



Sponsorship Opportunities

About the F.A.M.E. Awards:

The F.A.M.E. Awards (www.TheFAMEAwards.com) is an annual online adult awards show sponsored by AVN® Media Network, WantedList.com, Genesis Magazine and AdamEve.com during Erotica LA (www.erotica-la.com June 12-14, 2009) which attracted 40,000+ consumers in 2008.

Fan participation and recognition of the show has grown tremendously over the past 3 years. In 2006 the award show attracted 35,000 votes from fans across the web. Last year the awards show garnered more than 100,000 **UNIQUE** online votes. We are expecting the biggest numbers yet for 2009.

The show utilizes two rounds of voting by fans and attracts them with top promotions, marketing and public relations professionals. This all culminates in a top-notch live awards show on the main stage during Erotica LA on Saturday, June 13th at the Los Angeles Convention Center featuring the attendance of the industry's top stars, companies and insiders.

Business development opportunities with WantedList.com, SwankDollars.com (Genesis Magazine), AdamEve.com and AVN® Media Network.

In the past two years the main producers of the show have worked hard to develop the website and the name for the award show. This year the focus will be on generating business through its sponsors. Each company is dedicating either an affiliate or marketing person within the company to help generate sales and traffic amongst the various platinum sponsors. Our main goal this year is to facilitate business development by using this awards show as our medium. We believe that the sales generated from the mutual companies doing business with each other will easily cover costs, promote our brands and lead to long lasting business development engagements.

PROPOSED SPONSORSHIPS

Platinum Sponsorship: \$10,000.00

Number of Platinum Sponsors: 1

(Ideal for a cam company)

Benefits for a Platinum Sponsor

- Rights to broadcast the F.A.M.E. Awards live during Erotica LA
- Rights to promote the live broadcast of the F.A.M.E. Awards between now and then
- Rights to having nominees promote themselves on your site
- Rights to the "Road to F.A.M.E." celebrity chats with nominees of the awards.
- Shared booth space at Erotica LA to hand out marketing materials or have girls sign
- Top banner and sponsorship placement on www.TheFAMEAwards.com
- You will be the exclusive cams company to the F.A.M.E. Awards
- Your company will be named on numerous (at least 2) press releases between now and the end of Erotica LA, time permitting.
- Access to all opt-in email addresses from the F.A.M.E. voters. Last year we received 100,000 votes with about 50K opting into the newsletter.
- Representation at all F.A.M.E. Awards functions.
- Marketing and promotion on the F.A.M.E. Awards website and our ongoing email campaigns.
- Branding for your company via physical banners at the show, logo placements on step and repeats during our red carpet.
- Full-page ad in the Erotica LA show program.
- V.I.P. seating for 10 at the live F.A.M.E. Awards show.

Gold Sponsorship: \$5,000.00

Number of Gold Sponsors: 2

Benefits for a Gold Sponsor

- Shared booth space at Erotica LA to hand out marketing materials or have girls sign
- Banner and sponsorship placement on www.TheFAMEAwards.com
- Your company will be named on numerous (at least 2) press releases between now and the end of Erotica LA (time permitting).
- Access to all opt-in email addresses from the F.A.M.E. voters. Last year we received 100,000 votes with about 50K opting into the newsletter.
- Representation at all F.A.M.E. Awards functions.
- Marketing and promotion on the F.A.M.E. Awards website and our ongoing email campaigns.
- Branding for your company via linked banners on the website, logo placements on stage and banners throughout the F.A.M.E. Awards Show location.
- Full-page ad in Erotica LA's show program.
- V.I.P. seating for 10 at the live F.A.M.E. Awards show.

Silver Sponsorship: \$2,500.00

Number of Silver Sponsors: 3

Benefits for a Silver Sponsor

- Shared booth space at Erotica LA to hand out marketing materials or have girls sign
- Banner and sponsorship placement on www.TheFAMEAwards.com
- Your company will be named on numerous (at least 2) press releases between now and the end of Erotica LA, time permitting.
- Access to all opt-in email addresses from the F.A.M.E. voters. Last year we received 100,000 votes with about 50K opting into the newsletter.
- Representation at all F.A.M.E. Awards functions.
- Marketing and promotion on the F.A.M.E. Awards website and our ongoing email campaigns.
- Branding for your company via linked banners on the website, logo placements on stage and banners throughout the F.A.M.E. Awards Show location.
- Half-page ad in the Erotica LA show program.
- V.I.P. seating for 6 at the live F.A.M.E. Awards show.

For any of our sponsors, we are looking to tailor packages to your business. Our marketing team and brain trust will work with you to come up with specific angles and promotions to help maximize your company's exposure and business model.

We thank you for considering sponsoring the 2009 F.A.M.E. Awards. Please contact Steven Komarnitsky for any questions at 818.718.5788 x114 or steven.komarnitsky@avn.com.