



Saturday, September 6th 2014

6-8pm

**City Hall Courtyard, 1401 JFK Blvd
Philadelphia, Pennsylvania, 19107**

DrumDuel™ is a  Techbook Online production.



A word from Christopher “Flood the Drummer[®]” Norris, TBO Inc, CEO.

I can't speak for every drummer, but for me the process of drumming enables creativity and helps me foster innovation and advance thought-leadership. Studies show that drumming produces deeper self awareness by inducing synchronous brain activity. This coordination can lead to integrative modes of consciousness, which may include greater insight or creativity.

Every day, outside of meeting deadlines for the multiple platforms on which I publish, I commit at least an hour of my day to practicing drums. When I'm finished crashing on my TRX Cymbals, my heart rate is elevated, I'm drenched in sweat, my hands are blistered, and I'm physically drained. The way my body reacts to sustained drumming is almost identical to how basketball players feel after they've completed a game.

The health benefits of drumming are various and wide-ranging, and our goal with DrumDuel[®] is to inform the world of this good news, and engage active citizens everywhere in a new lifestyle that's fun, collaborative and LOUD! Your company can play a huge role in our mission, and I invite you to explore this document and consider joining the movement to position drumming as a sport!



CLICK IMAGES FOR COOL CONTENT!



DrumDuel™ is a multi-level, head-to-head drum competition designed to raise awareness of the health benefits of drumming and create a community where drummers play and get healthy together.





Demographics

| | |
|-----------------------|---|
| Target Age | 17-35 |
| Ethnicity | Black:60% White: 20% Other: 20% |
| Median Income | 35K – 75K |
| Interest | Music, Sports, Live Entertainment, Technology |
| Location/Market Reach | Downtown Philly/ Tri-State Area |

TABS 4 features more than 80 FREE stories of impact, issue, inspiration and innovation.

Download NOW

As of 7/10/14, TABS 4 has been downloaded more 1,000 times since its publishing date of: 6/28/14. [CLICK HERE](#) to learn how your brand can become the center of the  Universe!



The Arena

DrumDuel will be held in the courtyard of City Hall, one of the city's most easily accessible locations.



Audience view of stage



East view of arena



Stage view of audience



East wing for vending



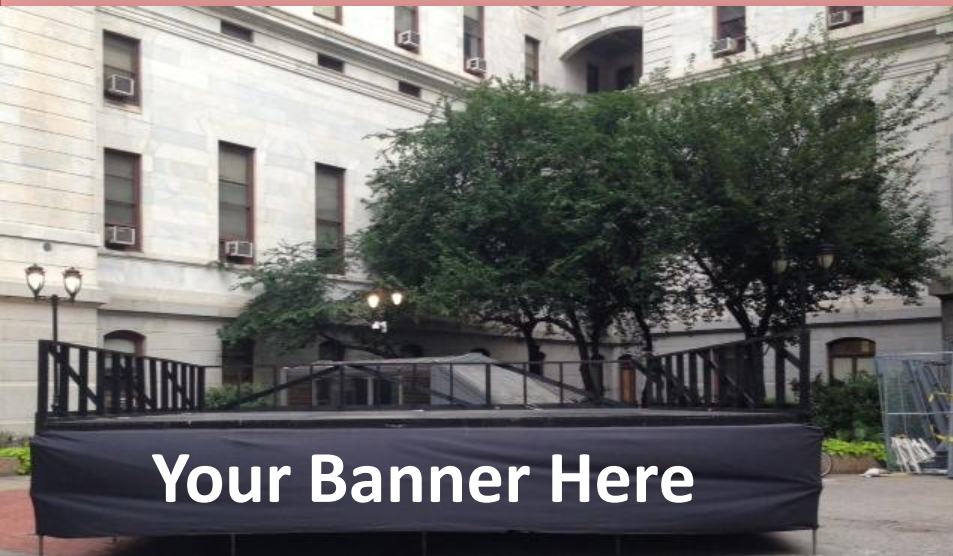
Sponsorship Opportunities

Sponsorship Level

Investment/Deliverable

Title Sponsor

\$5,000: Banner on stage, title credit in PR/PSAs, opportunity to speak (**3 min**), honorable mention between bouts (**up to 5**), vending table, opportunity for giveaways, logo on stop & repeat, (**5**) ADjacent™ (a **\$3,500** value).



ADjacent™ is a native advertising program that allows marketers to produce branded content adjacent Techbook Online's [Board of Leaders and Doers](#). [CLICK HERE](#) for more information.





Sponsorship Opportunities

| Sponsorship Level | Investment/Deliverable |
|-------------------|------------------------|
|-------------------|------------------------|

Co-Sponsor

\$3,500: Banner on stage, company mention in PR/PSAs, opportunity to speak (1.5 min), honorable mention between bouts (up to 3), vending table, opportunity for giveaways, logo on stop & repeat, (2) ADjacent™ (a 2,000 value).




With seven channels and a library of wholly-owned content, Techbook Online is the largest and most active publisher on Comcast's www.PhillyinFocus.com.





Sponsorship Opportunities

| Sponsorship Level | Investment/Deliverable |
|---|--|
| T-Shirt Sponsor | <u>\$2,000</u> : Company logo and name on t-shirts, up to 200. |
| Drumset Sponsor | <i>(Weekend use only)</i> <u>Provide 2 5pc drum sets w/ hardware:</u> Honorable mention after every bout, product placement, banner on stage, opportunity for giveaways. |
| Media Sponsor (SOLD)  | Leverage platforms to execute 6-8 week PSA Campaign. Conduct on-air interviews w/ talent. |
| Cymbal Sponsor | <i>(Weekend use only)</i> Provide (2) 5pc cymbal packs: <i>(2 rides, 2 sets of hi-hats, 4 crashes, 2 special effects).</i> |



Sponsorship Opportunities

| Sponsorship Level | Investment/Deliverable |
|----------------------|---|
| Drumstick Sponsor | <u>\$500</u> : Honorable mention (up to 3), product/swag giveaway opportunity, banner on stage, product used by drummers during DrumDuel®. |
| Energy Drink Sponsor | <u>\$500</u> : Product/swag giveaway opportunity, banner on stage, honorable mention (up to 3). |
| Sneaker Sponsor | <u>\$500</u> : Product worn by drummers during DrumDuel®, banner on stage, honorable mention (up to 3) opportunity for product/swag giveaways |



Sponsorship Opportunities

| Sponsorship Level | Investment/Deliverable |
|-------------------|---|
| Vendor | <u>\$500</u> (or FREE with the purchase of a \$1,000 Flood Format™). |
| Drumhead Sponsor | <u>\$500</u>: Product/swag giveaway opportunity, product used during DrumDuel®, banner on stage, honorable mentions (up to 3). |
| Swag Sponsor | <u>\$500</u>: Product & Collateral material distribution during event. |

Flood Format™ is an interactive publication designed to make presenting your company or brand as easy as possible.

[CLICK HERE](#) for an example.





Contact

Mailing Address:

**Lisa Parks c/o Techbook Online
1101 Market Street
Phila, PA, 19107**

For immediate response: TBO Staff

Christopher Norris, CEO:

(E): cnorris@techbookonline.com

(P): 215.910.0269

(SM): /[floodthedrummer](#) - [@floodthedrummer](#)

Arthur L. Griffin, Jr., President of New Business Development:

agriffin@techbookonline.com - [@PresidentALGJr](#)

Rashaun Williams, Dir. Youth & Millennial Initiatives:

rwilliams@techbookonline.com - [@DJReezey](#)

