



EWORLDTM
((e)) music
AWARDS

February, 12th 2011

SPONSOR DECK

sponsors@eworldmedia.com

THE EVENT

- «(e)» From the producers of the prestigious Film Independent Spirit Awards and director of the Golden Globes, eWorld Media brings you the 3rd Annual **eWorld Music Awards**. The only event of its kind that celebrates the convergence of independent music and the internet.
- «(e)» The **eWorld Music Awards** will recognize those groundbreaking forces who have been influencing this movement. Including an Artist Lifetime Achievement, and an Industry Achievement Award to iconic individuals for their unique contributions to the art of music.
- «(e)» The **eWorld Music Awards** will air live from Hollywood during Grammy week on **Saturday, February 12th 2011**. Prior to the show, fans will vote through the Boomerang Media Station™ and the top three artists in each category will go to the live show to perform.

THE PRODUCERS

- «e» **Chris Donovan:** For over 30 years, Chris Donovan has been redefining creative accomplishment as one of the Los Angeles top producers and directors. Chris' work has been nominated for four Emmy's and an Ace Music Video Award and has received an unprecedented 25 national cable television awards for excellence in broadcasting. He's has received numerous accolades for his work on The Independent Spirit Awards and The Golden Globes, the second most watched award show in the world.
- «e» **John Hamilton:** John has spent over 30 years working in the television industry. He began his career as a production associate on the multiple Emmy Award-winning CBS TV variety series, "The Carol Burnett Show" and the classic variety series, "The Tim Conway Show". John has produced numerous programs that have benefited such non-profit charities including: "The Starlight Foundation", "World Hunger", "Make a Wish Foundation", and "The American Red Cross."

Both Chris and John are also members of the **eWorld Music Awards Advisory Board**

THE ADVISORY BOARD

((e)) Tom Trbovic

Tom Trbovic has a unique and distinguished career as a director and has been rewarded with multiple Grammy and Emmy Awards. A pioneer in film, television and music, he has directed “The Midnight Specials”, “Laverne and Shirley”, “Tonight” Shows for Carson and Leno, “We Are The World” (Grammy) and television specials for The Rolling Stones.

((e)) Drew Lane

Music Producer Drew Lane won a 2006 Billboard Award for his work on Disney's High School Musical soundtrack, which received the Billboard Soundtrack Album of The Year award. The album was also nominated for the Billboard Album of the Year Award, and spawned two Billboard #1s.

((e)) Mike Pinera

Mike Pinera - singer, songwriter, musician, concert performer, producer and video director, along with the groups he was in, have collectively sold over 100 million albums. His work can be found on albums by Blues Image, Iron Butterfly, Ramatan, New Cactus Band, Thee Image, Mike Pinera Band, Alice Cooper's Special Forces, and in major motion pictures.

((e)) Erick Hansen

Erick Hansen is the Founder and CEO of BlueRay Technologies, Inc. Mr. Hansen was one of the original pioneers who helped develop DVD and energized the enormous industry and consumer conversion that replaced VHS. Erick has a vast knowledge of the technology and entertainment industries, and is considered one of the industry's leading experts and brightest stars.

((e)) Paul Sedkowski

Paul is the co-founder of Meer Music International and co-creator of Fame Games, and has spent most of his life in music. He's worked with platinum-selling managers, producers, artists and songwriters. Paul's lifelong passion is to bring back balance to the music industry by giving talented new artists a platform to shine and conquer.

CONTEST DESCRIPTION AND CATEGORIES:

- «(e)» The contest is divided into two sections: The Live Event and the Online Event.
- «(e)» Submissions will be judged by a panel of judges selected by **eWorld Music Awards** and comprised of noted songwriters, producers and music industry professionals.
- «(e)» During January, 2011 the judging panel will begin the selection of the top nominees in each category from all eligible submissions: Five nominees for each of the Online categories and three nominees from the each of the Live Event categories.
- «(e)» The Online audience will select the winners via Online voting during January and February.
- «(e)» Live Event nominees will perform one song during the award show. Online and text voting will continue through the live show and tabulated up to five minutes prior to announcing the winner of each category.

SUBMISSION GUIDELINES

- «e» Submission Deadline: January 14th 2011
- «e» Submissions must be in English.
- «e» Each submission must include a completed Online entry form along with a \$30 submission fee.
- «e» Materials entered should be no more than five minutes in length.
- «e» All works submitted must be the Artist's original work. Anyone submitting works for consideration represent that they are the creators of the works submitted and/or own the rights to enter the works for consideration.
- «e» Submissions must comply with the Contest Rules and Regulations.

ARTIST PARTICIPATION ELIGIBILITY

- «e» Artists are eligible if they are unsigned or signed to an independent label or their own label.
- «e» Any artist active in 2010 or release that came out during 2010 on a label where the artist owns the master recordings and is not directly distributed by a major.
- «e» Artists are not eligible if they were signed to any of the major record labels in 2010.
- «e» Artists must perform their own original material.



VOTERS CHOOSE



CONTEST TIMELINE

SUBMISSIONS

- «(e)» Music Submission: September 27th – January 14th 2011
- «(e)» Nominee Selection: January 15th – January 19th 2011

VOTING

- «(e)» Live Categories January 20th – January 31st 2011
- «(e)» Live Categories (top three) February 1st – Until Awards Show
- «(e)» Online Categories January 20th – February 11th 2011

ANNOUNCEMENT

- «(e)» Celebrity peers announce winners at the Awards Show.

THE EWORLD MUSIC AWARDS SHOW

- «(e)» The event will be live, produced for broadcast with multi-camera streams to give both the TV and online audiences exclusive, behind-the-scenes content.
- «(e)» There will be three Award Categories exclusive to the Live Event - Best Band, Best Male (Solo Artist) and Best Female (Solo Artist).
- «(e)» The top three nominees in each of the three categories will perform during the live show. Internet and text voting will continue through the live show and tabulated up to five minutes prior to announcing the winner in each category.
- «(e)» For the Online categories, voters will be able to vote online for their favorite artists.
- «(e)» The Cutting Edge Award for Lifetime Achievement will be given to a groundbreaking artist who has had significant influence in the music world.
- «(e)» The Industry Innovator Award will be given to a key executive who has influenced the independent music scene at the label level.

AWARD CATEGORIES

LIVE



- **BEST MALE**
- **BEST FEMALE**
- **BEST BAND**
- **CUTTING EDGE**
- **INDUSTRY INNOVATOR**

ONLINE



- **POP**
- **HIP HOP/R & B**
- **ROCK/METAL/PUNK**
- **INDIE/PROGRESSIVE**
- **LATIN**
- **DANCE/ELECTRONIC**
- **JAZZ/BLUES**
- **COUNTRY/FOLK/FAITH**
- **WORLD MUSIC**
- **FILM & TV SCORES**
- **INSTRUMENTAL**
- **BEST MUSIC VIDEO**

PRIZES

- ((e)) Trophy Guitar
(Live event artists)**
- ((e)) Movie Soundtrack**
- ((e)) Bragging Rights**
- ((e)) Swag**



PRIZES

Winners of the Live Categories will receive:

- «(e)» An Epiphone “eWorld Music Awards” branded Coronet guitar
- «(e)» Studio time with Drew Lane
- «(e)» Opportunity to perform at one of the PlayerXT resort casino events
- «(e)» Editorial in the hit online magazine - BullzEye

Winners of the Online and Live Categories will receive:

- «(e)» Bragging Rights
- «(e)» Swag - and additional gifts and prizes to be announced

Movie Soundtrack:

One winner will be chosen from the finalists to participate in the soundtrack of "Stranded" - a feature film from the producers of Twilight that is due for release in 2011

THE SHOW AGENDA

RED CARPET ARRIVALS

PRE-SHOW

- «e» Main Room: Bars are open and DJ is spinning.
- «e» VIP Lounge: Private Pre-Awards Cocktail Party.
- «e» Gift Lounge: Open for Nominees and Celebrities.

AWARD SHOW

- «e» Host Band: Opening Song then introduces first presenter.
- «e» Best Male: Three nominees play.
- «e» Cutting Edge Award: One honoree presented by celebrity.
- «e» Best Female: Three nominees play.
- «e» Announce Online winners.
- «e» Industry Innovator: One honoree presented by celebrity.
- «e» Best Band: Three nominees play.

POST SHOW: Host Band: Plays full set

THE “AFTER PARTY” BEGINS

PR AND MEDIA PROMOTIONS

- «e» Our top level PR Agency will secure talent and partner with selected charities and sponsors to generate media-worthy buzz around the **eWorld Music Awards** with trend setters, celebrities, VIP's and media and social influencers.
- «e» For the **2011 eWorld Music Awards** a targeted online and traditional media campaign is being employed with certain prizes, incentives and awards.
- «e» All offline traffic will be driven to the main where brands will be prominently displayed.
- «e» The eWorld Music Awards will help propel and elevate your brand in partnership with the Boomerang Media Station™. Boomerang is the leader in online media delivery and rev share advertising exposure delivered via its unique state-of-the-art concept.
- «e» Traditional media and advertising channels, such as: Local and national newspapers, targeted music and pop culture magazines, local media buys, and radio promotions.

MULTI-PLATFORM BRAND EXPOSURE

The **eWorld Music Awards** PR Team will use a broad array of channels including:

- «e» Targeted Social Network Platforms
- «e» Online Banner Ads across relevant portals and ad networks
- «e» Music Publications – Print and Online
- «e» Local Newspapers and National Magazine Coverage
- «e» Local Radio and Promotional Tie-ins
- «e» Local and National Media Broadcast Outlets
- «e» eWorld Media will be purchasing Media Buys leading up to the show
- «e» Strategic buys and partnerships will create an integrated print, Online and TV campaign of an estimated 100 million views pre-event, during and after the show

CORPORATE SPONSORSHIP OPPORTUNITIES

«e» Presenting:	\$500,000
«e» Platinum Level:	\$100,000
«e» Gold Level:	\$50,000
«e» Silver Level:	\$25,000
«e» Vinyl Level:	\$20,000 (in kind)
«e» VIP Experience Sponsor:	\$5,000 (in kind)



Proud 2010 Sponsor

PRESENTING SPONSOR BENEFITS

- «(e)» TV and Online exposure to an audience of millions
- «(e)» Name of the show is “ ‘Presenting Sponsor’ presents the 2011 eWorld Music Awards”
- «(e)» Logo of the presenting sponsor will be present on the TV screens a minimum of 50% of the time during the entire show
- «(e)» Product placement throughout the show
- «(e)» Television spots, banner ads on Boomerang and a Custom Boomerang included
- «(e)» Title/Presenting Sponsor Benefits such as stage background presence, logo on the Red Carpet step & repeat, serving as backdrop for all Red Carpet exposure
- «(e)» Red Carpet reception, with a minimum of 10 still and 10 TV cameras, plus celebrity and model ‘shout outs’ of the product
- «(e)» Models dressed throughout the night with sponsor logo apparel
- «(e)» Intimate connection with our A list friends, staff and advisory board members (Oscar, Emmy and Grammy winners)
- «(e)» Three reserved tables at the show, plus VIP attendance for five individuals to pre and post events
- «(e)» Release of award show video documentary, with prevalent product placement, and viral campaign on YouTube, Twitter and Face Book

SPONSOR BENEFITS

PRE-AWARD

- «e» Radio and Online giveaways on behalf of sponsors
- «e» Top level sponsors will receive exclusive Online and Offline exposure
- «e» Significant logo placement throughout pre-event marketing and PR Campaign
- «e» Presenting and Platinum Level sponsors qualify for a Custom Boomerang Media Station™ for your brand
- «e» Multi-site banner advertising for twelve months
- «e» Brand inclusion in all printed materials

POST-EVENT

- «e» Release of award show video documentary and viral campaign on YouTube, Twitter and Face Book
- «e» Extensive logo placement throughout post event PR Campaign
- «e» Multi-site post-event announcements

SPONSOR BENEFITS

DURING EVENT

- «(e)» 15 second commercial spots during select Online segments
- «(e)» Award categories with branded sponsorship opportunity
- «(e)» Photo opportunities with winners and VIP celebrities
- «(e)» Reserved seating in VIP area
- «(e)» Plasma TVs running ads
- «(e)» Media and PR inclusion
- «(e)» Step and repeat inclusion during Red Carpet
- «(e)» Gift bag
- «(e)» All sponsors will receive a minimum of eight VIP Party passes

2011 SPONSORS

EWORLD™ ((e))music AWARDS



THE VENUE

SIR Studios
6465 Sunset Blvd
Hollywood, CA 90028

The legendary SIR studios are located in the heart of Hollywood on the famed Sunset Blvd. Opening its doors in 1967, SIR's rehearsal rosters are a veritable who's who of the music industry. Artists including Miley Cyrus, Queen Latifah, Snoop Dogg, Katy Perry, Jane's Addiction, KISS, Mötley Crüe, Green Day, No Doubt, Maroon 5 and Mariah Carey all call SIR home.

EWORLD BRANDED GIFTING LOUNGE

- «e» Backstage Gifting Lounge will be the ultimate Hollywood experience giving tremendous PR value to sponsors, talent, hosts and special guests. The Gifting Lounge will attract the industry's hottest celebrities, trendsetters and icons. There will also be a media room where talent and press can do pre/post-show interviews.
- «e» Our Gifting Partners will participate by showcasing their brands, interacting celebrities and talent, and capturing photos of them with gifted products for promotional and marketing purposes.

