

# BURLESQUE

HALL OF FAME

## WEEKEND

May 31-June 3, 2012  
@ Orleans Hotel  
& Casino



Presenting Sponsorship \$15,000

Widely regarded as "The Super Bowl of Striptease," Burlesque Hall of Fame Weekend is the world's biggest, most prestigious international burlesque event: four days & nights of live entertainment and wild, immersive activities, including nightly performances and pre-/after parties, Master Classes, pool parties, a "Texas Tease'Em" poker tournament, weekend-long Burlesque Bazaar, and more sexy, spangled fun than you can twirl a tassel at!

- WHO:** An international cast of burlesque's biggest fans and brightest stars
- WHAT:** The world's sexiest fundraiser for the world's only burlesque museum
- WHEN:** Thursday, May 31st through Sunday, June 3rd, 2012
- WHERE:** Orleans Hotel & Casino in Las Vegas, NV
- WHY:** To bump-and-grind alongside an elite, international mix of striptease stars, starlets, and enthusiasts at the world's most prestigious – and most fun! – burlesque event.
- HOW MANY:** 3,500+ seats plus countless visitors eager to see, be seen, and engage with your brand, from the moment they arrive in Las Vegas 'til long after the last glove drops Sunday Night.

### (1 Available)

As our 2012 Presenting Sponsor, your company will not only have "top billing" throughout Burlesque Hall of Fame Weekend, but will also be the exclusive representative of your industry/category at the event. Likewise, we are pleased to offer the following benefits:

### ON-SITE EXPOSURE

- Company logo & 'Presented By [Your Company]' printed on all wristbands
- Opportunity to distribute company product in all Performer & VIP Gift Bags
- Company logo & URL/advertisement on back of 2,500 Premium Raffle Tickets
- Company logo & 'Thank You/Compliments of [Your Company]' on all VIP Drink Tickets
- [Your Company] logo prominently displayed on the official BHOFF Weekend red carpet "step & repeat"
- [Your Company] presents Burlesque Hall of Fame Weekend 2012' on Orleans Casino electronic marquee

### IN-SHOW EXPOSURE

- Nightly recognition by emcees (min. 2 per set)
  - Exclusive opportunity to dress all Stage Kittens for all four showcases\*\*
  - [Your Company] logo gobo displayed for the duration of all four showcases (must be provided by you)
  - Right to hang name/logo banner adjacent to stage OR have stage kittens walk [Your Company] signage across stage (min. 2 per set)
- \*\*Lingerie/Intimates/apparel only

### SOCIAL MEDIA FACTS & FIGURES

**Twitter:** @burlesquehall has 7,400+ followers and a 97% "retweet" rate. Over the past 90 days, our feed averaged 533 independent mentions and 2,300 retweets.

**Website:** www.burlesquehall.com receives an average of 6k unique visitors/month. Among these visitors, 64% are from the U.S., 5% are from Canada, 5% from the UK, and the rest, from Europe and Japan.

**Facebook:** The Burlesque Hall of Fame has two FB pages; one for the museum and one for BHOFF Weekend. Between them, the combined total of "likes" is 7,750+ users. Per FB analytics, the combined total weekly reach of those two pages is 14,052+ users. Of these users, 70% are women; 27% of whom are 25-34.

### IN-PRINT EXPOSURE

- Full-page, color advertisement on the back cover of 2,000 souvenir programs
- 'BHOFF Weekend Presented by [Your Company]' on cover of 2,000 souvenir programs
- 'Presented by [Your Company]' on all promotional and press materials, including posters, print advertising, and 20,000 4"x6" postcards to be distributed at Viva Las Vegas 15 and throughout Las Vegas, Southern California and all major BHOFF Street Team cities: LA, SF, Seattle, Chicago, Minneapolis, NYC, Austin, etc.\*\*

\*\*Artwork/logo must be received NO LATER than March 30, 2012.

### ONLINE/ON-AIR EXPOSURE

- Banner ad on www.burlesquehall.com for one year
  - Dedicated social media postings on Facebook & Twitter
  - Promotion/ad/logo/link in bi-monthly Burlesque Hall of Fame newsletter
  - Dedicated "special offer" email blast to all BHOFF Members and mailing list
  - [Your Company] listed at IMPRESARIO Level\* of BHOFF Membership for one year\*\*
  - Largest logo, link & listing on www.burlesquehall.com and BHOFF Weekend FB page
  - [Your Company] mentioned as presenting sponsor on all radio interviews, including but not limited to: "Playing Favorites," KUNV (1 hour); Las Vegas Weekly Radio, KUNV (1 hour); State of Nevada, KNPR (30 mins); & [Your Company] mentioned as presenting sponsor on all radio interviews, including KUNV, KNPR, and X107.5 (30 mins)
- \*\*In name only; no other benefits

### HOSPITALITY & CLIENT ENTERTAINING

- Roundtrip car service for one party from McCarran Airport
- VIP check-in and priority access to all Orleans restaurants and events
- Two (2) executive-level rooms at the Orleans Hotel & Casino, Thursday, May 31st – Sun June 3rd, 2012
- 48 Complimentary drink tickets (12/night)
- One (1) VIP Showroom Booth (max: 6 persons), Thursday-Sunday
- One (1) VIP table (max: 6 persons) at all pre-/after-parties, Thursday-Sunday
- One (1) VIP Pool Party Cabana (max. capacity: 6 persons) and twelve (12) drink tickets (Sunday only)

### EXCLUSIVITY

- Sole sponsorship of all four nights of showcases (No other nightly sponsorships offered)
  - Opportunity to outfit 2012's Reigning Queen of Burlesque for the 2013 souvenir program centerfold\*\*
  - Complimentary, category – exclusive vending space in the Burlesque Bazaar, Thursday through Sunday, with premium placement (adjacent to bar, in front of all other vendors)
- \*\*Lingerie/Intimates/apparel only



### ADDITIONAL INFO

Discounted room rates available through May 1; please be sure to reference group ID #A2HFC06 when booking. Tickets available beginning 03/26/2012 (Weekend Passes) and 04/09/2012 (Individual Tickets), via the Orleans Box Office: 1-888-365-7111 or www.orleanscasino.com/entertain.

### QUESTIONS & SPECIAL REQUESTS

Have a question or special request for making the most of your Presenting Sponsorship? We're always open to creative solutions and customized packages.

**Please contact Kerran Dunst:**

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