

I N K I N  
OKLAHOMA



TATTOO CONVENTION  
APACHE CASINO

OCTOBER 26<sup>TH</sup> - 28<sup>TH</sup> 2018

LAWTON, OK

# EVENT OVERVIEW

## Overview

Festival style event, featuring tattoo artists, piercers, and unique vendors from across the country. Tattooing and piercings will be done on site along with live entertainment. Entertainment includes but not limited to DJs, local emerging artists as well as radio artists, and contests featuring tattoos, beards and pin up girls. Food and beverages are also available.



## Target

This event is geared to bring together an audience consisting of all ages, genders, ethnicity, and educate the coast in many different mediums of art in a family friendly environment. It will also demonstrate the proper procedure and sterilization involved in a tattoo procedure.

## Sponsorship

Interface directly with thousands of untapped, prospective, or current consumers. MAJOR PROMOTION AND MEDIA VISIBILITY local, national and international via: Television, Tattoo/motorcycle magazines, major local radio stations, print, social media and web.

**Name of the Event:** Inkin Oklahoma

**Frequency:** Annually

**Current Year:** 2nd

**Date:** October 26<sup>th</sup> – 28<sup>th</sup> 2018

**Location:** Apache Casino, Lawton

**Exhibitors:** 75

**Expected Attendance:** 1,500-2,000 per day

**Ticket Prices:** \$20 a day, \$45 for whole weekend

**Producer:** Aaron Antonucci of INKIN Productions, LLC

**Sponsorship Levels:** Bronze, Silver, Gold, Platinum, Diamond, and Double Diamond



# PROMOTIONS

## RADIO

Radio commercials on various network stations will be covering the types of stations including: actual event including the following:

Rock, Pop, Country, and Easy Listening

## NEWSPAPERS/ MAGAZINES

(LOCAL & NATIONAL)

## INTERNET / WEB

[www.Inkinthecoast.com](http://www.Inkinthecoast.com)

Youtube.com

Intstagram.com

Facebook.com

and hundreds of banner exchanges



## FLYERS / POSTERS

60,000 flyers and full color posters will be distributed to many various retail locations, military bases, clubs, large events throughout Oklahoma and many other locations across the US.

H2Ocean Tattoo and Piercing Aftercare, World Famous Tattoo Supply, Kingpin Tattoo Supply Company, and various other large tattoo supply companies will be distributing flyers to all their customers until the event dates.

Local Street teams to distribute throughout Oklahoma including military bases, Oklahoma City, Tulsa, Dallas, Fort Worth, Wichita, and other surrounding cities.

## LOCAL BILLBOARDS

Static Billboards will be up for one month prior the show stretching from Dallas, Texas to Tulsa, Oklahoma.

## SPONSORSHIP OPPORTUNITIES

The market for Inkin Oklahoma is a cost-effective tool for corporations, small businesses, educational institutions, community organizations, publications, government entities, retail businesses, and other supporters of the tattoo and piercing industries to establish a direct link with consumers or constituents.

INKIN Productions, LLC and Inkin Oklahoma offers a unique marketing opportunity for your company. Through a series of dynamic advertising campaigns and synergistic marketing strategies, your company can become linked with one of the year's biggest events. This type of marketing can be extremely effective improving brand awareness and recognition.

Your sponsorship will grant you the following opportunities:

- Create awareness and establish a new market for your product line or services to hundreds of thousands of people
- Receive extensive co-branding publicity and advertising
- Educate potential consumers about your products and service
- Strengthen your perception as a community asset, supporter, and a major player in the industry
- Increase sales, branding and distributing opportunities



# SPONSORSHIP LEVELS

## SILVER

\$1,000

Placement on flyers

¼ page ad in event booklet

Placement on event website vinyl banner placement at event

(Does not include banner printing)

Placement in all local print ads

(Newspapers, local magazines, etc.)

2 weekend passes to the event -or-

Placement on flyers

Placement on event posters

Placement on event website

10x10 booth at the event

2 weekend passes to the event

## GOLD

\$2,500

Placement on flyers

Placement on Posters

½ page ad in event booklet

Placement on event website

Vinyl banner placement at event (includes banner printing)

Placement in all radio and print ads (newspapers, local magazines, etc.)

4 weekend passes to the event

10x10 booth

**\*PRODUCT EXCLUSIVITY\***

## PLATINUM

\$5,000

Placement on flyers

Placement on Posters

Full page ad in event booklet

Placement on event website

Large vinyl banner placement on stage at event (includes banner printing)

Placement on all radio ads

Placement in all print ads (newspapers, local magazines, etc.)

Placement in all national magazine ads

8 weekend passes to the event

10x20 booth or

agreed upon floor space to exhibit product

One full side of Vendor / media Laminates) (limited avail.)

**\*PRODUCT EXCLUSIVITY\***

## SPONSORSHIP LEVELS CONTINUED

### DIAMOND

\$10,000

Placement on flyers

Placement on Posters

Full page ad in event booklet

Placement on FRONT PAGE of event website

Large vinyl banner placement on stage at event

Placement on all radio ads

Placement in all local print ads (newspapers, local magazines, etc.)

Placement in all national magazine ads

Placement on Billboards

8 weekend passes to the event

10x20 booth at event or

agreed upon floor space to exhibit product

2 hotel rooms 4 days & 3 nights (Hotel: TBA)

**\*PRODUCT EXCLUSIVITY\***

### DOUBLE DIAMOND

#### (PRESENTING SPONSOR)

\$25,000

Placement on flyers

Placement on Posters

BACK COVER in event booklet

Placement on FRONT PAGE event website

Large vinyl banner placement on all stages at event (includes banner printing)

Placement on all radio ads

Placement in all local print ads (newspapers, local magazines, etc.)

Placement in all national magazine ads

Placement on FRONT of Event T-shirts - sold at event

16 weekend passes to the event

10x20 booth at event or

agreed upon floor space to exhibit product

4 hotel rooms 4 days & 3 nights (Hotel: TBA)

VIP limo service to and from event

**\*PRODUCT EXCLUSIVITY\***

For more information please visit our website at [www.inkinoklahoma.com](http://www.inkinoklahoma.com)

# COMMITMENT FORM

Contact Person: \_\_\_\_\_

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

Business Phone: (        ) \_\_\_\_\_

Business Fax: (        ) \_\_\_\_\_

Email: \_\_\_\_\_

Web Site: \_\_\_\_\_

Type of Company: \_\_\_\_\_

**Please choose your sponsorship level:**

\_\_\_ Bronze \_\_\_ Silver \_\_\_ Gold \_\_\_ Platinum \_\_\_ Diamond \_\_\_ Double Diamond \_\_\_ Other \$ \_\_\_\_\_

**Acknowledgement of commitment**

By participating in the INKIN OKLAHOMA Event your company agrees to pay the above sponsorship level dollar amount as outlined in the sponsorship package. In return, your business will receive the sponsorship package benefits specified in the particular level stated above. Having carefully read the sponsorship package, I do hereby agree to enter into a contract with INKIN Productions, LLC and will deliver this service per specifications found in this sponsorship package.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Authorized Name (print)

\_\_\_\_\_  
Date Signed

\_\_\_ Our check is enclosed      \_\_\_ 50 % now      \_\_\_ other (please state) \_\_\_\_\_

Aaron Antonucci  
INKIN Productions LLC  
162 Harcourt Place  
Raeford, NC 28376  
(228) 383-2150