

December 10, 2009



**Re: Partnership in The Great Pan-Kinetic Exposition**

Dear Prospective Business Partner:

Good day to you! Enclosed herein please find your invitation to participate in the inaugural Year of **The Great Pan-Kinetic Exposition**, to be held at The Vallejo Waterfront, in Vallejo CA, in July 2010. Praetorian Event Services' management team has been involved in historically themed events for decades. We are committed to bringing affordable family entertainment and educational experiences to the Bay Area. Using a model similar to the one we use for the Northern California Pirate Festival, we intend on creating a memorable and

exciting experience, incorporating into our event a diverse variety of "edu-tainment." A combination of entertainment & educational programs that promote the creative arts & expands upon the rich culture that was found in California during the early 1900's, a time that represents the true turning point from what we consider the Victorian Era to the 20<sup>th</sup> Century. It's the transitional time when politically, socially, artistically, sociologically, and culturally, we, as a nation, were thrown into the "high gear" of "progress". We were discarding the beliefs and dogmas that had governed our lives since the 18<sup>th</sup> Century and were re-creating ourselves as a people. This event will celebrate this American Renaissance in a theatrically entertaining way.

The Great Pan-Kinetic Exposition will draw on the popularity of historical events such as "The Dickens Christmas Fair" and "The Northern California Pirate Festival". It will also ride the wave of popularity in the Victorian steam punk movement, just now coming to the forefront of popular culture through popular movies like "The League of Extraordinary Gentlemen", "The Prestige" and "The Time Machine". Successful events such as the "Maker Fair" and Seattle's "Steamcon" are wonderful gauges on how The Great Pan Kinetic Exposition will be received. The general public enjoys watching those who immerse themselves in the culture. Dressing in Edwardian era costumes, they utilize equipment and materials that would only have been available during the time period.

PES has enjoyed great success by bringing these types of events to the Bay Area. We are now accepting partnerships from businesses who would like to be a part of our success. We undertake an extensive PR & Marketing campaign for each event that has brought incredible numbers to our other events. People interested in these genres are typically between 18 and 45 with a college level education. Most of the people polled have young families and draw an average salary of between \$50,000 and \$75,000 dollars a year. Partnering with The Great Pan-Kinetic Exposition represents a unique opportunity for your organization to reach a highly sought after demographic.

We are actively cultivating new business partnerships that are looking for the potential for reaching an adventure loving, family friendly audience. Please find enclosed a sponsorship overview for the inaugural year of The Great Pan-Kinetic Exposition. I look forward to speaking with you in greater detail about your potential involvement with our event.

Sincerely,

A handwritten signature in black ink that reads 'Kathy J. Kingman'.

Kathy J. Kingman  
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## A “BULLY” GOOD TIME!

The Great Pan- Kinetic Exposition is a family friendly event designed to showcase a snapshot of United States history during a time of exciting innovations and fantastic personalities. The year is 1905; Theodore Roosevelt is the President and shares the public scene with the likes of Albert Einstein, Sara Bernhardt, Harriet Tubman, and George Washington Carver. Thomas Edison and Nikola Tesla are battling it out in the war of AC vs DC in the race to power America. Harry Houdini is still entertaining the masses with his incredible feats of prestige and illusion. We will have them all under one roof in an incredible event that will draw the interest and patronage of people from every walk of life into an age of incredible new possibilities.

Held on the waterfront in Vallejo California the inventors and artisans selling and exhibiting inventions, works of art and incredible ideals for the far off future-our present will be surrounded by a festive big-top style tent that PT Barnum himself could be proud of! This two day event will begin with the arrival of American Royalty when Teddy Roosevelt arrives by Model-T Ford. Our President will arrive to the music of a local brass band- perhaps from one of the area’s schools. He will take the bandstand and greet the crowd, “Now is a time to plan for the future, endless possibilities await, if we only implement the proper discoveries!”

## MISSION STATEMENT

The Great Pan-Kinetic Exposition is committed to celebrating our past as a reminder that we must all look to the future. Just as our leader Theodore Roosevelt was introducing new ideas of conservation and planning for our nations’ future in 1905, we will showcase, through our sponsors, different ways to plan for our own future by promoting products from responsible and eco-minded companies.

## ABOUT THE PRODUCERS

The Pan Kinetic Exposition is produced by Praetorian Event Services. PES produces the Northern California Pirate Festival, a Bay Area favorite attracting 30-38,000 people each year, and is involved in events such as The Sausalito Art Festival, The Harmony Festival and many other high profile Bay Area events.

Our award winning group of event specialists have the proven ability to take an event from concept to full realization no matter what the theme or historical requirements. Through marketing, media relations and public relations we are confident that this event will be well attended within our projected key demographics. By becoming an advertising partner you will enjoy high exposure both in the news media and at the event.



## PRINT

We have a tried and true way of marketing events to the fullest reach of our audience. Our print materials are a valuable marketing

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tool for sponsors. Utilizing direct distribution partnerships and professional marketing street teams, our materials are effectively distributed throughout Northern and Southern California. Our impressive four color festival program is distributed directly through a major media partner. We also utilize direct mailing campaigns culled from our extensive in-house mailing lists, mailing partners, and local businesses.

We have established relationships with local news outlets that reach over 3.2 million readers through leading Bay Area daily newspapers including the San Francisco Chronicle, Contra Costa Times, Oakland Tribune and Marin Independent Journal. In addition, our large four color print ads will be found in target publications.

## RADIO

Our high energy, engaging thirty second spot will be in heavy rotation on top ranked San Francisco radio stations such as KGO AM Talk Radio, Star 101.3FM, Alice 97.3FM, KUIK 95.3FM and Radio Disney during morning and afternoon drive time.

## ONLINE

With the use of online ads and calendar listings The Great Pan-Kinetic Exposition reaches millions of readers on sites such as Daily Candy, SF Gate, Yahoo's Upcoming, SF City Guide, Via Magazine, Inside Bay Area and AOL's Cityguide. We also have the knowledge and tested ability to make the event one of the top three results on Google and Yahoo!.

Plus we have interactive promotional opportunities through our dedicated festival web site ([www.pankineticexpo.com](http://www.pankineticexpo.com)) including product give-a-ways, email links and banner ads. Strategic marketing campaigns with numerous online media portals including: [www.facebook.com](http://www.facebook.com), [www.twitter.com](http://www.twitter.com), [www.tribe.net](http://www.tribe.net), and [www.google.com](http://www.google.com). Placement and promotion in our online store will feature our sponsors products and services. Our targeted e-mail announcements reach a database of approximately 14,000 registered regional subscribers.

## POSTER AND RACK CARD DISTRIBUTION

Utilizing two professional distribution services in the Bay Area, we are able to strategically place our high impact four color poster and rackcards in supermarkets, libraries, music stores, ice cream parlors, recreation centers, concert halls and around university campuses thereby reaching thousands of potential consumers. With the use of professional and volunteer street teams we blanket local parades and civic events.



As a production company that consistently puts on and is involved in exciting and dynamic Bay Area events with themes that appeal to a wide audience, we know a family event often puts a strain on the family budget. The Great Pan-Kinetic Exposition will attract great media attention by keeping our ticket price low and the entertainment and educational value high. The adult themes are not watered down to be friendly towards a younger audience; they are instead an adult theme of a different and gentler era. As a juxtaposition, the children's themes appeal to both young and old because what was perceived as children's entertainment in the early 1900's is today fascinating to both the young and not quite so young alike.

We utilize "street teams" that spread the word about the event by blanketing parades and other events that meet our target demographic with flyers and coupons. The professional flyer services in turn use their relationships with local businesses to place flyers and posters in the public eye.

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The Great Pan-Kinetic Exposition is a “total immersion” event where costumed personalities of the past mingle with and greet guests throughout. Where else would you be able to meet the President of the United States of America as he is sitting down to see new feats of illusion done by the great Harry Houdini?

Audience members are encouraged to dress in the time period of the event, encouraging conversations with the personalities that they might meet. Sarah Bernhardt and Annie Oakley, two of the era’s greatest female entertainers will stand beside Susan B. Anthony and Mme. Marie Curie, two of the era’s most influential women. Two literary greats, H.G. Wells and Arthur Conan Doyle, might be found in conversation with the Wright Brothers while Albert Einstein tips his hat to them in passing. The possibilities are endless at this event, before the customer even gets to the stage!

Onstage, vaudeville acts and master illusionists will amuse and amaze, while great western performers thrill with their feats of daring-do. Twirl your moustache or show off your chapeau as you learn the newest steps at the afternoon “tea dance”. The new “moving pictures” like George Melies’ fantastical “Trip to the Moon” will astonish and brilliant inventors will thrill all assembled with their “new” discoveries.

MORE ADULT FARE – The Evening Show is aimed at a more adult and affluent audience. Vaudeville acts and big name stars of a popular underground movement will be showcased in this unique event. This attraction is available to be sponsored as a separate event. More details below in attraction sponsorships.



The Great Pan-Kinetic Exposition is a unique theatrical event that portrays an American exposition at the turn of the 20<sup>th</sup> century. In addition to catering to families with a median income we have also reached out to our extensive network of finer vendors and artisans throughout California. We have found that through a process of jurying and vetting each vendor we ensure our events have the finest quality merchandise, which in turn draws a repeat crowd and loyal customers, another sought-after demographic.

EXPECTED KEY DEMOGRAPHICS:  
(numbers based on analyzing other similar events throughout the western U.S.)

INCOME: 25% Under \$50k	GENDER: 59% Female
50% Mid \$50k-75k	41% Male
25% High \$75k+	
RACE: 75% Caucasian	AGES: 15% 18-24
8% Latino	28% 25-34
5% Asian	45% 35-55
12% African-American	12% Other

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## CURRENTLY A PARTNERSHIP WITH THE GREAT PAN KINETIC EXPOSITION INCLUDES:

- Positive brand association with an event that promotes family togetherness and adventure.
- 14,000 member newsletter mailing list, plus marketing partners with 40,000 + combined mailing lists
- Extensive Radio, TV and Print exposure throughout the Northern California region
- Branding on printed posters, flyers, handbills & program guides distributed across the West Coast
- Integration into the Pan-Kinetic Exposition marketplace featuring over 65 specially selected world class vendors & exhibitors
- Well known artisans, performers and speakers conducting daily exhibitions workshops & classes



Both a part of the overall event and having an allure all their own, these attractions are opportunities to place your business name in a prominent place within the event and obtain special mentions in our marketing campaign.

Attraction Sponsorship Opportunity #1

**MORE ADULT FARE-THE EVENING SHOW: \$5000.00**

Satire is the right hand of burlesque.~ Voltaire

Burlesque entertainment was born in England in the early 19<sup>th</sup> century and evolved to include broad satire, music and comedy, as well as tantalizing temptresses we all think of. San Francisco has become the hub of the neo-burlesque movement, boasting some of the most talented acts in the country. Incorporating our ties to this community and creating a thrilling burlesque circus, the evening show will draw a crowd of enthusiasts and the newly interested, curious to see the old school form of this entertainment take form. Audiences will have the opportunity to raise a glass of spirits with such personalities as painter Toulouse-Latrec, the can-can dancers of the Moulin Rouge and burlesque sensation Millie DeLeon.

Attraction Sponsorship Opportunity #2

**Kinetic Steamworks grand Steam Exhibition: \$10,000**

"You all know how powerful and varied are the effects of which steam engines are capable; with them has really begun the great development of industry which has characterised our century before all others."

*-Hermann von Helmholtz*

Vist [www.kineticsteamworks.org](http://www.kineticsteamworks.org) to read about this incredible group and the machines they can bring to this event. At this time we will be having them in a small capacity. With you sponsorship we can bring out the largest of the steam locomotives and park it at the festival. The cost for this sponsorship is high but will entail a high level of exposure and association. Partial sponsorships are available. Call for details.

Attraction Sponsorship Opportunity #3

## THE THEMED HALLS OF THE EXPOSITION: \$5000 Each Hall

The purpose of this event is to utilize props and decoration to take our guests back to California 1905, a time that was simpler, where nostalgia rules. Advertising and product placement opportunities are immediately present upon arrival. Vintage soft drink, candy bar, and automobile advertisements will excite and enthrall visitors immediately upon entering. The main room is divided into five unique halls, allowing association with targeted sponsorship opportunities, with a 6<sup>th</sup> larger hall on the outside set up especially for children.

**THE HALL OF OCEANS**-- this hall is dedicated to not only all things nautical, but because the sea connects every continent, it's also the hall of all things cultural.

**HALL OF STEAM**-- Makers of mighty boilers and fabulous engines will display their creations to a public eager to learn about the marvels of industry!

**HALL OF ELECTRICITY**-- This is also where patrons might learn of the wonders, and the dangers, of the world's future use of electrical marvels!

**HALL OF WINDS**-- Based near the entrance to the Great Pan-Kinetic Exposition, this hall is where all brave explorers of the heavens may gather.

**HALL OF INNOVATION**-- The Great Pan-Kinetic Exposition's greatest achievement is bringing great thinkers and inventors together. The Hall of Innovation is meant as an exposition hall for amateur inventors to display their latest creations.

### OUTSIDE OF THE MAIN HALL IS THE SIXTH AND FINAL ATTRACTION:

**THE HALL OF DREAMS**-- The power of the mind is an extraordinary thing, especially when one's imagination is allowed to run free. This hall is dedicated to the artistic wizards of our time, and their influential works and children learn about the inventions of the past that became the everyday items of today.

Within this incredible attraction are teachers and workshop leaders that will lead the children in a journey of discovery. Authentic Dinosaur--"Thunder Lizards" to the people of this time— bones and the paleontologists that found them will captivate the imaginations of future adventurers.



Please take a look at the SPONSORSHIP LEVELS that have been laid out on the next page. If you find your needs as a sponsor do not fit within these levels, please contact KATHY KINGMAN producer and the Director of Development. We have need for trade sponsors and media sponsors as well as the monetary sponsorships listed. Please help support this fantastic community event.

THANK YOU FOR YOUR TIME.

END.