

**EBONY
PYRAMID
ENTERTAINMENT**



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Ebony Pyramid Entertainment

"Where You're The Main Attraction"

www.EbonyPyramidOnline.com

Dear Valued Associate:

Would you like to buy into a MULTI-BILLION DOLLAR opportunity? Well, this is your chance to do so at a reasonable price by tapping into the buying power of two combined markets of the African-American community and the Lesbian, Gay, Bi-Sexual, and Transgender (LGBT) community. Please join Ebony Pyramid Entertainment (EPE) for The 9th Annual Black Gay & Lesbian Pride: Caribbean Cruisin' - Nassau and Paradise Island, Bahamas from October 9-13, 2008. You can advertise your business or organization in our Official Program Guide, interact directly with our guests, from across the country, or allow EPE to sale your products for you during our Miami Pre-Cruise Exhibition at our host hotel, The Miami Beach Resort and Spa in Miami Beach, Florida.

The Official Program Guide will be filled with welcomes, activities, itineraries, entertainment information, and of course YOUR advertisement, that will be taken back to guests' homes throughout the United States and The Bahamas. This is an excellent opportunity to reach the African American LGBT Consumer. The Official Program Guide will be given free of charge to all cruise guests and the Miami and Bahamas residents that attend our events. In addition to using the Official Program Guide for Pre-Cruise and Cruise events, we will use the guide as promotional material during future marketing campaigns.

During the Pre-Cruise festivities, we will showcase exhibits, shopping, and entertainment. As guests arrive for a weekend of fun, they will have a chance to see YOUR products on display and/or for sale. A new feature is our EPE Shop where we will promote and sale your product for you, which will cut out travel, lodging, and other expenses, yielding you more profits. So, we welcome you to also take advantage of these promotional outlets.

In addition to purchasing advertisement, vending space, or retail consignment, we will list you on our website as 2008 Official Cruise Sponsors. Business and organizations that purchased Half Page or Full Page ads will have a link to their websites, yet another tool to maximize your business or organization's product or service to more than just our attendees. To further promote your business or organization, we are also offering to have your logo placed on our Official T-shirt, which will be worn during our event, and even back at the homes of our attendees, for all to see.

The deadline to purchase these great services is August 15, 2008.

We look forward to building a broad network between your business or organization and our community. Come aboard and join us in Paradise on "A Splash of Excitement!"

Bon Voyage,

DaJuan M. Xavier
DaJuan M. Xavier, MBA
Executive Director
Ebony Pyramid Entertainment

Alton L. Washington
A. Louis Washington
Director, Operations & Business Relations
Ebony Pyramid Entertainment

Ebony Pyramid Entertainment Yesterday! Today! Tomorrow!

Ebony Pyramid Entertainment was founded in 1999 in Washington, DC by a veteran entertainer and businessman, DaJuan M. Xavier. Ebony Pyramid Entertainment (EPE) was established as a subsidiary of NEMO, Inc., a 29 year old incorporated entertainment production company. EPE was formed to primarily serve the African-American Lesbian, Gay, Bi-Sexual, and Transgender (LGBT) community's entertainment needs on an upscale level. In addition to providing quality services to its supporters, EPE wanted to dedicated and generate charitable funds for HIV/AIDS organizations, female health and welfare concerns, Gay and Lesbian outreach programs, and African-American wellness.

In it's first year, EPE launched its now signature event, "The Black Gay and Lesbian Pride: Caribbean Cruisin' – Bahamas." The vision of the event was to create a social and networking venue, such as Prides held in major cities, but to do it on a cruise. Although the description of the event states "Black" and "LGBT" it does not mean that it is exclusively for that group, but that everyone is invited to join and celebrate the Pride. This has proven true, as many guests have brought their family members, friends, and children to the cruise event. The cruise event has been a great success. In its first year, 1999, there were 35 guests, the second year grew to 50 guests, and the third year jumped to a miraculous number of 250 guests. Now EPE cruise event enjoys more than 300 guests, plus its Miami and Bahamas attendees.

Another strong point of the EPE cruise and events is its quality entertainers. EPE has had the privilege to have some of the top Black LGBT performers, from across the country, as cast members. Because EPE's initial goal was to provide quality entertainment, it sought to make everyone a star when it created its slogan, "Where You're The Main Attraction!"

With the cruise being EPE's signature event, EPE also produced and supported other ventures. EPE has produced the EPE Pageantry System, EPE Talent Showcase, traveling Pride receptions, and Bayou Fest – New Orleans, Louisiana. EPE had the honor to host Bayou Fest, months prior to the tragic and unforgettable levy break. EPE has also supported and sponsored various Prides, such as DC, New York, Philadelphia, Houston, Los Angeles, Baltimore, and Chicago.

Out of all of the events, EPE has produced and supported, it takes the most pride in events such as support to LGBTQ youth programs, such as SMYAL, in Washington, DC, The AIDS Walk, HRC, NAACP, The Martin Luther King, Jr. Memorial on The Mall, breast cancer awareness, and a list of others. Because of EPE's commitment to the LGBT Community, it formed and launched a non-profit organization, Just As I Am Foundation, Inc., to serve as a national resource and referral organization to make all services known and available to those in need wherever they may be or go.

The next major goal EPE is looking forward to is its 10th anniversary of the cruise. Staying strong and continuing to

provide quality events to the public, EPE will host "LA Action!" in November 2008, during Veterans Day Weekend, in Los Angeles, California.

Thank you for supporting EPE and know that you are appreciated because at EPE it's "Where You're The Main Attraction!"

MARKETING INFORMATION

Promotions Outreach

Throughout The USA, Bahamas, and Dominican Republic

Promotions Method

Events, Flyers, Internet, and Promotional Partners

Promotions Reach

Over 50,000

Cruise Attendance

1,500 (including location guests and outside bookings)

Gender Breakdown

Male = 60%

Female = 40%

Racial Breakdown

African-American and Latino = 96%

Other = 4%

Age

18-24 = 4%

25-30 = 20%

31-35 = 27%

36-40 = 29%

41-45 = 15%

46+ = 5%

Education

High School = 13%

AA/Some College = 38%

Bachelors Degree = 33%

Masters Degree/JD = 14%

Ph.D./MD = 2%

Income

0-\$30K = 8%

\$31K-\$50K = 41%

\$51K-\$70K = 27%

\$71K-\$80K = 10%

\$81K-\$100K = 6%

\$100K+ = 8%

Overall Event Rating

Outstanding = 59%

Good = 34%

Fair = 7%

Poor = 0%

(SOURCE: Surveys and Guests' Data)



**OFFICIAL PROGRAM GUIDE & MIAMI PRE-CRUISE EXHIBITION
APPLICATION 2008**

COMPANY/ORGANIZATION _____

CONTACT PERSON _____ TITLE _____

ADDRESS _____

CITY _____ ST _____ ZIP _____

CONTACT PERSON PHONE NO. _____ ALT. _____

EMAIL ADDRESS _____ TYPE OF PRODUCT/SERVICE _____

DESCRIPTION OF PRODUCT/SERVICE _____

	Description of Item	Price		Selected Items for Purchase
Exhibition Vending Booth	one 6' draped table and two chairs. Additional items must be requested in writing and attached to this form.	\$50		
Product Consignment Sale "EPE Shop"	Ship your product to EPE to sale on behalf of the business or organization on consignment.	\$40 & 10% of Sales		
Official Program Guide	5.5x8.5 Cover Booklet. Ads must be camera ready, 300dpi, JPG or PDF HiRes.			
Quarter Page (1/4)		\$125		
Half Page (1/2)		\$200		
Full Page		\$250		
Cover Ads	Back \$400/ Insides \$300 (3 spaces)	\$400/\$300		
Flyer/Product Distribution	Placing flyers/product into gift bag and info booths	\$50		
T-Shirt Logo	Your logo on the official T-Shirts	\$300		
The Exclusive Package	Exhibition Booth, Full Page, Flyer/Product Distribution, T-Shirt Logo, Logo placed on select advertisement and EPE Homepage (\$900 Package)	\$700		
Total of Selections	Place the total in the far right			

**OFFICIAL PROGRAM GUIDE & MIAMI PRE-CRUISE EXHIBITION
ADVERTISER'S APPLICATION & GUIDELINE**

Exhibition Vending Booths

The vending booths will be setup with one 6' draped table and two chairs. Additional items must be requested in writing and attached to this form. Vendors are responsible for their own products/services and will not hold Ebony Pyramid Entertainment or the host hotel liable for any damage to it. Furthermore, Ebony Pyramid Entertainment and the host hotel will not be held liable for any damage or injuries the Vendors' product or service may cause to any guests. The Vendor will waive their rights to hold Ebony Pyramid Entertainment and the host hotel liable from any damages their product may cause to any individual, by signing this agreement.

EPE Shop: Product Consignment

EPE will sale your product for you during the Pre-Cruise Expo on Thursday and the party and show on Thursday night. This service saves business from paying travel, lodging, and other related cost, providing more profit to the business. The cost of this service is \$40. Businesses must ship their product to the host hotel (by October 6, 2008), along with any sales banners or peripheral material. EPE will retain 10% of all sales of the product. Business must include materials (boxes and pre-paid shipping information) for remaining/unsold products to be shipped back to the business. If return shipping material is not included, EPE will ship back the remaining/unsold products C.O.D (Cash on Delivery). A check for products sold will be mailed to business within 15 days after the Pre-Cruise event.

Official Program Guide

The Official Program Guide will be a 5.5 x 8.5 Color Booklet. Ads must be camera ready and 300dpi, JPG (JPEG) or PDF HiRes files. Approximately 1,000 booklets will be printed.

If you are unable to prepare your ad in the specified format, you may contact our graphic design company, Sessions Designs (www.SessionsDesigns.com), and inform them that you need graphic support for the EPE Official Program Guide. The design company will assist you with formatting your existing ad or design an ad for you. This service will be at a fee set by the design company.

Once your ad is ready for publishing, please email it as an attachment to Ad@ebonypyramidonline.com

Official T-Shirt Logo

The T-Shirt will feature multiple logos. Should your business or organization wish to be the sole logo, please contact EPE. The Official T-Shirt logo must meet the same specifications and submission as the Official Program Guide outline. Logos will be Black & White. There will be one major logo at the top followed by multiples.

Flyer Distribution

In an effort to build a connection between your business or organization and our community, we would like to provide our guests with your promotional material. Because our guests will be on vacation, Ebony Pyramid Entertainment will place your materials in our gift bags, on the registration tables, and at our host clubs. We ask that no materials be given out during any official Ebony Pyramid Entertainment events, so we will not interrupt our guests' vacation. Allow us to promote you to our guests and take away your stress.

The Exclusive Package

Combined, this package has a total cost of \$900. For the listed cost, the package includes an Exhibition Booth or EPE Shop vending, Full Page ad, Flyer/Product Distribution, T-Shirt Logo, and Logo placed on select advertisement and on EPE Homepage.

Cancellation

A business or organization may cancel its ad or vending space at any time. However, no funds will be returned to the business or organization. If Ebony Pyramid Entertainment has already began publishing the Program Guide, the ad will still run. Cancellations must be in writing. Once a vendor has canceled in the format specified, Ebony Pyramid Entertainment reserves the right to re-sale the space and the vendor forfeits the right to the space. Ebony Pyramid Entertainment reserves the right to refuse or cancel any business/organization or ads that may be deemed offensives or vulgar in any manner. If you are canceled or refused after submitting your application, you will receive a refund minus a \$25 processing fee.

MAKE PAYMENTS PAYABLE TO: Ebony Pyramid Entertainment (P.O. Box 76743; Washington, DC 20013-6743)

For More Information

Ad@ebonypyramidonline.com

Toll Free: 1-866-473-5033 (Lisa Washington, Manager of Business Relations - lisaw@ebonypyramidonline.com)

Completed Application

Fax your completed application to (202) 355-6482. Your payment must be received within 7 days after your application submission.

Authentication:

By signing below, I am agreeing, on behalf of my business/organization, to the outlined items by Ebony Pyramid Entertainment

Signature of Business/Organization Representative

Date