

UGLY DISCO

brought to you by members of the TEN UGLY MEN

SATURDAY

APRIL 19, 2008

Riverside Convention Center
ROCHESTER, NEW YORK



For four years in a row, the Ugly Disco Bash has been the swing-in-est party this side of Hawaii-Five-Oh. 2008 will be no exception! Set to the live (not



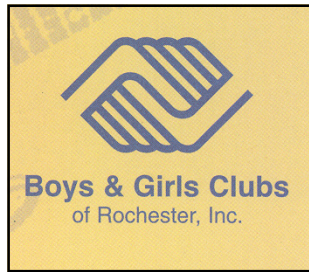
Memorex!) tunes of The Skycoasters, Nik Fever and the top radio hits of the 70's , this groovin' party of the year celebrates the decade famous for ABBA, 8 track tapes, lava lamps, afros, leisure suits, streaking, mood rings, Billy Beer , Saturday Night Fever and Pong. But, we party not just because it's cold outside and warmer in or because we want to see you in your best polyester or because we need an



excuse to party - NO - we party FOR a cause;



all of the benefits of The 2008 Ugly Disco Bash will be donated to The Boys and Girls Club of Rochester and the James P Wilmot Cancer Center at the U of R! We look forward to your support!



Our Mission



To inspire and enable young people of all backgrounds to realize their full potential as productive, responsible and caring citizens.

Boys & Girls Clubs across the nation provide youth development programs that enable young people to acquire the skills and qualities needed to become responsible citizens and leaders.

Empowered with these positive developmental experiences and opportunities, Boys & Girls Club members have continually demonstrated their ability to overcome negative, failure-oriented environments and move toward fulfilling their dreams.

Since its inception, the Boys & Girls Club Movement has provided mentoring and leadership specifically designed to change the lives of youth who face daily challenges such as poverty, broken homes, crime, unemployment, prejudice and difficulties in school.

Who We Are

Four key characteristics define the essence of a Boys & Girls Club. All are critical in exerting positive impact on the life of a child:

1. *Dedicated Youth Facility*

The Boys & Girls Club is a place – an actual neighborhood-based building – designed solely for youth programs and activities.

2. *Open 6 days a week*

The Club is open every day after school and on Saturdays, when kids have free time and need positive, productive outlets.

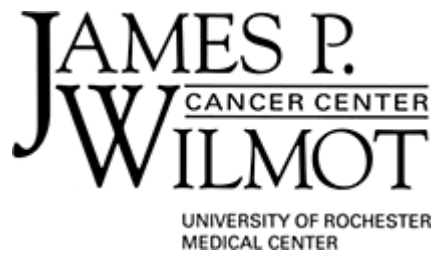
3. *Professional Staff*

Every Club has full-time, trained youth development professionals, providing positive role models and mentors. Volunteers provide key supplementary support.

4. *Available & Affordable to Youth (ages 6–18)*

Clubs reach out to kids who cannot afford, or may lack access to, other community programs. Dues are only \$11 per year.





Our Mission

The James P. Wilmot Cancer Center will be the leading regional cancer center and rank among the nation's premier comprehensive cancer centers by providing:

- World-class research in the prevention, detection and treatment of cancers and their related conditions
- Comprehensive and compassionate care, in a multidisciplinary approach, that is responsive to the needs of our patients and their families
- Renowned teaching to ensure exceptional cancer care and research for future generations
- Information and education to improve the health and welfare of our community
- A dynamic and progressive atmosphere responsive to the needs of our patients and community

Our Focus

The James P. Wilmot Cancer Center at the University of Rochester Medical Center is a state-of-the-art clinical Cancer Center in Western New York. Its focus is to:

- Provide outstanding care for people with cancer by offering the latest and most effective therapies in a compassionate setting
- Conduct significant interdisciplinary cancer-related research, from prevention to post-cancer quality-of-life issues
- Translate advances in the basic sciences into meaningful cancer treatments
- Provide superior education and training programs for students and fellows in areas related to cancer research and clinical care

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Sponsorships Available



TITLE SPONSOR: So special and extensive that we had give this it's own page! See the next page for all the details!!!



UGLY BUS SPONSOR: Logo printed on exterior of official ugly Bus. Used in parades and promotional events throughout the year. 4 are available (4 sides to the bus-cool!) **\$1,000 with \$500 renewal option per year for 3 years and includes 2 VIP tickets, 2 additional VIP each year with renewal.**



BEER SPONSOR: Could your beer be the "official" beer of this raging party? We wish! You supply the liquid - we supply the audience! And your name on the posters, on the radio and at the event! Neat!

SOLD to Budweiser/Lake Beverage



LIQUOR SPONSOR: Could your liquor be the "official" liquor of this raging party? We wish! You supply the liquid - we supply the audience! And your name on the posters, on the radio and at the event! Neat!



VIP SPONSOR: 2 Available, Help us help the Very Important have a Very Good time! Your logo on the posters and at the VIP Area and you will be seen by those who can see! 6 tickets each, signage at entrance to VIP area, Recognition in all printed material. 2 Available **\$3000 Investment includes 6 VIP tickets**

1 SOLD to CGI



WRISTBAND SPONSOR: We tag all the disco partiers as they arrive to the Disco. Your name on the wristband ensures they will see you every time they take a sip or wave hello to the other dudes....One available for General Admission, one for VIP admission. **\$1,500 Investment and includes 3 VIP tickets**

1 SOLD to Premium Mortgage



MALLBOARD SPONSOR: Help us promote to the wide world! Or at least the mall-going-people! Your logo - Our Mallboard - another match made in heaven!

\$1,000 investment and includes 2 VIP tickets



ENTERTAINMENT SPONSOR: With a lineup of the Skycoasters, Nik Fever and the sounds of DJ Doug - you cannot pass up the opportunity to be THE entertainment connection! You name on our posters and in the multi-media show throughout the evening- Groovy! **\$1,000 Investment and includes 2 VIP tickets**



OFFICAL BAR SPONSOR: Grab a slice of the thousands of dudes and dudettes looking for tickets to this HOT event and be an official ticket outlet! They come to buy! They stay to have fun! Your name included on pre-event promo material and in radio spots! 3 remain. **\$1,000 Investment and includes 2 VIP tickets**

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TITLE SPONSOR



With the tag line "Ugly Disco brought to you by.." this sponsorship includes exposure in all radio, television and promotional media prior to and on the day of the event.

The 2008 Ugly Disco will be presented by 98.9 The BUZZ and Kimberly and Beck from the Breakfast Buzz Morning Show will act as hosts for the event. We will also run commercials on our other three stations, 92.5 WBEE, 96.5 WCMF, and 97.9 WPXY. The BUZZ will begin advertising the event on March 16th, 5 weeks prior to the event. The other stations will begin on March 30th.

BUZZ

3/16 thru 3/29 2 spots per day (28 Total)

3/30 thru 4/12 3 spots per day (42 Total)

4/13 thru 4/18 5 spots per day (30 Total)

WBEE, WCMF, WPXY

3/30 thru 4/12 3 spots per day (126 Total)

4/13 thru 4/18 4 spots per day (72 Total)

That's a grand total of nearly 300 30-second commercials, and an additional 100 live liners and email blasts to over 20,000 people on 4/10 and 4/17.

98.9 Radio Spots	\$12,500
Other 3 Stations	\$20,000
Live Liners	\$2,500
BUZZ on the Street	\$1,500
Stations Website Presence	\$2,000
E-Mail Blasts	\$2,000

That's a total promotional value from Entercom of over \$40,000.

PACKAGE PRICE \$10,000



You've Got Questions. We've Got Answers.

They say that you can tell the character of a man by the company he keeps. If you sponsored the 2007 Ugly Disco, who would you be keeping company with? Judging by last year - you'd have some pretty spectacular company. Premium Mortgage, Realty USA/Rick Leasure, Budweiser, Entercom Radio, GoMedia, Brighton Securities, Joseph Neri Chevrolet, Re/Max First, Woody's, Nathaniels, Coyote Joe's, Monroe County Appraisals, TC Hooligans, Trolley Dental, Chester Cab, BarFly and Rochester Area Mortgage Services—to name a few. With sponsorship levels from \$10,000 to \$250, there are many opportunities for you to get involved!

So. Let's talk numbers. How many and who? Last year we had over 3,200, 21 to 50 year olds attend. The only thing we expect to change this year is the number—it's going UP babyeee! We anticipate between 5,000 and 6,000 people to be there this year!

Is this thing any fun? Yeah—ummm—if you can't have fun on this night of nights you might want to check your pulse. We need to create a new word for fun to describe this night. Fun-a-Lishious? Fan-Fun-Tastic? Fun-Ulous? Fun-Bulos? Something like that! Join us. Sponsor us. Help us help The Boys and Girls Clubs of Rochester. Come up with your own word!

How YOU Can Help!

By now we hope you've come to realize that not only is this a rockin' good time, but that our cause is worthy and our aim is true. Now comes the part where you can help us help The Boys and Girls Clubs of Rochester. How? Look below for the answers! Check the box that most suits your needs and return it to us at the address below. Simple and fun!

- I looked at the Sponsorship sheet and I'd love to take one of the amazing programs you outlined to advertise my company!
- Yes, those sponsorships are great but I have another idea that I would like to share with you, please contact me at the number below and we can talk about it!
- Looks like a great time so count me in for a few tickets!

Name _____

Company _____

Sponsorship _____

Sponsorship Amount Enclosed _____

Number of VIP Tickets Needed (\$100 ea) _____

Number of General Admission Tickets Needed (\$25) _____

Ticket Amount Enclosed _____

Phone Number _____ Best time to call _____

Email Address _____

Address to send tickets to _____

Please return this form in the enclosed, stamped envelope. If you have any questions or need more information, please call Alan Wood at 748-9876