



For the past three years, the Ice Cream Man team has traveled 2,600 long miles to cater to the hot, sweaty, music-loving masses in Austin, Texas. We know the bands, we know the fans, and we've discovered the perfect way to penetrate all of the noise and mayhem to capture the attention of any festival-goer, young or old: FREE ice cream!

This year we're looking for sponsorship to help us on our quest to distribute half a million ice creams nationwide. In exchange, we offer an experienced staff and unprecedented access and reach in Austin to further your marketing needs.

The festival in March is our largest event of the year. In 2008 we gave away over 11,000 free ice creams and 6,000 copies of our popular, annual magazine, Off the Wookie. To date, we've given away 25,000 ice creams in Austin and have developed strong relationships with locals, festival attendees, musicians, event organizers and city officials.

With a full staff and fleet of ice cream trucks, cars and carts we can ensure that your presence is felt at dozens of exclusive, non-official parties and key venues. In the past, we've had access to parties thrown by C3/Playboy, VICE and Pitchfork Media as well as events held at the French Legation, Cream Vintage, Emo's and Stubb's. We also set up shop each year in front of the convention center, where the festival conference, festival check-in and Flatstock take place.

Why confine your budget in Austin to sponsoring a single, isolated event when you can have four full days of exposure all over town and take credit for helping put smiles on the faces of over 10,000 attendees?

ICE CREAM MAN IN AUSTIN: SPONSORSHIP OPTIONS



Full Festival Sponsorship - \$25,000

Help us give away 15,000 ice creams in Austin via Newt (our new truck), Bessie (our classic truck) and two custom branded push carts and receive:

- Logo placement (4) on each of the ice cream trucks.
- Full color custom vinyl wrap on 2 high quality ice cream carts (photos).
- Distribution of company collateral in support of your marketing needs.
- Thorough photo documentation of our time in Austin (Wednesday, March 18 through Saturday, March 21) by several full-time, professional photographers who will post thousands of images of attendees and musicians enjoying ice cream sponsored by your company on our website, www.icecreamman.com (or wherever else you like).
- Promotion of your company on www.icecreamman.com, in a special festival e-mail newsletter and via our social network accounts on Facebook, Myspace and Twitter.
- 2 page, full color spread on front inside cover of 4th annual Off the Wookie magazine (minimum distribution of 6,000 copies).
- 15,000 custom-branded napkins with your company's info/logo/coupon given to attendees with free ice cream.
- Complimentary stops at whatever events you request during the festival to give away ice cream in your company's name.
- Promotion of your company in every press interview and filming we conduct while in Austin, including The Austin Chronicle.
- Access to our network of business and entertainment partners (bands, event organizers and music industry professionals) in Austin
- Option of adding an extra vehicle, our custom designed Toyota Yaris, for distribution of 2,500 additional ice creams at exclusive events throughout Austin (cost: \$4,000).



Truck Sponsorship - \$10,000 each

- 4 logos on either Newt or Bessie.
- Promotion of your company on icecreamman.com, in e-mail newsletter and on social networks (Facebook, Myspace, Twitter).
- Complimentary stops at whatever events you request during the festival.
- Photo documentation of our time in Austin by one full-time photographer.
- Full page, full color ad in Off the Wookie magazine.
- 10,000 custom-branded napkins with your company's info/logo/coupon.
- Promotion of your company in every press interview and filming we conduct.
- Access to our network of business and entertainment partners.



Custom Wrapped Ice Cream Push Carts - \$6,000 each

- Full color custom vinyl wrap on one high quality ice cream pushcart (photos).
- 2-person crew for each cart for 4 days (one for distributing ice cream and napkins and another to take photos and talk to people about how your company's is making free ice cream possible).
- 2,000 ice creams/popsicles distributed throughout Austin over 4 days in your company's name.
- Full page, full color ad in Off the Wookie magazine.
- 2,500 custom-branded napkins with your company's info/logo/coupon.

