

**INTERNATIONAL PRESENTATION OF PERFORMERS
SPONSORSHIP PACKET**



**THE INTERNAL LETTERS IN THIS PACKET ARE EXAMPLES SET FORTH BY THE
INTERNATIONAL PRESENTATION OF PERFORMERS**

**EACH PERFORMER & FAMILY SHOULD CONSIDER SPECIFICALLY CREATING THEIR OWN SPONSORSHIP
LETTERS FOR BEST RESULTS IN YOUR REGION AND INTEREST**



iPOP! SPONSORSHIP INFORMATION

Securing sponsors is very important for performers who are on a budget but wish to perform and audition at iPOP! in Los Angeles. iPOP! is dedicated to promoting talent who are commercially marketable: actors, singers, dancers, and models who are ready for representation. Attendance at iPOP! is an extraordinary opportunity that brings today's best agents, managers, leaders in the music and fashion world, to see new faces and talent who have been trained and prepared to perform by our iPOP! members.

Determine what companies or businesses you will visit to seek sponsorship. If you do business with certain companies, chances are they are the ones that you will want to visit. Excellent sponsors are local organizations and businesses such as:

Hair Stylists

P.T.A

Car Dealers

Nail Salons

Banks

Your Insurance Agent

Church Organizations

Rotary Club

Fast Food Restaurants

Your Family Doctor

Food Markets

Family Businesses

Video Stores

Dry Cleaners

Your Dentist

Orthodontists

Lions Club

Neighbors

Remember, don't feel intimidated asking sponsors for their financial assistance. Be excited about the iPOP! experience and it will be contagious. There are endless possibilities. Work with your Director, your group (other performers), family and friends to come up with ways you can find sponsorship. Teamwork can be productive and FUN!

WHAT DO YOU SAY TO YOUR PROSPECTIVE SPONSORS?

Take the color brochure you will be receiving about iPOP!, the letter provided by your iPOP! Director, and your personal letter to a prospective sponsor. Briefly explain the situation. Stress your commitment to developing a professional career in the fashion or entertainment world, your serious attitude and the fact that iPOP! is offering you an opportunity to showcase your talent and learn about the business from experts.



HOW MUCH SHOULD I ASK FOR?

Sponsors may contribute as little as \$20 and as much as the entire trip. You can offer to work in exchange for sponsorships. Many companies may prefer to provide you with gift certificates or product. Take those items and raffle them off to your friends and family. Any business sponsoring you in the amount of \$100 or greater, will have their name appear in the iPOP! Schedule Book and online at www.ipopconvention.com. For many companies this can be considered advertising and they can actually use it as a tax write-off. Please tell the company to consult their accountant regarding any write-off opportunities.

WHAT IS A SPONSORSHIP PACKET?

It's your personal PR Kit. Every iPOP! performer who is seeking sponsors must have a Sponsorship Packet. Take the time to make sure your packet looks professional. Your packet will include:

- An iPOP! Brochure
- Sponsor Letter from your iPOP! Director
- Sponsor Letter written by you expressing why you want to be successful in the entertainment world and why you want to attend iPOP!
- Your Headshot or Comp Card

Your iPOP! Director will also provide extra business cards so that your potential sponsor can call for further information or questions.

The following is a suggested letter that can put on the company's letterhead:





INTERNATIONAL PRESENTATION OF PERFORMERS

This letter will introduce _____ who is a Performer from the _____ Region and has been invited to audition and perform at the International Presentation of Performers to be held at the Hyatt Century Plaza Hotel in Los Angeles, January 8th – January 12th, 2010.

The performers (actors, models, singers and dancers) who will attend this prestigious event have been studying to develop and advance their skills. Each one will have the opportunity to show their talent to judging panels consisting of today's top agents, managers, casting directors, and industry professionals. Those who are selected at auditions will perform in a professional showcase at iPOP!'s Celebration of Success Awards Night on January 12th , where top international agents will be seeking their next new star.

Thank you for your support of this young performer.

Sincerely,

IPOP! Director



**Sponsor a Model or Talent for the
INTERNATIONAL PRESENTATION OF PERFORMERS
LOS ANGELES, CALIFORNIA
January 8th – January 12th, 2010**

Help a talented Model, Actor, Singer, or Dancer achieve his/her highest goal by participating in the professional competitions in Los Angeles, California at the 2010 iPOP! Event. The iPOP! presentation offers a unique experience to aspiring talent. Attendance at an iPOP! Event is an incredible opportunity where Fashion and Talent Agents, Personal Managers, Casting Directors, and Producers from every major market come to scout for and discover fresh faces and new talent. In addition, educational workshops and seminars presented by industry experts afford performers and parents the chance to learn about the realities and success opportunities of the business.

Yes, I will sponsor a model/talent for \$ _____
(Checks made payable to iPOP!)

COMPANY _____

NAME _____ **TELEPHONE** _____

ADDRESS _____ **CITY** _____ **STATE** _____

_____ **ZIP** _____

SPONSORS SIGNATURE _____ **DATE** _____

MODEL OR TALENT SIGNATURE _____ **DATE** _____

MODEL OR TALENT PRINT NAME _____



INTERNATIONAL PRESENTATION OF PERFORMERS Sponsorship List

Deadline: December 11th, 2010

IPOP! Member: _____ City: _____ State: _____

Please list these sponsors for the Online Performer Directory. Each sponsor has contributed a minimum of \$100 to the Performer.

Performer: _____

Sponsors:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____



More Sponsorship Information

Can A Sponsor Provide Other Support?

Yes! While financial support is the most desirable, there are many other ways potential sponsors can help you get to iPOP!!

Perhaps a local retail store will provide you with clothing. There may be a beauty salon that will cut and style your hair and use you as a model. They may even furnish some or all of your cosmetics. Check with a shoe store, they may donate a cute new pair of shoes for your trip to iPOP!

You can also get items donated from local retail stores to raffle or auction. Sometimes retail stores are more willing to donate items or auctions or raffles because they get immediate exposure (advertising) this way.

What does the sponsor receive?

Besides the satisfaction they'll get from realizing their contribution the following recognition is given:

Sponsors who contribute a minimum of \$100 to you, before December 11th, 2009 will receive a listing in the iPOP! Schedule Book and at www.ipopconvention.com. The iPOP! Online Performer Directory can be accessed by every registered contestant, parent, and guest; including every agent, personal manager, and casting director who attends.

Check with your Director first and if they agree, some sponsors may be eligible to hold a presentation at your school featuring their services. Others may want to have information about their business at your school.

What is a sponsorship packet?

Your very own personal PR packet! Every iPOP! Contestant who is seeking sponsors should have a Sponsorship Packet.

Your packet should look professional and explain why you would like them to be one of your sponsors. Your packet should include: an iPOP! Sponsorship letter; a brief note from you stating why you want to go to iPOP! (stress your commitment to developing a professional career in the fashion or entertainment world, your positive attitude, and the fact that iPOP! is offering you an opportunity to showcase your talent and learn about the business from experts!); a photograph (laser copies are fine); a sponsorship receipt that they can use for tax purposes (if applicable); an iPOP! Corporate Brochure.

Your Director can help you with your Sponsorship Packet. They may have additional literature that could be included in your packet.

Is Sponsorship Tax Deductible?

Each sponsor's tax situation is different. That is why we don't and you shouldn't answer this question for any sponsor! Every sponsor who inquires about this subject should check with his or her accountant. However, here are a few things you might choose to mention:

- A sponsorship in the amount of \$100 or more received before December 11th, 2009 entitles them to sponsorship listing in the iPOP! Online Performer Directory. Therefore, many companies may find that their contribution is tax deductible as an advertising expense.
- Self-employed persons or small business owners may find that sponsorship of their family member(s) is tax deductible as an advertising as an advertising expense for the same reason listed above.
- Because iPOP! offers educational seminars and workshops, your sponsor may be able to write the expense off to education.

Remember to provide each sponsor with a receipt. Discuss with your Director who the sponsor should write the check to.

What Are A Few Other Suggestions?

Your director can be helpful in putting together group organized fund raisers that will benefit everyone in your group attending iPOP! 2010 Los Angeles.

Car washes, raffles, bingo (if it's legal!), doughnut and bake sales, spaghetti dinners, silent auctions, and candy sales are just a few ideas that have worked for other groups in the past. Sometimes someone in your group may be able to donate a really fabulous item that can be raffled or auctioned. (Check your local laws regarding raffles, auctions, or games of chance.)

Clubs, organizations, and churches where you or a family member belong might be willing to help you by providing a hall or space for your fund raiser. Don't forget to check with your local bowling alley and skating rink either!

Positive publicity always attracts attention! Write letters to your local newspaper and contact local TV and radio news departments about your scholarship need and your desire to go to iPOP!!

Always remember to discuss anything you are planning to do with your Director beforehand!!

Also remember, it often takes hard work and perseverance to convince a potential sponsor to make a contribution. Don't give up! Stay determined and focused and you will be successful with your fund raising efforts and on your way to iPOP! 2010 Los Angeles!

...and most importantly, always remember to say **"THANK YOU"** whether someone has given you a donation or not!!!

Gal's Ideas...

Maid For A Day

Ask friends, neighbors, and family to donate a day of services helping you wash dishes and inside windows; cleaning bathroom sinks and tubs etc. Charge \$6 - \$9 an hour. If you have five volunteers plus yourself working six hours in one day at \$8 per hour, they will have helped you earn \$288.00 towards iPOP! 2010 Los Angeles!

Make Over Slumber Party

Do this with one or two iPOP! Contestants)

You'll need a location, date, donated munchies, and really great invitations with a RSVP. Everyone brings their own make-up and supplies...iPOP! contestants bring hair accessories, curlers, dryers, curling irons, spray, and make-up supplies, cameras and/or a camcorder. Each guests pay \$20. First...teach them what you know and then let them do themselves. You'll want good lighting and lots of mirrors. Second...everybody removes their make-up and then two or three of your reapply the make-up to your guests with a NEW look...be fearless and fun!! Great music helps!

Make-over Social

Same as slumber party, only do it during the day/evening! Serve dessert, coffee, and iced tea. Decorate with floral arrangements, plants, accent pillows, draped scarves, jewelry, etc. Do this for adults or mothers and daughters.

Glamorous Moments

Like getting a Glamour Shot but it's less money and for a much better cause...getting you to iPOP! 2010 Los Angeles! Get three for four iPOP! girls to sign up and schedule a time with friends, family, and neighbors. Then borrow a good camera, get lots of film, and one hour or overnight developing donated. Remember to bring lots of make-up, hair design supplies, and beautiful accessories to help accentuate everyone's best attributes! Work quickly in teams to transform and photograph. You can repeat this on several evenings and make daytime appointments available too! Charge \$25.00 per person. Take three photos of each person and have 5X7 photographs made. Then watch their faces light up when they receive their glamorous photograph!

Guy's Ideas...

Boot-N-Shoe Shine

You will need several Dads, Uncles, and neighbors to pitch in! They can donate rags, tins of shoe polish, brushes, and even themselves to lend their elbow grease for the day. Arrange with your "customers" a drop-off/pick-up or delivery time. Charge \$3 per pair, \$4 for boots, or any four pairs for \$10. Put a "thank you" note with each bag of returned shoes. Advertise in Barber Shops, Tobacco Stores, Gyms, etc. (This could earn you \$300 or more!!)

Dart Tournament

Pick a date, location, and advertising slogan. Find volunteers willing to donate three or four dart boards, donated snacks, and donated prizes. Sign up friends to help get people signed up and collect \$5 or \$10 Entry Fee and let the games begin! Other tournaments: Horseshoes, Basketball Shoots, Baseball Throw, etc.

Heavy Housework

All you need to remember for this is: the more VOLUNTEERS you have, the BETTER!! Ask them to donate a day and their supplies to do attic cleaning, house painting, window washing, yard work, furniture moving, etc. Charge \$7-\$10 dollars per hour. What your buddies "earn"...you keep! Surprise them with a "donated" thank you gift.

Wax and Wash

Just like a car wash but also offer waxing! You'll need volunteers, a donated location, rags, a bucket, cleaning detergent, water hose, and wax. ADVERTISE!! You can either charge by the vehicle or ask for a "donation" to help you on your way to iPOP! 2010 Los Angeles!

IDEA'S FOR KIDS

Pet Shows

You will need: Prizes, advertising, sign-up, a location and date, judges, and award categories. Each contestant pays \$5-\$10 to register their pet: cat/dog/hamster/bird/etc. Prepare beverages and snacks...your local grocery store may even donate this items! Make 1st, 2nd, & 3rd place award ribbons or certificates and prizes or one Grand Prize. Prizes should be age/gender appropriate. GET DONATIONS!!

Color-A-Thon

You will need Xeroxed copies of pictures to be colored; age appropriate groups of contestants/prizes/advertising; sign-up sheets; a date; and beverages and snacks. Each contestants pays \$5-\$10 to register for competition. Award category suggestions: "1st to complete", "Most Vivid," "Best To Stay In The Lines," etc.

Recruit three or more family members to get contestants signed up and paid. You MUST get prizes donated FIRST so that the advertising flyers and sign up sheets entice!!

Root-Beer Chugging Contest

You need DADS...to do the drinking, that is! You'll need a timer, donated prizes, award certificates, refreshments, etc. Charge each Dad \$10 to compete...turn this into a backyard/picnic situation!! (Maybe even a camera to document the Dads' chugging...?)

Suggested Sequence Of Events & Time Frames

EVENT

1. Date/Location/Prices
2. Tickets Printed and "on sale"
3. Advertising begins
4. Donations on-going and completed
5. Donations divided
6. Program & bid sheets complete
7. Final ticket sales
8. Decorating
9. Room set-up
10. Clean up
11. Account tallies
12. Thank you notes

TIME FRAME

- 6-8 Weeks
4 weeks before
4 weeks before
10 days before
5 days before
5 days before
5 days before
1 day before
Day of
Day of
Night of
Day after

EXPENSES NEEDS

1. Hall
2. Ticket Printing
3. Programs
4. Various Supplies

DECORATION

1. Ribbons
2. Netting
3. Baskets
4. Posters

GET VOLUNTEERS INVOLVED!!!

- Grandparents
- Boyfriends/Girlfriends
- Buddies

There are a lot of things to ask for & a lot of people to ask!!
Start Process right now!!!!

We'll see you in Los Angeles!!

Good Luck!!!

