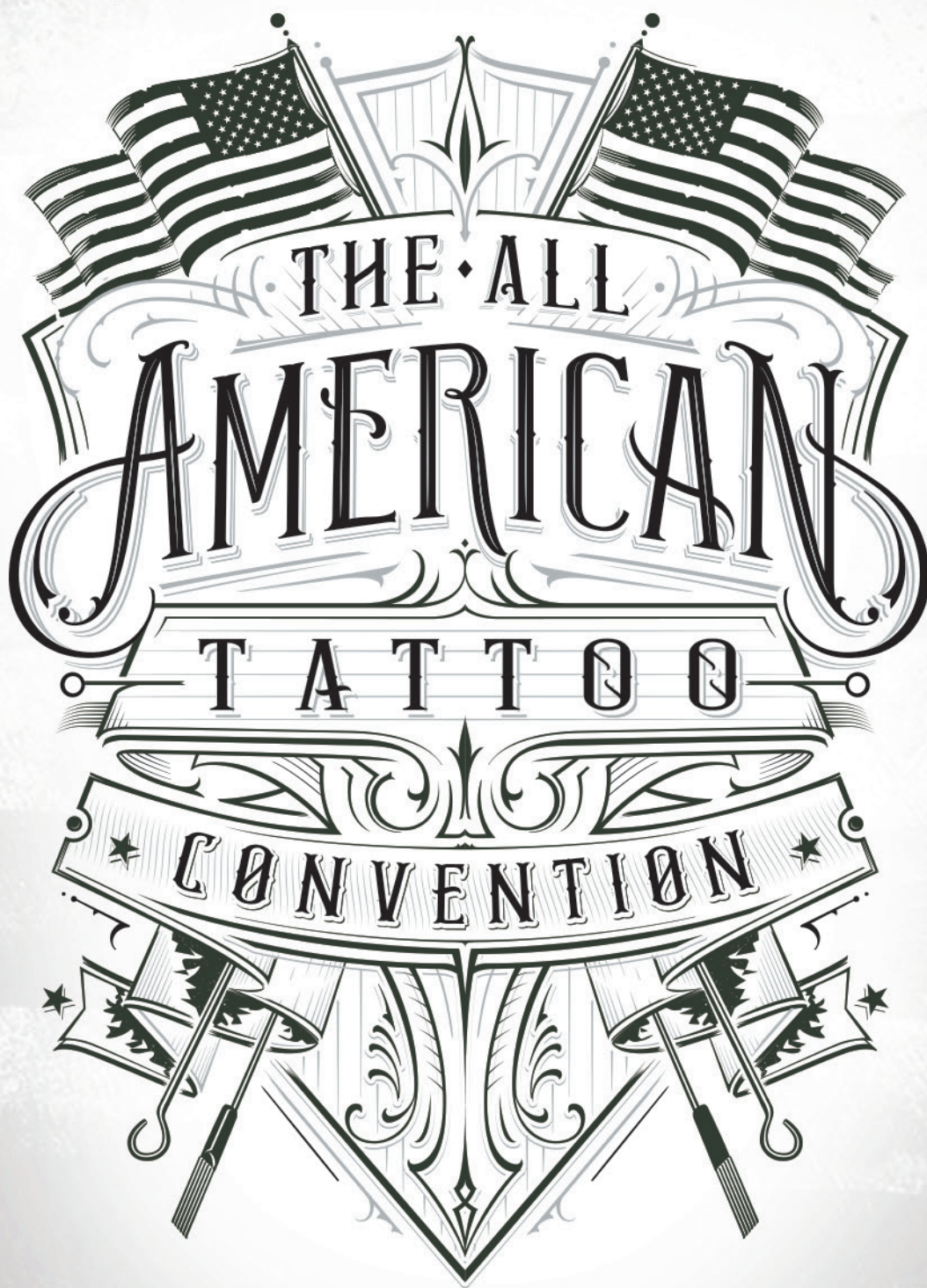


APRIL 14 - 16TH, 2017



SPONSORSHIP PACKET
[WWW. ALLAMERICAN TATTOO CONVENTION.COM](http://WWW.ALLAMERICAN TATTOO CONVENTION.COM)
FAYETTEVILLE - FORT BRAGG NC

2017 SPONSORSHIP PACKET

Thank you for your interest in the All American Tattoo Convention! This packet will give you all the information you need to know about the convention and why we chose Fayetteville NC as the location to showcase our support for tattooed military.

We have secured over 60,000 square feet to accommodate as many artists and vendors as possible to show our support for the tattooed military.

We have sponsorships available that will allow you to show your support for our soldiers and showcase your company to the more than 15,000 military and civilians that will attend the convention from April 14th to April 16th 2017.

Also remember that a percentage of every sponsorship package sold will be donated directly to help active duty and veterans that are dealing with PTSD and other combat related injuries. With more than 22 soldiers committing suicide a day we have to do better for the people who have sacrificed so much for us.



Ryan & Nicole Harrell
Creative Champion / 26 Tattoo Supply
Promoters - All American Tattoo Convention

WHY FAYETTEVILLE / FORT BRAGG NC?

Fort Bragg is the largest US Military base in the world.

Tattoos and the US armed forces have a history dating back as far as the early 1900's. To the millions of Americans who have served either as active service personnel or reservists means there are countless inked active duty & war veterans. Many of these tattoos are a constant reminder to their loyalty not only to their branch/unit but also to their country. These tattoos showcase the pride in camaraderie with their fellow soldiers or in remembrance of a fallen comrade.

Tattoos and body art can tell a story that words fail to serve. No one knows this better than our troops who when they come back from war, often struggle to rejoin everyday life and relate to those who have no concept of what it's like in war. Tattoos give these veterans an outlet to express themselves and show the pride in being a part of something bigger than themselves.

Our goal is to give some of the best tattoo artists in the world the opportunity to showcase their talents to some of the bravest heroes in the world.

EXPECTED ATTENDANCE:

18,000k

TARGET DEMOGRAPHIC:

Age: 18-35

60% Male - 40% Female

TATTOOED MILITARY DEMOGRAPHICS:

- Over 20% of the adult US population has a tattoo. In the military however it is estimated that over 75% (up to 90% across combat arms) has at least 1 tattoo.
- The number of tattooed US adults under the age of 40 is 47%, which is the target age for military personnel.
- Since 2003 the term "tattoo" has been the most searched beauty term.
- The Fayetteville region has one of the highest "tattoo shop per square mile" ratios in the country.

MARKETING EFFORTS AND REACH:

- Highly optimized website on all major search engines.
- Email campaigns sent out to all local media outlets as well as those media outlets email lists.
- Listings on all major convention websites.
- Lamar Billboards will be posted on I-95 for 6 months in advance of the convention.
- Inclusion of an insert in the Ft Bragg Paraglide newspaper during the days that coupons are inserted.
- Our street team will distribute over 100,000 flyers for 12 months in advance of the convention in the Fayetteville area.
- We will personally reach out to every tattoo shop within a 500 mile radius of Fayetteville NC as well as targeted shops throughout the US. Including a special social media campaign geared towards veteran tattoo artists.

CONVENTION DATES:

Friday, April 14th 2017, 12:00pm - 11:30pm

Saturday, April 15th 2017, 12:00pm - 11:30pm

Sunday, April 16th 2017, 12:00pm - 9:00pm

(times subject change)

LOCATION:

The Crown Complex Expo Center
131 E. Mountain Dr., Fayetteville, NC 28306

ADMISSION:

Single Day: \$25 Advance (\$5 Military Discount) / \$30 at the Door

3-Day Pass: \$45 Advance (\$5 Military Discount) / \$55 at the Door

VIP (3-Day Pass, Shirt, Promo Package): \$60 Advance (\$5 Military Discount) / \$75 at the Door

GIVING BACK:

22 That is the number of veterans that commit suicide every day.

No one knows the sacrifices our service members make more than we do. We are the daughters, granddaughters, grandsons, cousins to active duty personnel and serve a customer base that is over 80% military.

For this reason we want to give back and help soldiers suffering from the long term effects of PTSD and other combat related injuries. You will see in the sponsors section a percentage number. This number represents the amount of your package that will be donated directly to our selected non profit organizations to help our service members in their transition from war to homelife.

Veterans account for 22% of suicides nationally, while representing just 7% of the overall U.S. population.

[Source: Veterans Administration Suicide Report 2012. US Census 2012.]

Your company or organization will also be prominently displayed on our 25x10 foot wall of thanks in the entryway to our convention for the duration of the convention. This will show our convention goers that your organization made a commitment to help them in their time of need, after not only the service members, but their families sacrificed so much to keep this great nation free.

SPONSORSHIP LEVELS:

Title Sponsor: \$20,000 20%

- Two (2) 10'x10' booths as soon as your enter the convention in the main entrance (If Needed).
- Your logo on all Lamar Billboards on I-95 for 6 months leading up to the event.
- Title sponsorship on the tattoo of the convention award.
- Your company or organization's logo printed on any and all printed material leading up to and during the event.
- Banner placement on the main stage for the duration of the event.
- Your logo and information prominently displayed on the website and all social media graphics.
- Twice monthly posts on all social media channels promoting your brand.
- Your logo as the title sponsor on the cover of our event guide.
- Full page ad in the event guide.
- Your logo on our Indoor Digital Billboards during the event.
- Your company included in every press release for the event.
- Sponsor page on the AATC website showcasing your support for our tattooed military.
- Ten (10) weekend passes

Platinum: \$10,000 10%

- Two (2) 10'x10' booths as soon as your enter the convention in the main entrance (If Needed).
- Your company or organization's logo printed on most printed material leading up to and during the event.
- Banner placement in the main entrance.
- Your logo and information on the website and some social media graphics.
- Multiple posts on all social media channels promoting your brand.
- Full page ad in the event guide as well as on our sponsors page.
- Your logo on our Indoor Digital Billboards during the event.
- Sponsor page on the AATC website showcasing your support for our tattooed military.
- Ten (10) weekend passes

Gold: \$5,000 10%

- Two (2) 10'x10' booths (If Needed).
- Banner placement in the main entrance.
- Your logo and information on the website.
- Multiple posts on all social media channels promoting your brand.
- Half page ad in the event guide as well as on our sponsors page.
- Your logo on our Indoor Digital Billboards during the event
- Sponsor page on the AATC website showcasing your support for our tattooed military.
- Five (5) weekend passes

Silver: \$2,000 10%

- One (1) 10'x10' booth (If Needed).
- Banner placement in the main entrance.
- One promotional post on all social media channels promoting your brand.
- Quarter page ad in the event guide as well as on our sponsors page.
- Sponsor page on the AATC website showcasing your support for our tattooed military.
- Three (3) weekend passes

Brass: \$1,000 10%

- Quarter page ad in the event guide as well as on our sponsors page.
- Sponsor page on the AATC website showcasing your support for our tattooed military.
- Three (3) weekend passes

Tattooed Military Supporter: \$500 50%

- This sponsorship level is for any organization who wants to showcase their support for our service members going through the pain of combat related injuries, both physical and mental.
- 50% of every dollar amount given will be directly donated to charity to help our soldiers and their families.
- Your company or organization will also be prominently displayed on our 25x10 foot wall of thanks in the entryway to our convention for the duration of the convention.
- We will also give you shout out's over the announcements throughout the entire weekend event.

Additionally, submissions of sponsorship and/or offers of any kind are welcomed.

Contact Ryan Harrell / 910-494-8878 / allamericantattooconvention@gmail.com

Production / Sponsorship / Entertainment

