

PANDEMONIUM SPONSORSHIP OPPORTUNITIES



* - EXECUTIVE SUMMARY - *

ANDEMONIUM is a showcase of pole and aerial artistry, teaming acrobatic skills with circus elements, physical theatre and dance. These mediums are highlighted through a central narrative that threads each piece together in a meaningful way.

PANDEMONIUM will feature many highly recognisable artists, several of them internationally acclaimed. It will also contain iconic acts made famous by these artists. The unique collection of both old and new performances is a completely revolutionary format, and likely to draw large crowds from the target market.

The target market for the 2014 inaugural event of PANDEMONIUM – called "INCEPTION" – will be pole dancers. These are mostly women, aged 20–40, who are interested in their health and wellbeing, are well educated and have a high disposable income. They are interested in looking good, are well groomed, sociable and generally enjoy a few drinks. We are expecting this to be the dominant cross section of the audience.

PANDEMONIUM: INCEPTION will be held at The Thornbury Theatre on Sunday October 5th, 2014. Capacity at this venue is reached at 450. There is a downstairs foyer, as well as space upstairs to create brand visibility, expand your mailing list and harness sales opportunities. Sponsorship even at a lower level could result in thousands of high quality impressions via media and event attendance.

This is an opportunity to be aligned with an event that will likely become one of the most loved pole events on the annual calendar.



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ANDEMONIUM will showcase the art of pole dance in its highest expression. What this means, is that pole as a legitimate aerial apparatus will be utilised by some of the most highly decorated artists in the industry. This medium will co-inhabit the stage with other aerial art forms, dance and circus-inspired acts within the framework of a storyline. Through this, the abilities of all the performers will be highlighted and the audience will be taken on an exhilarating journey through pole and aerial artistry.

Currently there is no pole event in Australia that offers the type of format that PANDEMONIUM is creating. Other high-calibre productions are reserved strictly for competitions. These events tap quite a narrow market, and can often fail to attract the numbers they would like.

pandemonium is being produced by pole dancers, for pole dancers. We understand what our community wants, as they are our peers, our students and our friends. The producers and consultants for this event have together had combined industry experience of over 30

years. They have also been involved with producing and directing more than six sell-out shows (Burlesque and Pole Productions) at the Thornbury Theatre, the same location for PANDEMONIUM: INCEPTION.

We anticipate that the new format (with the presence of elite-level pole dancers and their most iconic pieces), alongside aerialists and other mediums (that are also of interest to our target market), will not only bring large numbers of audience members but will also serve as a talking point amongst the broader members of the pole community.

This is an opportunity to get in at the ground level, before PANDEMONIUM swells to become the number one pole event on the annual calendar. It will allow any business who aligns as a sponsor to be seen as a front runner in the industry and a strong community supporter.

PANDEMONIUM is revolutionary within the pole dance world. Nothing like it has ever been done before in Australia. For this reason, investing is an opportunity that could yield high returns.





PANDEMONIUM — 8
OBJECTIVES

or people who work and exist within the pole dance industry it is well known that the general public continue to have misconceptions over what pole dance is, and what it can offer. PANDEMONIUM aims to provide a platform where pole is given equal reverence to aerial, dance and circus art forms in order to assist in the process of acceptance for pole as a legitimate aerial art form within public perception.

PANDEMONIUM would like to generate spectacular showcases for people both within, and outside of the pole industry – where a member of the

general public would gain equal enjoyment from the event to someone with a specific interest in the pole dance industry.

pandemonium aims to create an opportunity for elite pole dancers to showcase their talent while working within their own artistic integrity, without the need to create a piece with competition and judging criteria in mind.



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PANDEMONIUM: INCEPTION



ANDEMONIUM: INCEPTION (the 2014 inaugural event for PANDEMONIUM) will be held at The Thornbury Theatre on Sunday October 5th, 2014. The venue audience capacity is 450.

PANDEMONIUM: INCEPTION will be offering the best of the best to its audience. The production budget for this event is set at \$25,000. The overall experience will be a high quality set, sound, lighting and visual display.

The target market for the PANDEMONIUM: INCEPTION will be pole dancers. These are mostly women, aged 20-40, who are interested in their health and wellbeing, are well educated and have a high disposable income. They are interested in looking good, are well groomed, sociable and generally enjoy a few drinks. We are expecting this to be the dominant cross section of the audience.

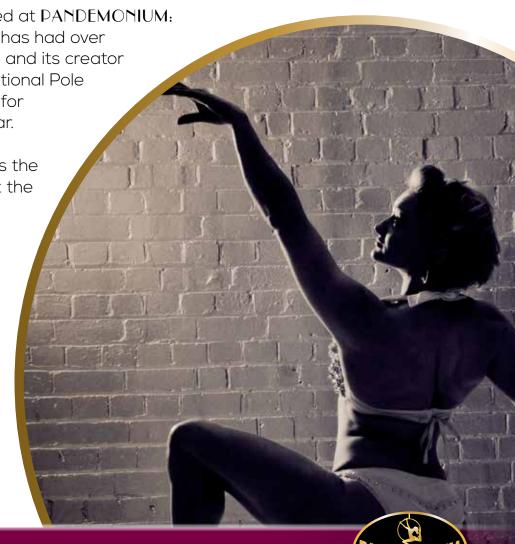
There are several Internationally recognised performers on board for PANDEMONIUM: INCEPTION. These artists will be delivering some of their most iconic pieces.

One of the pieces featured at PANDEMONIUM: INCEPTION, "Clementine", has had over 32,000 views on YouTube and its creator received the 2012 International Pole Dance Federation award for Choreographer of the Year.

Another featured piece, "Lizards", won the creators the Doubles Championship at the International Pole Fitness

Association Competition in 2013.

PANDEMONIUM: INCEPTION will be a two act show, with a half hour interval. Curtain call will happen at 8pm, with the show ending around 10.30pm.





CARLIE HUNTER

Arguably Australia's best pole dancer, having taken out first place in several national level competitions, achieving 2nd in the 2012 International Pole Masters Cup, and 5th in the 2012 Pole World Cup. She also owns and operates The Pole Boutique in Adelaide.

ROD LARA

Accomplished clown, mime, dancer and Michael Jackson impersonator. He has featured on The Great Debate, numerous television commercials, had his own one man show in the Comedy Festival and is employed by Opera Australia for regular roles in their productions.

ENCHANTED

Australia's best known doubles act, having taken out titles both at home and internationally, these ladies are a well honed machine.

KRISTY SELLARS

Having competed nationally in many competitions, and internationally at Pole Art 2013, she founded Physipole Studios - which now has four locations in regional Victoria. She is best known for her innovative and entertaining choreography.

LISA D

One of Australia's most unique pole dancers. She has competed nationally in many competitions and has a style that is both highly recognisable and captivating. She is renowned both locally and internationally.

KYLIE J

Has competed at a national level for many years, founding her eponymous Pole Studio four years ago in Geelong. She is highly recognised, well known and loved in the industry.

FONTAINE BRADBURY

Quite possibly the most graceful pole dancer in all of Australia. She has competed nationally in many competitions, and is well known for her beautiful lyrical pole and impeccable lines.

GRACIE BUNTINE

A highly decorated pole artist, she has won several titles at both regional and national level.

SALLY HATELY

A national competitor and regular face in elite-level competitions, Sally is known for her powerhouse strength and precision.



DAN POWER

Most recently taking out the national title of Aerial All Star 2014, his strength and flexibility are rivalled only by his stage presence.

TIM RUTTY

A graduate of NICA and now a teacher there, Tim was awarded 2nd Runner Up in the 2014 Aerial All Star competition.

SIDNEY & SKOPALOVA

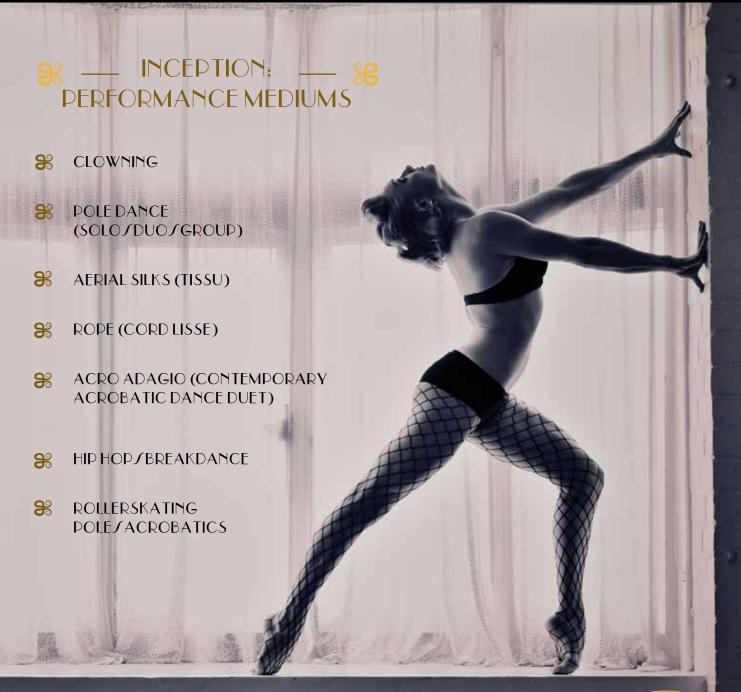
Having performed for many high profile events, including Melbourne and

Brisbane Sexpo and The Australian Burlesque Festival, they are probably Australia's best known Acro Adagio duo.

SPARKARELLA

An angle-grinding legend, outstanding dancer, ingenious choreographer and co-founder of Bottoms Up! Burlesque and Pole Studio. Sparkarella is a force to be reckoned with!

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MARKETING — # CAMPAIGN OVERVIEW

ANDEMONIUM: INCEPTION will be promoted through online, print and social media. Using strategies such as guerrilla marketing, harnessing the uniqueness of this event we will be actively exploiting our contacts in radio, print media and online publications for publicity. We will also be providing a promotional package to every pole school in Victoria to put up in their studio.

We will be actively engaging with social media, and utilising the mailing lists of our supporters, with at least two pole studios and three affiliated businesses already on board in the early stages of the project (we expect this number to grow substantially).

PANDEMONIUM is being sponsored by Australian Pole Dancers' Magazine,

who are not only actively promoting it through their own social media, but have also granted a full page for an advertorial in the June issue, and will devote at least a full page to advertising in the September issue.

Through our crowdfunding campaign, we are using performer incentives to garner support from the networks of our cast members. Having quite a large number of very prominent artists on board will assist in this process, ensuring that a large number of people will be directed to the crowdfunding campaign. For this reason it is worth considering contributing something small (product or service) to add to the rewards of the campaign – it could add a lot of extra value to your investment.





- Your name and logo incorporated into all major signage and advertising, including email mail-outs, promotional packages sent for display to Pole Studios, plus all visual media (online/print/posters/postcards)
- Business name mentioned in all press release/media promotions (print/radio/online) in lead up to event
- Website links and logo on home page of Pandemonium website for at least 6 months after the event
- Weekly mention on social media (eg Facebook, Twitter, Instagram) for two months leading up to the event with optional competition promotion run through social media channels
- Lifetime recognition as Founding Sponsor on our website's "Wall of Fame"
- Opportunities for your own exclusive banners/signage to be displayed at the event (provided at your cost; size and placement at our discretion but open to negotiation)

- Full page advertising space at the front of PANDEMONIUM: INCEPTION event program including optional special offer for audience members
- A special thank you to your business just prior to curtain call including optional mention of any special offer you would like to run for audience members
- A 30 second collection of stills (provided by you) to be screened on stage just prior to curtain call during the thank you
- Priority sponsorship for next PANDEMONIUM event and exclusivity rights for industry sponsorship
- Branding on all post event media, attracting viral exposure through YouTube and social media
- 4 x VIP tickets and 2 x GA to event including VIP pre-event reception



EXHIBIT SPONSOR - \$1,600 X 5

- Solution Opportunities for your own exclusive banners/signage to be displayed at the event (provided at your cost; size and placement at our discretion but open to negotiation)
- Quarter page advertising space in event program including optional special offer for audience members
- Stall at venue in downstairs foyer, table provided for display – potential for sales as well as marketing opportunities

- **Solution** Business name and any special offer for audience members announced at start of interval
- ** Weekly mention on social media for up to two months before the event
- Website links and logo on "Wall of Fame" page on PANDEMONIUM website
- **3** 2 x VIP tickets plus 2 x GA and entry to VIP pre-event reception





CROWDFUNDING CAMPAIGN

W e are running a campaign on Pozible to offer exclusive pre-sale tickets, mobilise support and awareness of the event and utilise the networks of our performers.

It is also possible for sponsors to donate products/services towards our campaign. This will increase brand exposure, and extend potential impressions to supporters who may not be able to attend the event but still wish to support it. This provides your business the opportunity to get a headstart aligning with the event and generating multiple impressions on the target market. There is no limit to minimum or maximum contributions.

Any product or service donated will be listed on the Pozible website, and publicized on Facebook, Twitter and Instagram.

IN-KIND SPONSORSHIP

f you would like to become a supporter of PANDEMONIUM: INCEPTION, but do not wish to contribute financially, we are available to discuss offers of In-Kind sponsorship.





EVENT MANAGER AND PRODUCER •••

ALESSANDRA IZZO - Founder and creator of Aeon Fitness, a leader in the provision of alternative dance fitness programs for various institutions in Melbourne. Alessandra has had ten years of professional experience in the pole industry performing, competing and instructing under the stage name 'Ally Cat'. She has been a core member of the event management team of the large-scale Bottoms Up! student extravaganzas for the last five years.

CO-PRODUCER •••

ROD LARA - A professional actor and performer for the last fifteen years, Rod incorporates skills of physical comedy, mime and dance. He has featured in countless stage productions, as well as on television shows and commercial advertising. In the last year he has produced 'Top Marx: The Ultimate Marx Bros Show' as well as co-producing 'Last Mime Standing' for the 2014 Comedy Festival. This will be reprised for the 2014 Fringe Festival in September.

CO-PRODUCER

KYLIE JUST - An established artist within the industry, Kylie has dedicated the last 14 years to performing, instructing and promoting pole. She is a regular competitor, both regionally and nationally, and has performed for countless dance parties, corporate gigs, film clips, festivals and promotional events. Kylie is founder and creator of the Kylie J Pole Studio in Geelong. She produces the annual 'Pole on the Pier' competition in Geelong, many in-studio performance nights and local arts events.

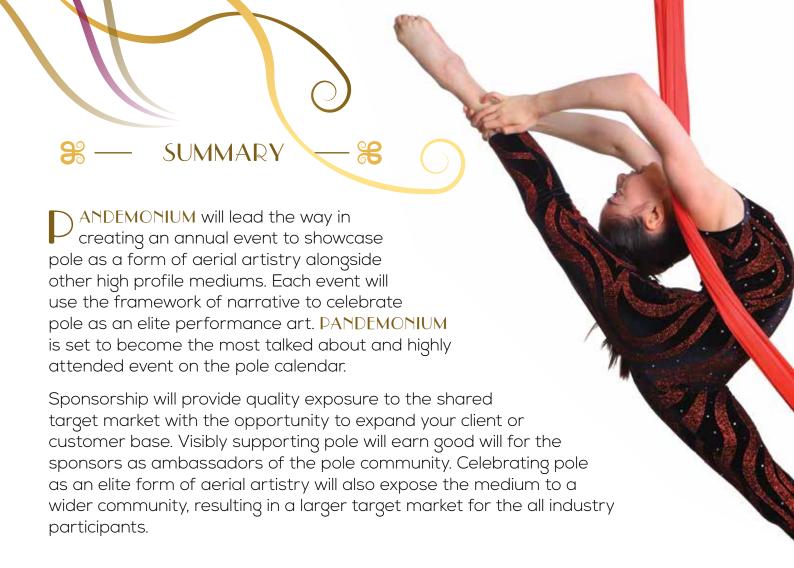
PRINCIPAL CONSULTANT ••••••

JACQUIE THOMAS - Co-founder and creator of Bottoms Up! Burlesque and Pole Studio, Jacquie is a solo performer under the stage name 'Sparkarella' as well as a teacher, choreographer and event producer with decades of professional experience in classical and contemporary dance. She has been closely involved within the pole industry for the last ten years. She has co-produced many sellout industry events and performances staged at the Thornbury Theatre.

EVENT COORDINATOR ••••••

RACHAEL MORRIS - Business consultant and communications professional, Rachael has ten years of experience in corporate professional development involving project management, events, professional writing, and coaching.





EXISTING SPONSORS AND CONTRIBUTORS











Kristyna Hess Photography





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