

STRING THEORY SPONSORSHIP OPPORTUNITIES

String Theory is a podcast series celebrating music's most iconic instrument: the guitar. Capturing the passion guitar players have for their instrument—the history, the sound, the mythology, the gear—these short-form audio documentaries explore the hold the guitar has on music culture, the far corners of the guitar galaxy, and the impact the humble guitar has had on so many lives.

Each 7-11 minute episode features music, interview segments, and narrative. The series includes four shows, explained below, each dedicated to exploring a unique aspect of the lore of the guitar.

Let us work with you to create a tailored sponsorship package to align your brand with the String Theory experience; increase brand awareness and loyalty; and drive traffic to your business.



My First Guitar

Keller Williams had a special relationship with his first guitar: he lost it. Actually, except for the hockey stick that was his main axe for a while, he lost pretty much all of his first guitars, although he's fairly certain that at least one of them was stolen. Yet this inauspicious start to his relationship with guitars hasn't stopped Williams from becoming one of the most popular guitar players in music today.

Not every first guitar tale reads like slapstick comedy, but every episode of **My First Guitar** reveals the roots of a life-long love affair with the instrument. Be it a Silvertone from Sears, Grandpa's old Gibson, or a beater salvaged from the dumpster behind McDonald's, every guitar player has a first guitar, and a story to tell about it. "My First Guitar" presents some of the best.



Three Chords and the Truth

Though he's become known worldwide for his production work with music legends Bob Dylan, Peter Gabriel, U2, Willie Nelson, and Emmylou Harris, Daniel Lanois still feels passionately about the steel guitar on which his career was founded. "It's kind of like my church in a suitcase," Lanois says. "It's a very spiritual sound that resonates with me. It's sacred to me because it has years of devotion within it."

Three Chords and the Truth is a spiritual, soulful, philosophical journey into the mythology and power of the guitar. Featuring stories and perspectives from players, producers and others whose lives have been touched by the guitar, this show examines the truths about the world that sometimes only a guitar can reveal.



Gearbox

Hank Williams and his Drifting Cowboys ushered in the “Golden Era” of Country Music. While Williams’ twang-soaked lyrics about cheatin’ hearts and honky tonks told the stories, the unmistakable wail of Don Helms’ steel guitar painted the pictures. Helms produced those sweet sounds entirely on one instrument: his Gibson Console Grande.

What makes that Gibson Console Grande different from other steel guitars? For that matter, why do some guitarists swear by their Gibson Les Pauls, while others pledge allegiance to their Martin D-18s? The story of the guitar is inextricably linked to the story of guitar gear, and **Gearbox** examines gear from a technical perspective as well as a mythological one, taking a player’s look at some of the legendary gear that has helped make the guitar the icon it is today.



Alternate Tunings

Iowa doesn’t exactly have a reputation as a blues hotbed, but it was the blues that inspired Iowa-bred Bo Ramsey to play the guitar seriously. “It’s Muddy Waters’ fault. He messed me up, man,” Ramsey says. “But that music moved me to play guitar, to try and play seriously, and it’s been a constant source of inspiration to me. It’s just such a huge part of American music. I think it’s essential.”

Alternate Tunings is about artists like Ramsey, a true original carving out his place with a unique, personal style, and the artists who have inspired their sounds. Featuring some of the unsung heroes of the guitar who slog it out in obscurity, this series recognizes guitar pioneers who are exploring the outer reaches of the guitar terrain, and becoming guitar heroes to future generations along the way.

WHO'S LISTENING? THE ATTRACTIVE STRING THEORY AUDIENCE

Who is the *String Theory* audience? Guitar fans. The focus of the series content means targeted advertising, and an audience that speaks a common language. As the series grows, more casual fans—general music fans, and people drawn to a great story—will listen in. But the core audience will still be knowledgeable, passionate guitar fans who know their guitars and are in tune with the latest in music.

Who's listening to podcasts generally? Thanks to Apple's iTunes, millions of people around the world, with more tuning in every day.

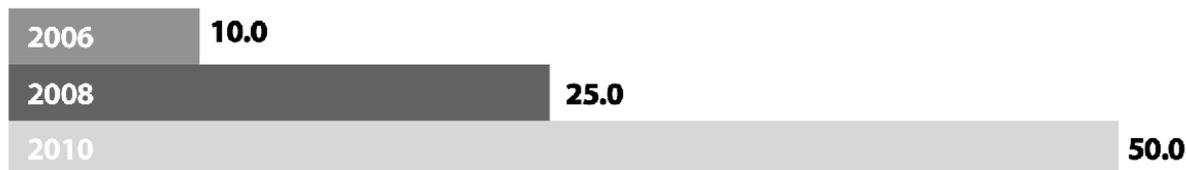
According to a recent survey published by *Pew Internet and American Life*, there were an estimated 800,000 plus listeners in 2004.

In 2005, the number exploded to nearly 5 million listeners. And according to a February 2006 report done by *eMarketer*, the number of podcast listeners is expected to hit close to 10 million this year.

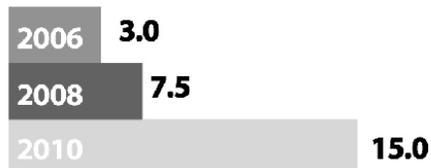
For advertisers, this means podcasts represent a prime and powerful—yet still largely untapped—marketing landscape.

US Podcast Audience, 2006, 2008 & 2010 (millions)

Total Podcast Audience*



Active Podcast Audience**



Note: *Individuals who have ever downloaded a podcast. **Individuals who download one or more podcast(s) per week.
Source: eMarketer, Feb 2006

US Podcast Advertising Spending,* 2006, 2008 & 2010 (millions)



Note: *Includes advertising and marketing spending
Source: eMarketer, Feb 2006

REACHING YOUR AUDIENCE: SPONSORSHIP OPPORTUNITIES

The best way to reach prospects in the ***String Theory*** community is to build an outreach program that's tailored just for you. Want your name associated directly with the series? Prefer a clickable ad on the ***Gearbox*** page? Like the sound of an in-cast commercial? All those are great ways to help you connect with the targeted prospects you're looking for.

Presenting Sponsorship

The presenting sponsorship of String Theory offers the highest level of branding, and includes multiple platforms for highlighting your product or service. Presenting sponsorship can also include any combination of the a la carte sponsorship options listed below, tailored to your goals and target audience.

BENEFITS INCLUDE

- Presenting sponsor exclusivity and naming rights (***String Theory, presented by XXXX***)
- Category exclusivity
- Brand presence, with multiple audio placements, in all podcasts
- Name/logo placement concurrent with audio placement in enhanced podcasts
- High visibility, with hotlink to sponsor's website, on all pages of String Theory website
- Name/logo placement on collateral materials, including downloads, emails and print pieces
- Rights to create specialized promotional tie-ins with String Theory content
- Assistance in creating cross-promotions with other String Theory sponsors

Show Sponsorship

Show sponsorship lets you focus your marketing efforts on one of the four String Theory shows. Pick from ***My First Guitar, Gearbox, Alternate Tunings, or Three Chords and the Truth*** to find the one that will connect with your audience.

BENEFITS INCLUDE

- Show sponsor exclusivity and naming rights (***Gearbox, brought to you by XXXX***)
- Category exclusivity available
- Brand presence, with multiple audio placements, in all show podcasts
- Name/logo placement concurrent with audio placement in enhanced podcasts
- High visibility, with hotlink to sponsor's website, on show page and String Theory website
- Name/logo placement on show-related collateral materials, including downloads and emails
- Rights to create specialized promotional tie-ins with String Theory content
- Assistance in creating cross-promotions with other String Theory sponsors

Episode Sponsorship

This sponsorship level is focused to one specific episode of one show. Ideal for a show featuring an artist with whom you already have a sponsoring relationship.

BENEFITS INCLUDE

- Episode sponsor exclusivity and naming rights available (***Gearbox, brought to you by XXXX***)
- Category exclusivity available
- Multiple brand placements/in-cast advertisements in episode podcast
- Name/logo placement concurrent with audio placement in enhanced podcast
- High visibility, with hotlink to sponsor's website, on episode/artist page
- Name/logo placement on episode-related collateral materials, including downloads and emails

In-Cast Advertising

Like targeted radio advertising, in-cast ads get your message to your audience. In-cast advertising can be as short as a simple mention, or as long as a 30-second, professionally-produced commercial. Unlike radio, ***String Theory*** offers enhanced podcasts, which means that your audience can see your logo or artwork on their computer or iPod screen while they listen to your audio commercial.

BENEFITS INCLUDE

- Category exclusivity available
- Multiple brand placements/in-cast advertisement slots available in each episode
- Name/logo placement concurrent with audio placement in enhanced podcast
- Assistance in creating cross-promotions with other String Theory sponsors

On-Site Advertising

The ***String Theory*** website offers a number of opportunities for ad placement. In addition to the home page, the site features pages for each show and artist. Free online-only goodies, including bonus audio, pictures from the interview, artist biographies and exclusive downloads drive traffic to the site.

BENEFITS INCLUDE

- Category exclusivity available
- High visibility, with hotlink to sponsor's website, on selected pages of String Theory website
- Rights to create specialized promotional tie-ins using String Theory content
- Assistance in creating cross-promotions with other String Theory sponsors

Wallpaper Advertising

The most popular download from the artist pages is the ***String Theory*** wallpaper, a suitable-for-desktop-plastering image featuring the artist, as well as ***String Theory*** branding. Place your branding here, and it stays on the desktop of fans, where they can see it every time they're on their computer.

BENEFITS INCLUDE

- Wallpaper sponsorship exclusivity available
- Category exclusivity available
- Highly visible name/logo placement on downloadable wallpaper downloads

Email Blast Advertising

Subscribers to the ***String Theory*** newsletter get an exclusive email blast before the podcast is released to the general public that gives them a sneak peek at the latest episodes. This email blast presents an opportunity to reach prospects in their inbox, with a visible, linkable ad in the HTML email.

BENEFITS INCLUDE

- Email blast sponsorship exclusivity available
- Category exclusivity available
- High visibility, with hotlink to sponsor's website in the email blast
- Rights to create specialized promotional tie-ins featuring String Theory content
- Assistance in creating cross-promotions with other String Theory sponsors

Co-Branding

Take your ***String Theory*** sponsorship to the next level with co-branding, which lets you sponsor the content and become a partner in it. With co-branding, your branding is part of the String Theory content, and you can offer ***String Theory*** content to your audience however you want: on your website, in a special co-branded podcast, as a promotional CD or DVD giveaway ... whatever works best with your marketing plan.

BENEFITS INCLUDE

- Ability to offer String Theory content to your audience through your preferred media
- Partnership in development of String Theory content
- Category exclusivity available
- Rights to create specialized promotional tie-ins featuring String Theory content
- Assistance in creating cross-promotions with other String Theory sponsors

FOR MORE INFORMATION

For rate information on these sponsorship opportunities, contact:

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