

**EBONY
PYRAMID
ENTERTAINMENT**



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Ebony Pyramid Entertainment

"Where You're The Main Attraction"

www.EbonyPyramidOnline.com

Dear Marketing/Advertisement Official:

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 10th Anniversary Black Gay & Lesbian Pride: Caribbean Cruisin' - Nassau and Paradise Island, Bahamas from October 7 - 12, 2009. You can be a sponsor, advertise your business or organization in our Official Program Guide, interact directly with our guests, from across the country, or sale your products during our Miami Pre-Cruise Exhibition at our host hotel, The Deauville Beach Resort in Miami Beach, Florida.

There are multiple ways to promote your business. Prior to the event, potential sponsors can take advantage of advertisement on all promotional material, in print and internet, during promotions nation-wide and in select Caribbean markets. 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, entertainment, and a celebrity performance. During the festivities, guests will have a chance to see YOUR products on display and/or for sale. Another 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.

In addition to sponsorship, purchasing advertisement, vending space, or retail consignment, we will list you on our website as 2009 Official Cruise Sponsors. Sponsors and businesses/ organizations that purchase 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 when our guests board the ship and back at the homes, for all to see.

The deadline to purchase these great services is August 28, 2009.

We look forward to your support and networking with you to strengthen our community. Come aboard and join us in Paradise on a "Journey of A Lifetime!"

Bon Voyage,

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

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

**Ebony Pyramid Entertainment
Yesterday! Today! Tomorrow!**

MARKETING INFORMATION

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 27 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 hundreds of 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 Pride events in DC, New York, Philadelphia, Houston, Los Angeles, Atlanta, Memphis, 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, AIDS Walk, HRC, NAACP, The Martin Luther King, Jr. Memorial on The Mall, breast cancer awareness, and a list of others.

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

10th Anniversary Tagline

THE REUNION: "Journey of A Lifetime!"

Promotions Method

Events, Flyers, Internet, and Promotional & Cruise 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, Guests' Data, and Attendance Records)

**EPE CARIBBEAN CRUISIN'
SPONSORSHIP-ADVERTISING-VENDING
PRICE CHART 2009**

	Description of Item	Price	Enter Selection
Presenting/Banner Sponsor	Company banner placed at the event and listed on all material as the Presenting/Banner Sponsor		
Fashion Show & Production	Wednesday – October 7, 2009	\$3,000	
Miami - Beach Party Miami Beach	Thursday – October 8, 2009	\$3,000	
Production & Celebrity Performance	Thursday – October 8, 2009	\$5,000	
EPE Film Festival	Wednesday & Thursday October 7 – 8, 2009	\$4,000	
Bahamas - Beach Party Paradise Island	Saturday – October 10, 2009	\$4,000	
Bahamas Nightclub Party	Saturday – October 10, 2009	\$5,000	
Sponsor	Listed on all promotional material	\$1,500	
T-Shirt Logo	Company logo on back of Official T-Shirt	\$350	
Official Program Guide	5.5x8.5 Cover Booklet. Ads must be camera ready, 300dpi, JPG or PDF HiRes.		
Quarter Page		\$100	
Half Page		\$175	
Full Page		\$250	
Cover Ads	Back \$400 / Insides \$300 (3spaces)	\$400/\$300	
Vending Booth	one 6' draped table and two chairs. Additional items must be requested in writing and attached to this form.	\$200	
Wednesday – AM Vending		\$50	
Wednesday – PM Vending		\$100	
Wednesday Vending Day Pass (AM & PM)		\$125	
Thursday – AM Vending		\$75	
Thursday – PM Vending		\$100	
Thursday Vending Day Pass (AM & PM)		\$150	
Product Consignment Sale "EPE Shop"	Ship your product to EPE to sale on behalf of your business or organization on consignment	\$50 & 10% of Sales	
Flyer/Product Distribution	Placing flyers/product into gift bag and at info booths	\$100	
Total of Selections	Place the total in the far right		

EPE SPONSORSHIP-ADVERTISEMENT-VENDING DESCRIPTIONS

Presenting/Banner Sponsor

This Presenting/Banner Sponsor will be listed on all promotional and internet material and will be the primary sponsor for one of the major events during the cruise event. This sponsor will be listed with the specific event as "Presents" the event (i.e., YOUR COMPANY presents the "Ebony Pyramid Pre-Cruise Fashion Show and Production"). The sponsor will be given a five (5) minute presentation during their sponsored event. This sponsor will receive vending space for both day and night during the Pre-Cruise, Full Page ad, logo on Official T-Shirt, and product/info placed in gift bags. For events during the Pre-Cruise, the sponsor will receive one complimentary one-night hotel stay on the day of their event. For events sponsored during the sailing (cruise), the sponsor will receive one cabin at Double-Inside Occupancy. The company must have a representative(s) occupying the hotel room or cabin. If no representative is sent, the hotel room or cabin will be forfeited without a reduction in sponsorship. Sponsor will be responsible to provide all banners and promotional material for their event. Sponsor must provide representatives attending within 15 days after payment to Ebony Pyramid.

Sponsor

This Sponsor will be listed on all promotional and internet material. This sponsor will receive vending space for both day and night during the Pre-Cruise, Full Page ad, logo on Official T-Shirt, and product/info placed in gift bags.

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. 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.

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 or the host hotel liable for any damage to it. Furthermore, Ebony Pyramid and the host hotel will not be held liable for any damage or injuries the Vendors' product or service may cause to any guests. By signing this agreement, the Vendor will waive their rights to hold Ebony Pyramid and the host hotel liable from any damages their product may cause to any individual.

EPE Shop: Product Consignment

EPE will sale your product for you during the Pre-Cruise Expo on both Wednesday and Thursday (AM & PM). This service saves a business from paying travel, lodging, and other related cost, providing more profit to the business. The cost of this service is \$50. Businesses must ship their product to the host hotel (by October 5, 2009), 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.

Flyer/Product 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.

Cancellation

A business or organization may cancel its sponsorship, ad or vending space at any time. However, no funds will be returned to the business or organization. If EPE has already began publishing the Program Guide or T-Shirt, the ad/logo will still run. Cancellations must be in writing. Once a vendor has canceled in the format specified, EPE reserves the right to re-sale the space and the vendor forfeits the right to the space. EPE 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.

For More Information

sponsorship@ebonypyramidonline.com or call Toll Free: 1-866-473-5033 (A. Louis Washington or Lisa Washington)

Completed Application

Fax your completed application to (202) 355-6482. Your payment must be received within 7 days after your application submission. MAKE PAYMENTS PAYABLE TO: Ebony Pyramid Entertainment (P.O. Box 76743; Washington, DC 20013-6743)

Authentication:

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

Print Name & Title of Business Representative

Signature

Date

Insert Your Company Here...



Caribbean Cruisin'

www.ebonypyramidonline.com

