

SXSW 2010 VIRTUAL BACKSTAGE

BACKSTAGE ARTIST Lounge + Real TV Films

Music Week : March 17th to March 21st

GET YOUR BRANDS on THE INSTANT and LIVE SCENE of SXSW with VIRAL VIDEO coverage.



GET YOUR BRANDS TO POP ON THE **INSTANT** AND **LIVE** SCENE OF SXSW 2010

WE ARE BACK! Backstage Artist Lounge and Real TV Films will combine forces again during the SXSW Music Week. Christina Martin of the Backstage Artist Lounge will host and interview artists, cover showcases and events all over the SXSW vicinity.

FORMULA : Cross-promote and combine traditional music coverage (grassroots interviews) and brand immersion, Then, distribute over 100 distribution channels and social media partners. As an official partner, we will feature you in our videos and interviews inside and outside of the convention circuit throughout this exciting week.

BENEFITS:

- **INTRODUCE** and **REINTRODUCE YOUR BRAND TO THE WORLD**
- **CROSS-PROMOTE** with some of the groundbreaking bands
- **SHOW YOUR BRAND'S PRESENCE AT SXSW** to industry professionals, marketing
- **COMMUNICATE TO NEW, EXISTING FANS** & to millions of viewers.
- **INSTANT VIDEO** and **PHOTOS** archived for a lifetime – Instant online videos can drive online and offline sales for your brand
- **EMBED YOUR VIDEO** to your social networking sites
- **SPREAD THE WORD TO BLOGS AND LOYAL BLOG FANS** in over 100 social media partner sites.

DEADLINE: FEBRUARY 20, 2010

PARTICIPATE

Deadline for decisions is **FEBRUARY 20, 2010**, at which time prices increase.

Consult your BAL professional regarding questions you have in planning your 2010 sponsorship. All partnerships can be customized according to your needs. Thank you.

Christina Martin: 310.245.2828 c@cmartingroup.com
Fatim Hana : 213.804.2112 backstagefatim@gmail.com
Gordon Vasquez : 310.902.8415 gordon@realtvfilms.com

WE ARE ON IT!

OVER 100 distribution channels & social media partners:

FACEBOOK, TWITTER, MYSPACE, YOU TUBE, FLICKR, MEEFEDIA, REVVER, BLIP TV, BLOGCATALOG, DAILY MOTION, DIGG and more

PREVIOUS SXSW EVENTS

PureVolume House – Rockband Lounge – Universal Music Showcase – MySpace Music Showcase – Carrera Lounge – Custard Records Artist Reception – Levi's/Fader Event - Perez Hilton Presents ++ etc.

"SXSW is a talent showcase and shoomazathon, a citywide barbecue party and a brainstorming session for a business that has been radically shaken and stirred by the internet."

NEW YORK TIMES 3/15/08

FIND US!

www.backstageartistlounge.com
www.realtvfilms.com
Facebook + Myspace

Twitter

@cmartinrocks
@realtvfilms



SXSW 2010

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GET YOUR BRANDS TO EXPLODE ON THE **INSTANT** AND **LIVE** SCENE OF SXSW 2010

PICK YOUR SPONSORSHIP OPTIONS: MARK "X"

*\$1k per dozen interviews: **Pre Roll 4 seconds** _____

*\$1k per dozen interviews: **Post Roll 4 seconds** _____

*\$1k per dozen interviews: **Introduction Copy Mention** _____

*\$1k per dozen interviews: **Closing copy mention** _____

*\$1k per dozen interviews: **Actual placement of the brand in the interview with a question** _____

*or \$300 per 1 interview for any above _____

\$500 entire production: **Placing product samples (e.g. wardrobe) into the production** _____

\$15k entire production: **Title/Presenting, entire production, all above benefits, all interviews, EXCLUSIVE (Title Sponsor controls ALL)** _____

YOUR NAME: _____

BRAND: _____

SPONSORSHIP PACKAGE : _____

FROM A MINIMUM of \$300.00, our team is flexible and will work according to your brands' needs. Feel free to contact us below.

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WHAT IS YOUR SXSW STORY?





REAL TV FILMS at CARRERA LOUNGE
SXSW 2009

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JULIETTE LEWIS at
BEAUTY BAR

**BE THERE.
SEE YOU ONLINE.**



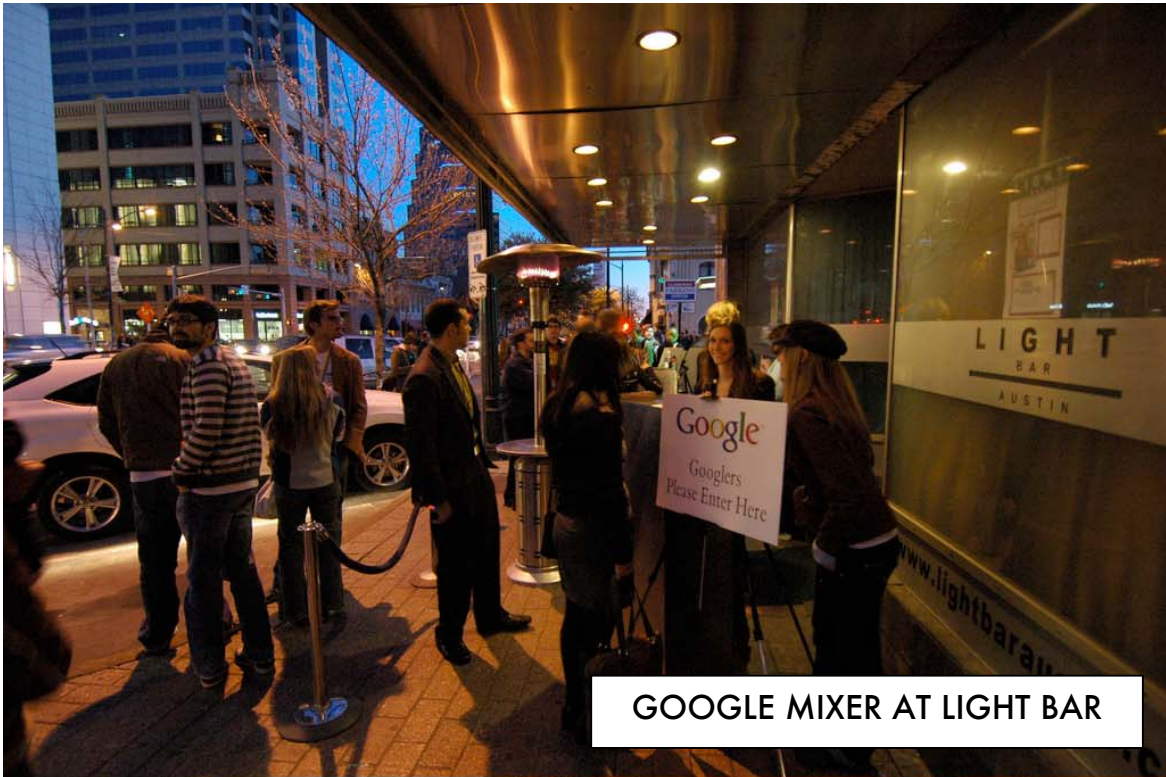
www.backstageartistlounge.com
www.realtvfilms.com

FIND US.

TWITTER @cmarocks
@realtvfilms
FACEBOOK
MYSFACE



FLAMING LIPS at SXSW OFFICIAL PARTY



GOOGLE MIXER AT LIGHT BAR



PUREVOLUME HOUSE PARTY



**CONNECT.
TOUCH LIVES.
PARTICIPATE.**

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**Top : Paste Party Magazine
Day Party**

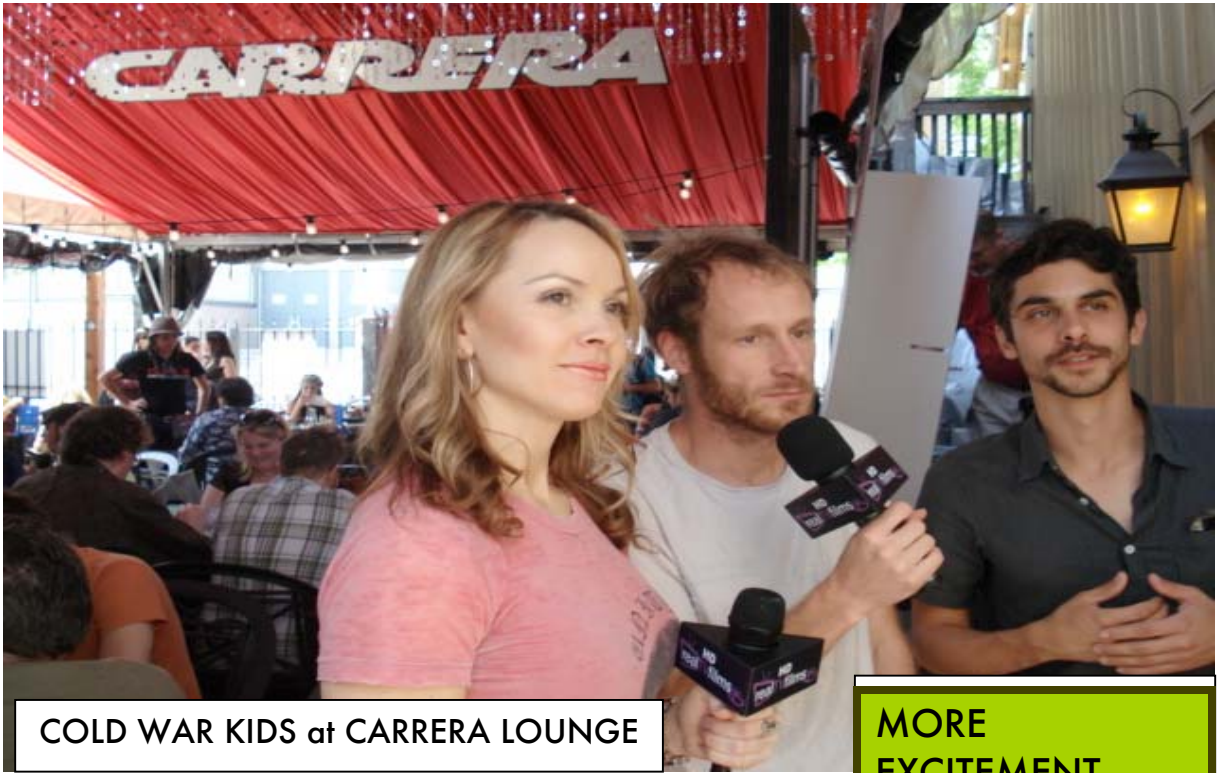
**Left: Levi's Fader Fort
Showcase**



PEREZ HILTON'S ONE NIGHT IN AUSTIN with DELL

Guest Performance: Kanye West, Kid Cudi, Solange Knowles,
Little Boots, Ladyhawke





COLD WAR KIDS at CARRERA LOUNGE

MORE
EXCITEMENT.
MORE
ATTENTION.



MANCHESTER ORCHESTRA at PASTE MAGAZINE PARTY

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[RE] INTRODUCE
YOUR BRAND.
SPREAD THE
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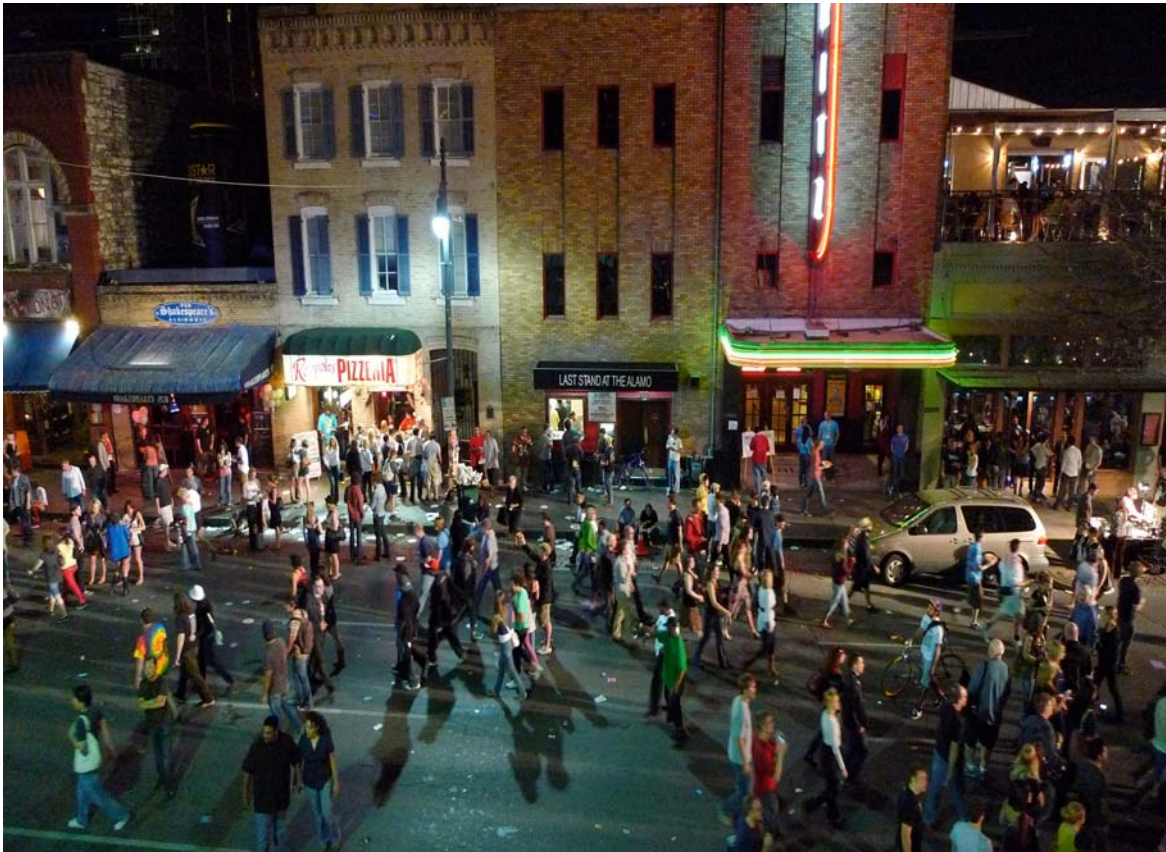
INTERVIEW with SOLSTICE EYEWEAR INTERNATIONAL
CARRERA LOUNGE



CARRERA LOUNGE VIP ROOM
SXSW 2009

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SEE YOU
in AUSTIN, TEXAS.

MARCH 17th
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MARCH 21st

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With
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