supply digital artwork that will be printed on the identification signage.

Specifications: A digital logo (.EPS or .TIF) should be sent on disk to NCTA Convention Headquarters.

Artwork Deadline: Artwork must be received no later than March 12, 2010.

To take advantage of this opportunity, please:

- | | |
|--|---|
| <ul style="list-style-type: none"> • Complete the company name and contact information. • Send your original contract and full payment to: | <p>NCTA Convention Headquarters
c/o Dobson & Associates, Ltd.
1146 19th St. NW, Suite 250
Washington, DC 20036</p> |
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Please make the check payable to **NCTA** in the amount of **\$15,000**.

Company Name: _____

Contact Name: _____

Phone: _____ Fax: _____

Address: _____

City/State/Zip: _____

E-Mail: _____

I have read, understand, and will abide by all show and sponsorship policies.

Authorized Signature: _____ Date: _____

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**SPONSORSHIP APPLICATION/CONTRACT
THE BATTLE OF THE BANDS CHARITY FUNDRAISER**

"HEAVY METAL SPONSOR" - BRONZE LEVEL

\$10,000

There are multiple Bronze Sponsorships available.

Included in this sponsorship:

- Recognition as a Bronze sponsor for Battle of the Bands in advertising and marketing before, during and after the event
- Your company logo next to the Battle of the Bands listing in Official Convention Program
- Your company logo on the sponsor page of the Official Convention Program
- Your company logo on the sponsor page of www.thecableshow.com/battleofthebands
- Your company logo on the sponsor page of www.thecableshow.com
- Ten (10) invitations for your company and guests
- Your logo on identification signage at the event

Production: sponsoring company must supply digital artwork that will be printed on the identification signage.

Specifications: A digital logo (.EPS or .TIF) should be sent on disk to NCTA Convention Headquarters.

Artwork Deadline: Artwork must be received no later than March 12, 2010.

To take advantage of this opportunity, please:

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c/o Dobson & Associates, Ltd.
1146 19th St. NW, Suite 250
Washington, DC 20036</p> |
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Please make the check payable to **NCTA** in the amount of **\$10,000**.

Company Name: _____

Contact Name: _____

Phone: _____ Fax: _____

Address: _____

City/State/Zip: _____

E-Mail: _____

I have read, understand, and will abide by all show and sponsorship policies.

Authorized Signature: _____ Date: _____

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**SPONSORSHIP APPLICATION/CONTRACT
THE BATTLE OF THE BANDS CHARITY FUNDRAISER**

“GROUPIES SPONSOR” – ROAD CREW LEVEL

\$6,000

There are multiple Road Crew Sponsorships available.

Included in this sponsorship:

- Recognition as a sponsor for Battle of the Bands in advertising and marketing before, during and after the event
- Your company logo next to the Battle of the Bands listing in Official Convention Program
- Your company logo on the sponsor page of the Official Convention Program
- Your company logo on the sponsor page of www.thecableshow.com/battleofthebands
- Your company logo on the sponsor page of www.thecableshow.com
- Six (6) invitations for your company and guests
- Your logo on identification signage at the event

Production: sponsoring company must supply digital artwork that will be printed on the identification signage.

Specifications: A digital logo (.EPS or .TIF) should be sent on disk to NCTA Convention Headquarters.

Artwork Deadline: Artwork must be received no later than March 12, 2010.

To take advantage of this opportunity, please:

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c/o Dobson & Associates, Ltd.
1146 19th St. NW, Suite 250
Washington, DC 20036</p> |
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Please make the check payable to **NCTA** in the amount of **\$6,000**.

Company Name: _____

Contact Name: _____

Phone: _____ Fax: _____

Address: _____

City/State/Zip: _____

E-Mail: _____

I have read, understand, and will abide by all show and sponsorship policies.

Authorized Signature: _____ Date: _____

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**SPONSORSHIP APPLICATION/CONTRACT
THE BATTLE OF THE BANDS CHARITY FUNDRAISER**

“GROUPIES SPONSOR” – I’M WITH THE BAND LEVEL

\$3,000

There are multiple I’m With the Band Sponsorships available.

Included in this sponsorship:

- Recognition as a sponsor for Battle of the Bands in advertising and marketing before, during and after the event
- Your company logo next to the Battle of the Bands listing in Official Convention Program
- Your company logo on the sponsor page of the Official Convention Program
- Your company logo on the sponsor page of www.thecableshow.com/battleofthebands
- Your company logo on the sponsor page of www.thecableshow.com
- Three (3) invitations for your company and guests
- Your logo on identification signage at the event

Production: sponsoring company must supply digital artwork that will be printed on the identification signage.

Specifications: A digital logo (.EPS or .TIF) should be sent on disk to NCTA Convention Headquarters.

Artwork Deadline: Artwork must be received no later than March 12, 2010.

To take advantage of this opportunity, please:

- Complete the company name and contact information.
- Send your original contract and full payment to:

NCTA Convention Headquarters
c/o Dobson & Associates, Ltd.
1146 19th St. NW, Suite 250
Washington, DC 20036

Please make the check payable to **NCTA** in the amount of **\$3,000**.

Company Name: _____

Contact Name: _____

Phone: _____ Fax: _____

Address: _____

City/State/Zip: _____

E-Mail: _____

I have read, understand, and will abide by all show and sponsorship policies.

Authorized Signature: _____ Date: _____

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**SPONSORSHIP APPLICATION/CONTRACT
THE BATTLE OF THE BANDS CHARITY FUNDRAISER**

OFFICIAL TOUR SHIRT SPONSOR - EXCLUSIVE

\$20,000 Sold

Included in this sponsorship:

- Recognition as the Official Tour Shirt sponsor for Battle of the Bands in advertising and marketing before, during and after the event
- Your company logo on the sleeve of the Official 2010 Battle of the Bands tour tee distributed to the first 1,000 concert-goers. Shirts also feature the official Battle of the Bands logo and the full list of performers.
- Your company logo next to the Battle of the Bands listing in Official Convention Program
- Your company logo on the sponsor page of the Official Convention Program
- Your company logo on the sponsor page of www.thecableshow.com/battleofthebands
- Your company logo on the sponsor page of www.thecableshow.com
- Your logo on identification signage at the event
- Five (5) invitations for your company and guests
- Design and production costs included and at NCTA's sole discretion.

Production: sponsoring company must supply digital artwork that will be printed on the identification signage.

Specifications: A digital logo (.EPS or .TIF) should be sent on disk to NCTA Convention Headquarters.

Artwork Deadline: Artwork must be received no later than March 12, 2010.

To take advantage of this opportunity, please:

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|--|---|
| <ul style="list-style-type: none"> • Complete the company name and contact information. • Send your original contract and full payment to: | <p>NCTA Convention Headquarters
c/o Dobson & Associates, Ltd.
1146 19th St. NW, Suite 250
Washington, DC 20036</p> |
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Please make the check payable to **NCTA in the amount of \$20,000.**

Company Name: _____

Contact Name: _____

Phone: _____ Fax: _____

Address: _____

City/State/Zip: _____

E-Mail: _____

I have read, understand, and will abide by all show and sponsorship policies.

Authorized Signature: _____ Date: _____

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**SPONSORSHIP APPLICATION/CONTRACT
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THE BATTLE OF THE "BARS": FOOD & BEVERAGE SPONSOR – EXCLUSIVE

\$20,000

There is one F&B Sponsorship available.

Included in this sponsorship:

- Recognition as Food & Beverage sponsor for Battle of the Bands in advertising and marketing before, during and after the event
- Your company logo next to the Battle of the Bands listing in Official Convention Program
- Your company logo on the sponsor page of the Official Convention Program
- Your company logo on the sponsor page of www.thecableshow.com/battleofthebands
- Your company logo on the sponsor page of www.thecableshow.com
- Your logo on identification signage at the event
- Your company logo at all Food & Beverage Stations
- Five (5) invitations for your company and guests
- Includes Food & Beverage costs – all F&B is at NCTA's sole discretion.

Production: sponsoring company must supply digital artwork that will be printed on the identification signage.
Specifications: A digital logo (.EPS or .TIF) should be sent on disk to NCTA Convention Headquarters.
Artwork Deadline: Artwork must be received no later than March 12, 2010.

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NCTA Convention Headquarters
c/o Dobson & Associates, Ltd.
1146 19th St. NW, Suite 250
Washington, DC 20036

Please make the check payable to **NCTA in the amount of \$20,000.**

Company Name: _____

Contact Name: _____

Phone: _____ Fax: _____

Address: _____

City/State/Zip: _____

E-Mail: _____

I have read, understand, and will abide by all show and sponsorship policies.

Authorized Signature: _____ Date: _____

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