



- PRESENTS -



Leesburg, VA Airport (JYO)

Open House Media Plan

10 AM to 4 PM

August 29, 2009.

See <http://www.jyopenhouse.aero> for more info

Overview:

Live Media Now, LLC (“LMN”) is producing an event marketing and live webcast production for the Leesburg Open House from 10 AM to 4 PM on August 29th, 2009.

The Open House will be followed by the WWII Hangar Dance (tickets required) with The Washington, DC Area’s leading Swing Band, the Radio Swing Orchestra www.rkoswing.com.

LMN has secured permission of the Town of Leesburg and the Airport Director to conduct marketing, sponsorship and media production activities onsite and online in association with this event.

Various exciting aviation related acts, amusements and demonstrations including:

- WW2 B-17 bomber aircraft, which will fly rides and demonstrations during the day (www.b17.org)
- WW2 static demonstrations of vehicles and aviation related artifacts from
- USAF F-22 Raptor pilot, Major Dave ‘Zeke’ Skalicky and his support team with their demonstration trailer (subject to final USAF operational requirements)
- USAF Thunderbirds media kits and giveaways

- Flying demonstrations by local flight schools
- Aviation related merchandise

Attendance demographics and info:

- 5,000 attendees in 2008 from 10 AM to 4 PM Saturday.
- 250 attendees for Hangar Dance in the evening.
- Families from the Loudoun County and neighboring area .
- Males 18 to 50.
- Local government officials.

Goals and objectives of the production:

1. Encourage locals to attend the event and support local business.
2. Extend the event coverage to a global audience of aviation fans via the live webcast, Twitter and Facebook.
3. Enable live online chat interaction with performers and guests from the online audience.
4. Promote the Soaring Wings Patch program www.soaringwingspatch.org.
5. Create a compelling production that will drive high number of unique viewers.
6. Provide value for the USAF recruiting & civilian performers in reaching and interacting with their fans online via live video interviews, B roll and chat instant messaging. As this event will not have an abundance of flying acts, there will be a large emphasis on interviews with local veterans, visitors and guests (such as the F-22 Demo Team) to help viewers/attendees learn more about aviation and potential careers in flying/military.
7. Drive value for sponsors supporting the production and the event in general
 - a. Live interviews with sponsors.
 - b. Full screen webcast video ad rolls.
 - c. You Tube video inserts.
 - d. Clickable text crawls over the video stream.
 - e. Press release and social media outreach.
 - f. Mainstream media outreach.
 - g. Promoting LMN's mobile websites and text messaging platforms developed to support the military demo teams (no endorsement implied or given by DoD) plus SMS advertisements including sponsor phone numbers for click to call etc.
8. Support our military, aviation, the community and have fun!

Airshow Performers/acts and events:

- a. USAF F-22 Raptor Demo Team (team only, no aircraft).
- b. B-17 from www.b17.org with several flights during the day.
- c. Local flight schools.
- d. Various warbird aircraft such Texan T-6, T-28, Russian YAK trainers and others TBD.
- e. Static WW2 era vehicles and aviation artifacts from <http://www.vmmv.org>.
- f. WW2 Hangar Dance Saturday evening with leading Washington, DC area Swing Band: <http://www.rkoswing.com/>.
- g. <http://jyoopenhouse.aero/> is the website for the show – more content coming soon.
- h. Show hours are from 10 AM to 4 PM on Saturday followed by the Hangar Dance event.

Production format:

- a. We will have one or two cameras on the primary announcer platform shooting the live action and hosts/interviewees.
- b. There will be one camera on a platform located close to the runway for capturing takeoffs and landings.
- c. There will be one camera that will act as a roving ENG setup for shooting interviews and crowd shots etc.

Sponsor and Vendor Categories:

- a. Exclusive local car dealership.
- b. Exclusive local motorcycle dealership.
- c. Exclusive local bank.
- d. Food vendors.
- e. Merchandise vendor (Live Media Now).
- f. Others being determined.

Advertising and Sponsorship Categories – List Prices – ask for bundles!

- g. \$1000 - Exclusive category onsite placement at prime location at show entrance by main gate for vehicles/static demos and/or booth – additional online video, DVD, vinyl banners, mobile ads can be bundled with each category.
 - a. Car Dealership.
 - b. Motorcycle Dealership.
 - c. Bank/Financial.
 - d. Hardware/home supplies.
 - e. Retail Outlets/Brands in category.
 - f. Other TBD, will be exclusive in category.

- h. \$350 - 10 by 10-booth/tent space in static demo/retail area - space is limited to approximately 8 vendors.
- i. \$100 per 6 by 2 foot vinyl banner - up to 300 feet of wire fence area is available to place vinyl banners in prominent view of airshow visitors.
- j. \$75 - Vinyl banner and table top demonstration space at the Hangar Dance on Saturday evening and public address mentions to the attendees (200 to 300 people incl. VIP guests).
- k. Online webcast interviews and mentions during the webcast coverage. (rates negotiable)
- l. Full screen video ads in the online webcast. (rates negotiable).
- m. Video ads inserted into the You Tube video clips resulting from the performances and highlights. (rates negotiable depending on production requirements).

Set-up/tear down, tents, vinyl banners and other marketing assets are not included in this pricing. Various vendors in the Leesburg area can provide these services upon request.

Payment in full for your marketing assets is required to secure your program prior to the event. We accept credit cards with an additional processing fee of 2%, cash and checks.

Bundled deals and discounts available upon request to maximize your results!

For all marketing, product placement, sponsorship and advertising inquiries including pricing, please contact:

Tom Bendien
President
Live Media Now, LLC
571 315 3665
tom@livemedianow.com
www.livemedianow.com
www.jyopenhouse.aero