



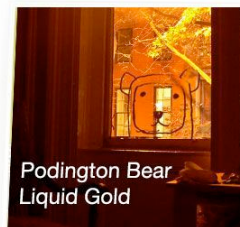
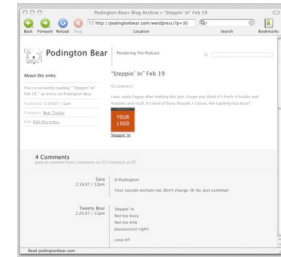
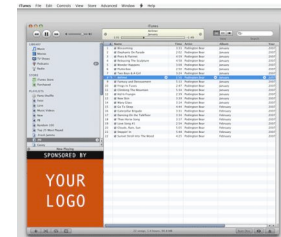
Be my patron.

In a nutshell: We are in the midst of a revolution. Seventy-five million savvy young Americans, 16-34, don't want to pay for music anymore, and they're finding new ways to avoid your advertising dollar (Tivo, Satellite Radio and ad-blocking browsers are entering the mainstream.) But this demographic has money. Loads of it. They spend in excess of \$200 billion each year on the kinds of services and products you offer. *What to do?*

The pitch: Give them what they want. Free music + unobtrusive ads. The concept is simple and age-old. Be a benevolent, noble, and savvy patron of the arts. You pay for me to do my thing (to create an original song of lasting value), and for that you get not only altruistic satisfaction but unprecedented visibility and advertising longevity where this generation is looking: *their computer and iPod screens, blogs, and free music CDs!*

How does it work? When you become a Podington Bear song sponsor you get 3 forms of visual advertisement that will infiltrate your hard-to-reach target market, reinforce your image, and likely last longer than any other advertising content vehicle!

1. **Your scalable gif or jpeg advertisement will replace the 'album art' in iPods and similar mp3 players, as well as in iTunes and similar applications.** The user experience of listening to the song will not be compromised on an auditory level (like commercial radio campaigns or modern new-media variations) therefore your advertisement will likely outlast traditional media, and replay in your target market's "personal music environment" (where every company wants to be). Think of your logo appearing on the 12th generation iPod. We're really talking years, maybe decades of brand reinforcement. This logo will also feature a URL link the user can simply click when listening in iTunes.
2. **Your logo and a link to your website will be featured in the blog post that accompanies the world premiere of each track on podingtonbear.com, as well as the popup Podington Bear Media Player, and on Podington's MySpace Page.**
3. **Your color-printed logo and URL will be printed next to the track title you sponsored on a FREE promotional CD collecting the 13-15 songs premiered each month as a cohesive album.** This CD will be mailed out to the taste-making elite for review and consideration. It will also be available to Patron-retailers as high quality, content-rich counter give-away items (reinforcing the benevolent and artist-friendly image of your business).



Stats (from podingtonbear.com in its infancy)

- Roughly 1100 songs served per day, or 35,000 songs per month
- 63% of content served directly into iTunes, and by extension, iPods and mp3 players.
- 100,000 pages visits per month

- 12,000 unique visitors
- The Podington Bear Podcast reached #13 on the iTunes Top Music Podcasts Chart and has been in the top 100 for most of the month of February.

Demography:

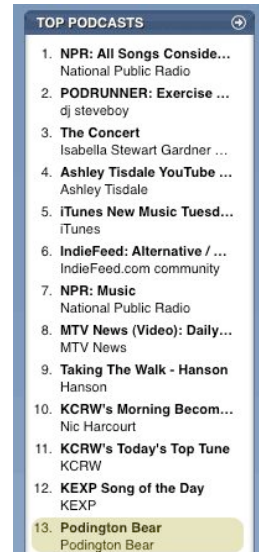
- <30% own a Mac
- The vast majority own an iPod
- An exponentially growing audience of influential, tech savvy, early adopters and music lovers .

Cost Benefit Analysis:

- Lasts longer in the personal environment of your target market than web banner ads, print ads, television, and radio.
- Reinforces the notion that your company values art, creativity, music, personality, quality, and service, while maintaining a forward-looking, progressive approach to advertising.
- Is altruistic and benevolent. It is charitable branding at work.

Rates:

For a the month of March Podington is offering song patronage to individuals and small business only, on a sliding scale, \$100 per person, \$200 per company suggested sponsorships. Wow!



FAQ

Is this limited to companies? Can individuals be patrons?

Of course! You can attach a picture of your new love, your dog, or your model train to my song. Basically any 500x500 pixel image that is readable when scaled will do nicely. Companies may just submit their logos.

Who will own the song?

Podington Bear will retain 100% of the master, mechanical, copyright and sync rights to the song.

Can't the user just remove the image/logo?

The image is linked to the .m4a (AAC format) song file with Apple's "chapter" technology. It also includes a link to your URL that the user can click when listening via iTunes.

So you're giving away songs and CDs? Are you giving up your interest in selling retail copies of the record?

No. Although the recording artist known as Podington Bear has no intention of monetizing his art in the traditional brick-and-mortar paradigm (i.e. selling songs on plastic CDs, packaged in plastic boxes, distributed via trucks and planes to bins of the record shops of the world) he intends to market it as a downloadable commodity like any other album release on iTunes and so forth, after the sponsored world premiere online.

But why would someone pay for it if they get it for free?

The song will premiere as a sponsored track and will be exclusively available – with your graphic attached to it – for a period of one month. After this exclusive time period (think of it as a theatrical sneak preview) the song file will persist in the same location on the internet – in the Podington Bear Podcast archive – as a *long-form sample* for one year (retaining your graphic, but fading abruptly after 2 minutes [or ¾ of the full length] track time). At this point the full length track will only be available via online retailers. People who did not download the song during the initial free four week debut will have to pay for it.

Can I preview the song I am sponsoring?

Yes, but keep in mind that Podington Bear is not, and should never be mistaken for an ad agency. This is art, so previewing the art comes at an added premium. A tiered price structure has been created to meet your branding needs. The highest level of service offered will be a selection of three proposal songs. (In the case that the company passes on all 3 options, 50% of the patron fee will be retained.