



FAYETTEVILLE - FORT BRAGG NC
WWW. ALLAMERICANTATTOOCONVENTION.COM

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 74,000 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 OUR CONVENTION.

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
PROMOTERS - ALL AMERICAN TATTOO CONVENTION LLC**

WHY FAYETTEVILLE / FORT BRAGG NC?

FORT BRAGG IS THE LARGEST US MILITARY BASE IN THE FREE WORLD.

THE GOAL OF THE ALL AMERICAN TATTOO CONVENTION IS TO GIVE SOME OF THE BRAVEST HEROES IN THE WORLD THE OPPORTUNITY TO BE TATTOOED BY SOME OF THE BEST TATTOO ARTISTS IN THE INDUSTRY.

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 TATTOOED 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 TO BE IN THAT SITUATION. TATTOOS GIVE THESE VETERANS AN OUTLET TO EXPRESS THEMSELVES AND SHOW THE PRIDE IN BEING A PART OF SOMETHING BIGGER THAN THEMSELVES.

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.
- ★ THE FAYETTEVILLE REGION HAS ONE OF THE HIGHEST "TATTOO SHOP PER SQUARE MILE" RATIOS IN THE COUNTRY.

EVENT DETAILS

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): (LIMITED QUANTITY - 250)
\$60 ADVANCE (\$5 MILITARY DISCOUNT)
\$75 AT THE DOOR

MARKETING EFFORTS AND REACH

- ★ ONLINE EFFORTS TO INCLUDE; HIGHLY OPTIMIZED WEBSITE ON ALL MAJOR SEARCH ENGINES & PAID & ORGANIC SOCIAL MEDIA CAMPAIGN.
- ★ EMAIL CAMPAIGNS SENT OUT TO ALL LOCAL MEDIA OUTLETS AS WELL AS THOSE MEDIA OUTLETS EMAIL LISTS.
- ★ LISTINGS ON ALL MAJOR CONVENTION WEBSITES.
- ★ BILLBOARDS WILL BE POSTED ON I-95 FOR 6 MONTHS IN ADVANCE OF THE CONVENTION.
- ★ INCLUSION OF AN INSERT IN LOCAL & STATE-WIDE NEWSPAPERS 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.
- ★ OUR CONVENTION WILL BE SOLD OUT WITH A MIN OF 250 BOOTHS.
- ★ COMMERICALS ON LOCAL MOVIE SCREENS 6 MONTHS IN ADVANCE.
- ★ RADIO ADVERTISING 6 MONTHS PRIOR TO THE EVENT AND LIVE REMOTES.

GIVING BACK: 22

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.

WHO WE ARE GIVING TO



SPONSORSHIP LEVELS:

Title Sponsor: \$20,000 20%

- Two (2) 10'x10' booths as soon as you 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 logo on the totes given to every convention goer.
- 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 you 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.
- Your logo on the totes given to every convention goer.
- 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

The All American Tattoo Convention Sponsorship Agreement

Date of Agreement:

Date of 1st Sponsor Payment begins all advertising

Sponsor Name:

Title:

Address:

Website:

Instagram:

Facebook:

Email Address:

Sponsorship Level:

Payment Method:

CC Authorization:

Name on Card:

Card Number:

Expiration Date:

CVV:

Zip Code:

The All American Tattoo Convention agrees to provide all shown marketing in sponsorship packet.

Signature of Sponsor

Nicole Norton/Owner/The All American Tattoo Convention LLC



PITCH

DIGITAL MEDIA

ABOUT US

Pitch Digital Media is a local family owned and operated advertising network. We have digital screens inside of high traffic locations around Fayetteville and Hope Mills , North Carolina. Our focus is on developing the most effective technology solutions while delivering top notch design. Pitch Digital media can get your business seen by thousands at a fraction of what you would pay for traditional advertising.

SERVICES

Digital Advertising, Graphic Design,
Menu Boards, Print Solutions

PHONE NUMBER

844-Go-Pitch (844)-467-4824

OUR NETWORKS



CROSS CREEK

Lorem ipsum dolor
sit amet



Fayetteville

Averages 84,000
visitors yearly



Hope Mills

Averages 180,000
visitors yearly



Averages 26,000
visitors yearly



Lorem ipsum dolor
sit amet



Averages 30,000
visitors yearly



Averages 13,000
visitors yearly





Billboards



T-Shirts



Presenting
Check



Only-N-Door
Screen's
(mall, gyms, etc).

THE · ALL
AMERICAN
TATTOO CONVENTION

THANK YOU!