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Mr Sam Swanson
The Brewery
123 Sam Street
London
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PROPOSAL FOR SALSA-UK SPONSORSHIP



Dear Sam:

I have been contracted to help Salsa-UK prepare for their forthcoming events and obtain sponsorship. In addition to monthly dance and music events, Salsa UK sponsor great annual events like:

Latin Splash – A part of the Clapham Weekender during the summer, this is an open-air festival of music and dance on Clapham Common for 12,000 people featuring: Louie Vega, Giles Peterson, Oscar D'Leon, Omara Portuondo, Johnny Vazquez, Rudy B, Ramon Morales, and many more. (www.latinsplash.com)

This year's Latin Splash featured various great sponsors such as: Strongbow and Bacardi.

UK International Salsa Congress – An annual salsa event held within UK holiday resorts for 3-day weekends featuring world class dancing, classes, competitions, and fantastic music! This event brings in people from the UK and worldwide for a weekend that is not to be missed! (www.salsa-uk.com/congress)

Salsa UK is seeking out sponsorship from reputable organisations like The Brewery. We are able to provide you with a new target audience of potential consumers to increase your brand awareness and marketing efforts. Within this sponsorship request you'll be presented with various marketing and sponsorship ideas to consider. Our goal is to create a mutually beneficial business arrangement, which will see you achieve a new audience of consumers to market and a return on your investment.

Please take your time to consider this sponsorship proposal and the benefits it can bring to The Brewery. After consideration, I would like to propose a sponsorship package and price that will fit your needs.

I'll look forward to your comments following receipt and consideration of this proposal.

Sincerely,

Michelle L. Figg, B.A., M.A.

enclosure

MARKETING

Salsa-UK marketing efforts reach worldwide but concentrate heavily on the United Kingdom, United States, and Europe. The major event called "UK International Salsa Congress" brings in participants from around the world. The majority of monthly events will include residents of the UK. (There are a variety of Salsa Congress events held in other countries throughout the year. Therefore, the advertising you do at a UK event will have an impact on a global community of consumers as well.)

The Salsa-UK website currently has in excess of 5,000 hits every week (8,000 unique visitors during Salsa Congress). The Salsa-UK company also advertises on message boards, other websites and two major event websites. (Latin Splash, Summer, 15,000 people, www.latinsplash.com) (UK Salsa Congress, weekend festivals at UK holiday resorts, 2,500, www.ukcongress.com) In addition to major music and dance events, Salsa-UK also promotes monthly club nights, advertises in SalsaVine (UK-Wide magazine), publishes a quarterly events guide and sells products. (Tapes, CDs, Videos, ect.)

Salsa-UK currently holds a private 10,000+ targeted e-mail list. They e-mail advertise through e-flyers and newsletters on a bi-weekly basis. On occasion, Salsa-UK is also included on e-mail advertising or websites of nightclubs, dance studios, dance apparel store websites, etc.

Our typical demographics are men and women aged 25-45. A substantial number of the 45+ age range is also present at most events as well. Additionally, women account for a higher portion of this total audience.

PROMOTION

Salsa-UK can offer the following in a sponsorship contract (and are open to additional suggestions):

- Include your company logo on all e-mail flyers, newsletters and advertising (Including a link to your website)
- Allow for space on flyers and advertisements for coupons from your company to be included
- Include your company logo on the Salsa-UK website from August 1, 2004 – August 1, 2005
- Include your company logo on the 2004 Salsa Congress website and all advertising relating to the event from August 1, 2004 – August 1, 2005 (and potentially Salsa Congress 2005 if requested)
- Allow your company to distribute samples, coupons, etc.. at any UK nightclub event or club night (including Salsa Congress)*. (Before, during and after if requested) (Arrangements must be made 1 month in advance)
- When in attendance at an event, Salsa-UK will make announcements throughout thanking your company for sponsoring the event and directing participants to your private booth, samples, coupons, etc.
- Provide your company with a private booth Salsa Congress to distribute samples, coupons,,etc. (Un-paid merchandise only)
- Provide 4 free tickets to Salsa Congress including accommodation (More may become available if required)
- Provide free tickets to monthly club nights (when requested)
- Allow for room on all major flyers to include an advertisement or coupon for your company.

- Include your company logo and space for a printed coupon in the 8,000 copies of 2004 (and/or 2005) Salsa Congress brochure which will be printed and distributed for the event.
- Include your company logo and space for a printed coupon in the quarterly events guide, which has a circulation of 5,000 every 3 months throughout the year. (The first guide being in conjunction with the 2004 Salsa Congress brochure in September. 4 issues in total between August 1, 2004 – August 1, 2005.)
- Arrange for your company to dress the main stage at Salsa UK major events or monthly club nights to reflect their sponsorship of the event including:
 - Salsa Congress 2004 in September. (2,500 people will view this stage during September 24-27, 2004. In years past, a souvenir VHS or DVD containing footage of the event was available for purchase. Should a VHS or DVD be available this year your company logo will be on the cover and visible to all audiences viewing it)
 - Salsa Congress 2005, estimated to take place in September 2005.
 - Any monthly dance or music event

** These offerings include the UK International Salsa Congress and Salsa-UK events during September 1, 2004 – September 1, 2005. Latin Splash 2005 is not included but can be added at a later date under a separate agreement. Preference for the Clapham Weekender night, "Latin Splash" will be given to Salsa UK sponsors and could potentially include all 3 days of the event.*

LENGTH OF AGREEMENT

Salsa-UK would be pleased to work with The Brewery on an annual sponsorship or a per-event arrangement. We feel the product and the target market are a perfect match and would like to offer you our contacts for as long as possible.

COST

The proposed cost of sponsorship will be negotiated following consideration on numbers 1-13.

ADDITIONAL PROPOSAL REQUESTS

Salsa UK welcomes your comments, revisions and suggestions to this sponsorship request.

ADDITIONAL SPONSORSHIP AVAILABLE

With the right sponsorship, Salsa UK is able to co-host an event with 12,000 people in the Clapham Common called Latin Splash. This event takes place over one evening and is a part of a larger event called "The Clapham Weekender." This event will be planned at a later date and is wholly dependent upon sponsorship. (Previous sponsors have been Bacardi and Strongbow). The organisations which co-host the event are meeting in late July 2004 to begin preparations and discussions for the 2005 event. Should you wish to sponsor this event, we will be pleased to put together an addendum to this document to include the following:

- 1) Include your company logo on the 2005 Latin Splash event website and flyers distributed by Salsa-UK during the Summer of 2005.

- 2) Provide your company with a private booth to distribute samples, coupons, etc.... (Un-paid merchandise only)
- 3) Allow your company to distribute samples, coupons, etc... at Latin Splash.
- 4) Salsa-UK will make announcements throughout thanking your company for sponsoring the event and directing participants to your private booth, samples, coupons, etc.
- 5) Your company may have the option of dressing the Salsa-UK stage at Latin Splash 2005 (and potentially the main outdoor stage) to reflect their sponsorship of the event. 12,000 people will view these stages/tents.
- 6) Salsa UK can potentially arrange for your company to be a sponsor for all 3 days of the event as well as dress the main stage. (This must be approved by a larger committee of hosts and promoters.)

PREVIOUS SPONSORS

Salsa-UK events have had the privilege of being sponsored by reputable companies such as Tropicana, Bacardi, and Dancia. This year, we have been speaking to various food, beverage, travel, and lifestyle companies.

Salsa UK would also ensure that no competing brands were a sponsor for the duration of this agreement if requested.