



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

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***2008 Sponsorship Auction Packet  
Bid by 6:00PM Eastern Time on Wednesday, 07/16/08  
[www.icecreamman.com/auction](http://www.icecreamman.com/auction)***

*July 8, 2008*

## ICE CREAM MAN ON THE ROAD



### HELP SUPPORT ICE CREAM MAN BY BECOMING A SPONSOR

Ice Cream Man has started his 2008 tour and needs a sponsor to make it around the country gifting tens of thousands of free treats. We've decided that the best way to get a sponsor on board is to auction off a sponsorship slot to the highest bidder. You can [check out the ebay auction](#). Feel free to [contact us](#) ahead of time if you have any questions. The auction starts at \$1 and ends on Wednesday, July 16<sup>th</sup> at 6:00 Eastern Time.

### 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 150,000 ice creams to people of all backgrounds, including popular musicians and celebrities such as Kanye West, 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



### BIGGER GOALS, BIGGER WHEELS IN 2008

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

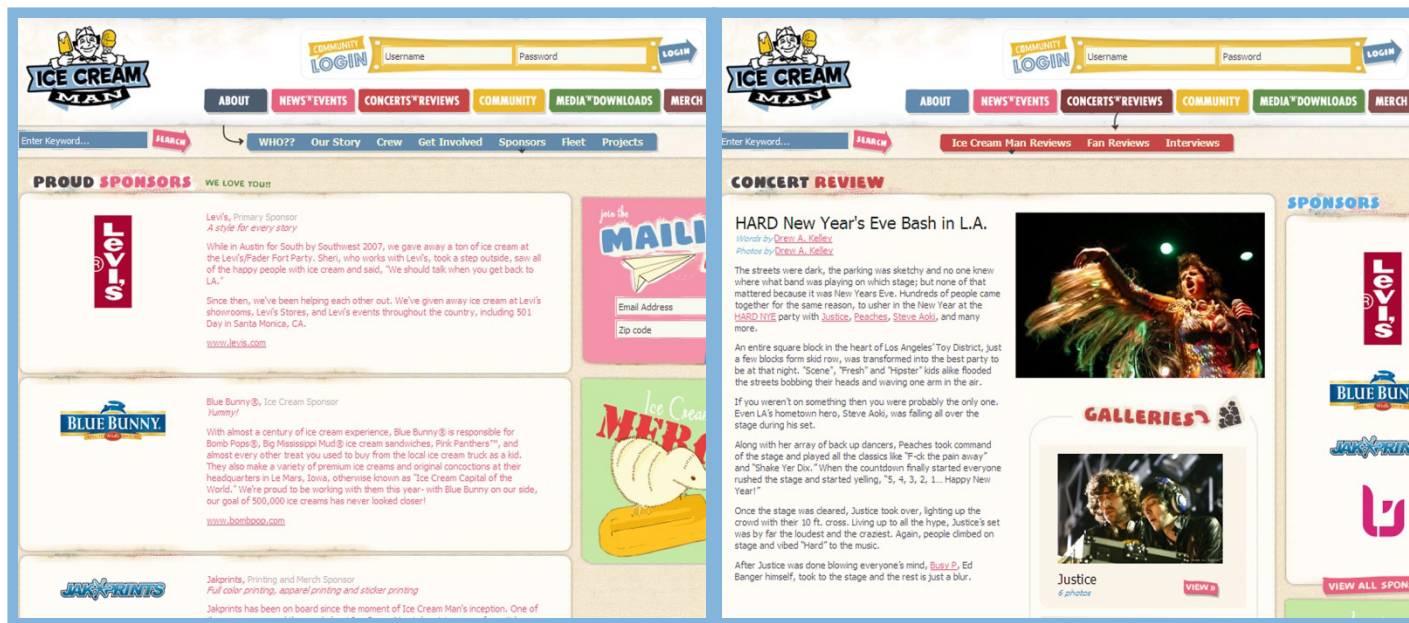
- 50,000 ice creams to be given away over 25,000+ miles of travel
- Exclusive access to artist, press and hospitality areas at major music festivals, concerts and entertainment events all over North America
- Over a dozen charity visits and stops at major children's hospitals throughout the country
- 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
- Expanded development of our high-end, community-centered web site, [icecreamman.com](http://icecreamman.com)

Ice Cream Man has outfitted a [new ice cream truck](#) to join Bessie, our original ice cream truck, on the road. 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 Tennessee) simultaneously.

### BROADER DEMOGRAPHIC OUTREACH

Our focus this year is diversification. Through the addition of over a dozen charity stops at children's hospitals throughout the country and a national grassroots ice cream social campaign, Ice Cream Man will gain access to entirely new audiences and make a bigger impact on tastemakers and consumers. Our new truck will be able to cover more ground while driving across the country, making it easier for Bessie to make appearances at film and television shoots, Hollywood premiere parties, and other entertainment events in California.

# 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.

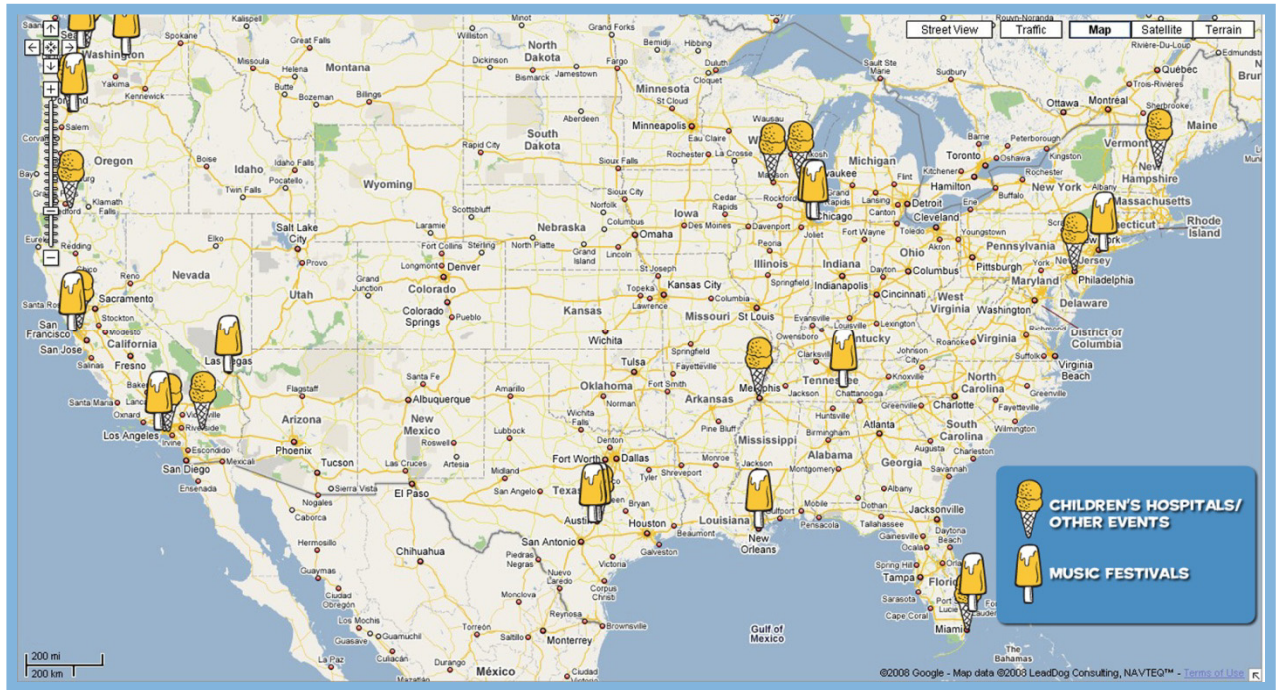
## THE DYNAMIC OF COMMUNITY MARKETING ONLINE

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 2007 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 Bessie the ice cream truck and our sponsors' logos on [icecreamman.com](http://icecreamman.com). These photos, as well as many of our 25,000 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. Bringing everything together is our web site's comprehensive concert review archive and user-generated Ice Cream Community, which in 2008 will grow into a hub of music, entertainment and positive action on the World Wide Web.





# PROPOSED ITINERARY FOR THE 2008 NORTH AMERICAN TOUR



July 18	Comer Children's Hospital	Chicago, IL
July 18 – 20	Pitchfork Festival	Chicago, IL
July 24-27	Comic-Con	San Diego, CA
Aug 1 – 3	Lollapalooza	Chicago, IL
Aug 5	Children's Hospital	Cleveland, OH
Aug 9 - 10	Virgin Festival	Baltimore, MD
Aug 16	5th Annual Ashland Ice Cream Social	Ashland, OR
Aug 22-24	Outside Lands Music Festival	San Francisco, CA
Aug 23	SoCo Music Fest	San Diego, CA
Aug 30 – Sept 1	Bumbershoot	Seattle, WA
Sept 3	Children's Regional Medical Center	Seattle, WA
Sept 4 – 6	Musicfest North West	Portland, OR
Sept 11 – 13	CVB Campout	Pioneertown, CA
Sept 13 – 14	Monolith Festival	Denver, CO
Sept 19 – 21	Treasure Island	San Francisco, CA
Sept 20-21	All Tomorrow's Parties - MBV	Catskills, NY
Sept 26 – 28	Austin City Limits	Austin, TX
Oct 1-5	Pop Montreal	Montreal, QC
Oct 7	Hospital for Sick Kids	Toronto, ON
Halloween!	Voodoo Music Festival	New Orleans, LA

*This is a tentative plan of major events for 2008. Dates on the tour route are subject to change, many events are not represented on this itinerary, and new events will be added throughout the year.*

## BREAKDOWN OF A PARTNERSHIP WITH ICE CREAM MAN



### ICE CREAM MAN BY NUMBERS

- Your company's logos prominently displayed on two ice cream trucks that will travel over 20,000 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
- Your company's sponsorship highlighted in all press interviews and media spots
- Your company's logo on nearly every page of [icecreamman.com](http://icecreamman.com) (10,000 pages by the end of 2008)

Asset	Impressions	CPM	Value
Branding on Ice Cream Trucks and Other Vehicles	3,000,000	20	60,000
Web Site Page Views and E-mail Announcements	4,000,000	15	60,000
Print Press	5,000,000	15	75,000
TV Appearances	2,000,000	15	30,000
Backstage Access at 15 Major Music Festivals			35,000
Company appearances			20,000
Promotional Materials Distribution			15,000
E-mail announcements, viral photos and videos			11,000

**Total Value: \$306,000**

### THE COSTS OF CONVENTIONAL MARKETING

A single 4-color page in <i>Rolling Stone</i> Magazine	\$157,880
Wednesday night prime time slot of 30 seconds during <i>American Idol</i>	\$705,000
Sponsorship of a large, exclusive party during a major music festival	\$50,000 and up
Featured profile and customized ad campaign on MySpace.com	\$45,000 and up



## WRAP-UP OF ACCOMPLISHMENTS IN 2007



### ACHIEVEMENT

- Over 60,000 ice creams given away during 15,000 miles of travel
- 6 months of constant action and broad exposure in 32 states and 4 provinces
- Hundreds of thousands of impressions made upon musicians, fans, crew members, coordinators and locals at 15 major music festivals, with over 200 concert reviews posted on [icecreamman.com](http://icecreamman.com)
- [Special appearance filmed for MTV's "Rob and Big"](#) - the program has attracted over 70 million viewers, and the Ice Cream Man segment aired in spring 2008 on MTV, MTV2, and [MTV.com](http://MTV.com)

### EXPOSURE

- Artist hospitality access backstage at the top 15 music festivals in the country
- Sponsors mentioned in dozens of press interviews and print publications, including Chicago Reader, The Brooklyn Paper, Nashville Scene, Women's Wear Daily, Los Angeles Magazine, 101X Austin, Texas, Indie 103.1 Los Angeles, Q101 Chicago and more
- Sponsors highlighted in videos, interviews, articles and photographs on RollingStone.com, National Public Radio, Fox News Chicago, Gothamist.com, and many others
- Sponsor relationships and thousands of photographs featuring sponsors' logos presented to a quarter million unique visitors on [icecreamman.com](http://icecreamman.com) and [myspace.com/icecreamman](http://myspace.com/icecreamman)

### ADDED VALUE

- Ongoing building of brand recognition and trust through grassroots marketing at the street level
- Continued expansion of access into new market demographics and audiences
- Unique consumer appeal based on experience and positive action, rather than a product or sales pitch



**ICE CREAM MAN ON THE ROAD IN 2007**



**SARAH SILVERMAN  
AND JIMMY KIMMEL**



**FILMING MTV'S  
"ROB & BIG"**



**MICHAEL FRANTI  
OF SPEARHEAD**



**ST. JUDE  
CHILDREN'S HOSPITAL**



**KABOOM!  
PLAYGROUND BUILD  
HERMOSA, CA**



**CAMP BROOKLYN  
WITH BROOKLYN BOROUGH  
PRESIDENT MARTY MARKOWITZ**



**PLAYBOY PARTY  
DURING SXSW**



**WHITE STRIPES  
AT ICKY THUMP RECORDS,  
HOLLYWOOD**



**CMJ MUSIC  
MARATHON**



**COACHELLA**



**VIRGIN FESTIVAL  
VANCOUVER**



**VEGOOSE  
HALLOWEEN IN LAS VEGAS**



**TREASURE ISLAND  
MUSIC FESTIVAL**



**BUMBERSHOOT**



**BONNAROO**



**AUSTIN CITY LIMITS**



**LEVI'S 5/01 DAY IN  
SANTA MONICA**



**ICE CREAM CREW  
AT LOLLAPALOOZA**



**ICE CREAM CREW AT  
AUSTIN CITY LIMITS**



**LITTLE RADIO  
HOLIDAY PARTY**



# ICE CREAM MAN ON THE PAGE

**ROLLING STONE BONNAROO WRAP-UP VIDEO**

**THE AUSTIN CHRONICLE COVER STORY**

**NATIONAL PUBLIC RADIO SYNDICATED BROADCAST**

**LA ALTERNATIVE COVER STORY**

**THE LOS ANGELES TIMES FEATURE STORY**

**SPIN MAGAZINE**

**FOX NEWS CHICAGO**

**WOMEN'S WEAR DAILY**

**CHICAGO READER**

**THE BROOKLYN PAPER**

**WASHINGTON SQUARE NEWS**

**GOTHAMIST**







## **BECOME A SPONSOR!**

Head to the [Sponsorship Auction page](#) now to bid on becoming Ice Cream Man's sponsor for 2008. Be sure to check out the Terms and Rules before hand. You can also contact Matt Allen, the Ice Cream Man, directly with any question or interview requests.

[www.icecreamman.com/auction](http://www.icecreamman.com/auction)

Here's to a great summer ahead!

## **CONTACT**

Matt Allen

*Ice Cream Man*

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