



**A PARTNERSHIP
WITH ICE CREAM MAN
ON THE ROAD**

**Summer Tour 2011
Project and Sponsorship Packet**

ICE CREAM MAN ON THE ROAD



ICE CREAM MAN'S CONTINUING MISSION

Ice Cream Man's mission is to give away free ice cream. To date, we have given away over 300k ice creams to people of all backgrounds, including popular musicians and celebrities such as Rihanna, Daft Punk, Sarah Silverman and Tommy Lee. In the process we have earned widespread recognition in the arts and entertainment world and backstage access to nearly every major music festival in the country, a privilege normally restricted to companies who pay hundreds of thousands of dollars in sponsorship fees.

OUR MARKETS

Our primary market demographic consists of men and women, ages 18-34. They are concert-goers, trend setters and tastemakers in the fields of music and entertainment who tend to have high levels of disposable income. Our secondary market demographic consists of boys and girls, ages 8-18. They are students, community volunteers, and music lovers. Both of our target demographics are internet savvy and plugged into the world of social networks. They seek not only new products and services, but interesting consumer experiences and the chance to connect to like-minded individuals.

EXPANSION AND DIVERSIFICATION



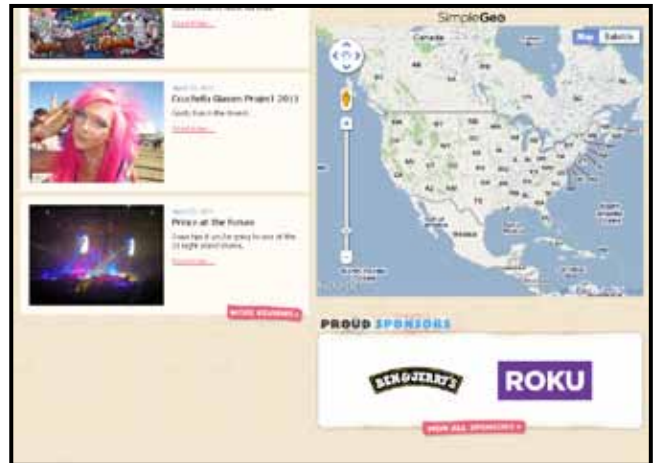
TAKE YOUR BRAND TO NEW PLACES

As an official Ice Cream Man sponsor, your company can be the engine behind our biggest journey yet:

- 150,000 ice creams to be given away over 20,000 miles of travel
- Exclusive access to artist, press and hospitality areas at major music festivals, concerts and entertainment events all over North America
- Over a dozen charity visits to major children's hospitals throughout the country
- Dozens of press interviews and talk show appearances
- Courtesy visits to your company's locations and functions wherever Ice Cream Man goes
- Constant activity in our home market of Los Angeles
- Your company's logos prominently displayed on two ice cream trucks that will travel over 25,000 miles and interact firsthand with consumers, artists, tastemakers, industry executives and event organizers at concerts, music festivals, exclusive parties, children's hospitals and other entertainment events
- Logo and product exposure through our web video series 'Road Trippin' with Ice Cream Man' www.babelgum.com/icecreamman
- Your company's logos on Ice Cream Man's Twitter and Facebook pages
- Your company's sponsorship highlighted in all press interviews and media spots
- Your company's logo on nearly every page of icecreamman.com (100,000 photos, thousands of reviews)

Ice Cream Man has a fleet of ice cream trucks and push carts around the country available for your needs. With two full-time, high capacity vehicles in service, we will blaze new trails through major markets on the west coast (Los Angeles, San Francisco, Seattle, Portland and Las Vegas) and the rest of the country (New York, Chicago, New England, Austin and

THE ADVANTAGES OF MARKETING THROUGH FREE ICE CREAM



THE ADDED VALUE OF EXPERIENCE AND ACCESS

Ice Cream Man's greatest asset is its ability to forge a lasting impression upon its fans and collaborators. Through extensive grassroots work at the personal level, we have built a singular foundation of trust and brand name recognition. Our reputation and excellent working relationships with event coordinators has earned us preferred placement at festivals, concerts and other events where simple exposure has a high premium. Not only do we provide this exposure for a fraction of the cost, we make promotional materials from our sponsors available at the truck and make every effort to remind our fans that our sponsors make everything we do possible. The creation of a uniquely positive consumer experience like this cannot be produced through conventional marketing strategies.

THE DYNAMIC OF COMMUNITY MARKETING ONLINE

Every event Ice Cream Man covers on the road and on the stage is documented in full and presented alongside our sponsors' logos on our high-end, interactive web site, which received over a quarter million unique visitors in 2010 and has been designed with search engines and long-term expansion in mind. There are now thousands of photos of people of all backgrounds and ages with our ice cream trucks and our sponsors' logos on icecreamman.com. These photos, as well as many of our 100,000 concert photos, find their way into online communities, artist and review web sites, personal profiles, and anywhere else the experience of free ice cream can capture the imagination.

FLEXIBILITY AND CUSTOMIZATION ARE OUR SPECIALTIES

Whether it's a sponsorship for a full summer tour or a one-time event, we have the experience to make it a success. Due to the mobile nature of our business we are extremely flexible with projects, events, and tours. We have completed two national tours with Toyota Yaris where we've given away over 25,000 ice creams in dozens of states. In 2008, we created custom branded ice cream push cart for events in Chicago, Los Angeles, and Austin, TX. If you're throwing a party, event, or company get together, free ice cream is the perfect addition. We also worked with NIKE at large events in New York, Los Angeles, Miami and Portland, Oregon. If it involves ice cream, we can do it.

WHERE WE'VE BEEN - 2010 NORTH AMERICAN TOUR



March 12-21

[SXSW](#)

Austin, TX

May 29-31

[Sasquatch](#)

George, WA

June 3-6

[Wakarusa](#)

Ozark, AR

June 9-13

[Bonnaroo](#)

Manchester, TN

June 22

[Yoga on the Great Lawn at Central Park](#)

New York, NY

(largest ever yoga event in the US)

June 25

[Vans Warped Tour](#)

Carson, CA

June 25

[Night Dive at Aquarium of the Pacific](#)

Long Beach, CA

July 2-4

[Nateva](#)

Oxford, ME

July 9-12

[ICM in Louisville](#)

Louisville, KY

July 16-18

[Pitchfork Fest](#)

Chicago, IL

July 22-25

[San Diego ComicCon](#)

San Diego, CA

July 30-Aug 1

[Newport Folk Fest](#)

Newport, RI

Aug 6-8

[Lollapalooza](#)

Chicago, IL

Aug 7

[Long Beach Funk Fest](#)

Long Beach, CA

Aug 14-16

[Outside Lands](#)

San Francisco, CA

Aug 21

[Rock the Bells](#)

San Bernardino, CA

Aug 28

[Buskerfest](#)

Long Beach, CA

Sept 3-5

[All Tomorrow's Parties](#)

Monticello, NY

Sept 4-6

[Bumbershoot](#)

Seattle, WA

Sept 4

[FYF Fest](#)

Los Angeles, CA

Sept 8-12

Musicfest Northwest

Portland, OR

Sept 13-16

DEMO Tech conference

Santa Clara, CA

Sept 25

[Waved Out Fest 2](#)

Los Angeles, CA

Oct 8-10

[Austin City Limits Festival](#)

Austin, TX

Oct 16

[Cypress Hill's SmokeOut](#)

San Bernardino, CA

Oct 16-17

[Treasure Island Fest](#)

San Francisco, CA

ICE CREAM AROUND THE COUNTRY

MUSIC FESTIVALS AND EVENTS



**WHITE MYSTERY
AT SXSW**



**WIL WHEATON
AT COMIC CON**



BONNAROO



**VANS WARPED
TOUR**



FYF FEST



NOISE POP



LOLLAPALOOZA



BUMBERSHOOT



**AUSTIN
CITY LIMITS**



**LAWN PARTY
AT SXSW**



PRIMARY FLIGHT



**LES SAVY FAV
AT NORTHSIDE FEST**



**BUSKERFEST
LONG BEACH**



**NEWPORT FOLK
FEST**



**TREASURE
ISLAND**



JAM CRUISE 9



WAVED OUT



PITCHFORK



OUTSIDE LANDS



ROCK THE BELLS



THANK YOU!

Matt Allen • Ice Cream Man • matt@icecreamman.com • 562.728.3081