



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

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 almost 300k icecreams 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:

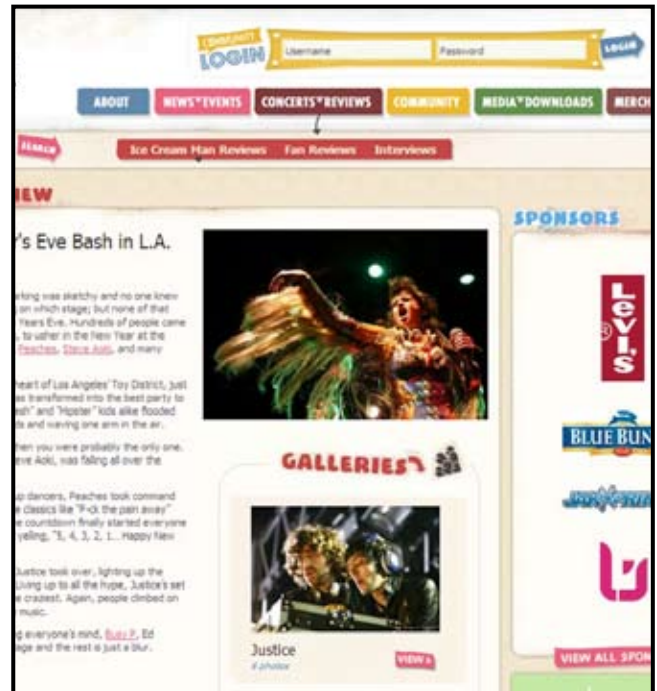
- 100,000 ice creams to be given away over 20,000 miles of travel
- Exclusive access to artist, press and hospitality areas at major music festivals, concerts and entertainment events all over North America
- Over a dozen charity visits to major children's hospitals throughout the country
- Dozens of 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
- Expanded development of our high-end, community-focused web site, icecreamman.com

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 Tennessee) simultaneously.

FLEXIBILITY AND CUSTOMIZATION ARE OUR SPECIALTIES

Whether it's a sponsorship for a full summer tour, 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.

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 2009 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. Bringing everything together is our web site's comprehensive concert review archive and user-generated Ice Cream Community, which in 2010 will grow into a hub of music, entertainment and positive action on the World Wide Web.

WHERE WE'VE BEEN - 2009 NORTH AMERICAN TOUR



June 11-14	Bonnaroo	Manchester, TN
June 18	St. Jude Children's Hospital	Memphis, TN
June 19-20	Gories Concert	Memphis, TN
June 20	International Surf Day	Huntington Beach, CA
June 25-28	AthFest	Athens, GA
July 2-5	Rothbury	Rothbury, MI
July 7	Rainbow Kids Hospital	Cleveland, OH
July 13	Wilco/Yo La Tengo Concert	Coney Island, NY
July 17-19	Pitchfork	Chicago, IL
July 18	Beach Dazed Party	Los Angeles, CA
July 19	US Open of Surfing	Huntington Beach, CA
July 24-25	Comic-Con International	San Diego, CA
July 26	Pool Parties	New York, NY
Aug 1-2	Newport Folk Festival	Newport, RI
Aug 4	FuelTV Beach Day	Manhattan Beach, CA
Aug 5	Chicago Children's Hospital	Chicago, IL
Aug 6	826 Chicago Learning Center	Chicago, IL
Aug 7-9	Lollapalooza	Chicago, IL
Aug 19	hello goodbye Concert	Santa Ana, CA
Aug 19	Jay Reatard In-Store	Long Beach, CA
Aug 21	Buskerfest with Cold War Kids	Long Beach, CA
Aug 22	6th Annual Ice Cream Social	Ashland, OR
Aug 23	Van's Warped Tour	Carson, CA
Aug 27	Matt & Kim Concert	Hollywood, CA
Aug 28-30	Outside Lands	San Francisco, CA
Aug 28-29	Street Scene	San Diego, CA
Sept 5	FYF Fest	Los Angeles, CA
Sept 5-7	Bumbershoot	Seattle, WA
Sept 11-12	ASR	San Diego, CA
Sept 11-13	All Tomorrow's Parties	Catskills, NY
Sept 13	Hurley Pro	Trestles, CA
Sept 16-19	Music Fest NW	Portland, OR
Oct 2-4	Austin City Limits	Austin, TX
Oct 3	Long Beach Comic-Con Party	Long Beach, CA
Oct 24	Cypress Hill's Smokeout Tour	San Bernardino, CA
Oct 30	Yelp Dia De Los Yelpos at MOLAA	Long Beach, CA
Nov 2	Vampire Weekend Concert	Long Beach, CA
Nov 5	PacTour Launch Party	Los Angeles, CA
Nov 17	Babelgum Wrap Party	New York, NY
Nov 21	Pablove Benefit Concert	Hollywood, CA

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 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
- 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)

ASSET	IMPRESSIONS	VALUE
Branding on Ice Cream Trucks and Other Vehicles	3,000,000	60,000
Logos on Backs of Ice Cream Man Stickers	150,000	7,500
Web Site Page Views and E-mail Announcements	4,000,000	60,000
Print Press	5,000,000	75,000
TV Appearances	2,000,000	30,000
Backstage Access at 15 Major Music Festivals		25,000
Company appearances		20,000
Promotional Materials Distribution		15,000
E-mail announcements, viral photos and videos		11,000
Total Value		\$303,500

THE COSTS OF CONVENTIONAL MARKETING

A single 4-color page in Rolling Stone Magazine	\$157,880
Wednesday night prime time slot of 30 seconds during American Idol	\$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

ICE CREAM AROUND THE COUNTRY

MUSIC FESTIVALS AND EVENTS



**COMIC-CON
INTERNATIONAL**



**FUELTV'S
BEACH DAY**



**HELLO GOODBYE
AT CHAIN REACTION**



**VANS WARPED
TOUR**



**MATT AND KIM
SHOW AT EL REY**



ASR SAN DIEGO



**CYPRESS HILL
SMOKEOUT TOUR**



**PABLOVE BENEFIT
AT THE AVALON**



**AUSTIN
CITY LIMITS**



**ASHLAND ICE
CREAM SOCIAL**



**ALL TOMORROW'S
PARTIES NY**



**MGMT
AT BONNAROO**



**BUSKERFEST
LONG BEACH**



**BEACH DAZED
PARTY**



**SAN DIEGO
STREET SCENE**



JAM CRUISE 8



LOLLAPALOOZA



PHISH FESTIVAL 8



**BUILT TO SPILL AT
OUTSIDE LANDS**



PITCHFORK FEST



THANK YOU!

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