



2012 ESSENCE Music Festival Licensing Partnership Opportunities

OVERVIEW: The 2012 ESSENCE Music Festival (EMF) is seeking licensing partners to enhance the overall Festival Weekend experience and encourage innovative business extensions for experienced business owners.

LICENSING OPPORTUNITIES

- After parties
- Local/Regional book retailer
- Street Fair/Marketplace
- Special Events, Local/Regional Book retailer

Licensing Partnership Benefits:

Logo/Trademarks:

- Official 2012 EMF Licensing Partner
- Official 2012 EMF Logo and trademarks use

Digital Promotion:

- Essence Music Festival.com: promote all official Licensing Partnerships on EMF.com
- E-blast: E-blast to EMF and Essence newsletter subscribers promoting after official licensing partnerships events and items
- Website link: Link to official licensing partnership promotion page

Print Promotions:

- Essence Music Festival guide and other printed materials

Press Release:

- Press releases to highlight partnership with licensee and promote event or items

Social Media Promotions:

- Promote via EMF Facebook, Twitter and other social media platforms

Licensing Partnership Qualifications:

- Must be an established owner, partner, business in the licensing area
- Must be able to provide audited financial statements for the past two (2) years of desired licensing area
- Must be able to secure appropriate insurance and indemnity requirements.
- Preferred: New Orleans or Louisiana business/corporation

Requirements:

- Submit business proposal by **May 15, 2012** to:

**Dan West, c/o Co Pro Co, LLC
4085 Kings Paddock Court
Norcross, GA 30092
or via email to dan@cpcnola**

- Business proposal must include:
 - Owner/Partners experience in desired licensing area
 - Detailed description of licensing opportunity
 - Detailed description of operations
 - Detailed financials, i.e. revenue, expenses and net profit
 - Detailed timeline of execution of event, product or service.

Deadline:

- **Business proposal are due to by 5/15/2012**

NOTICE: All ideals, suggestions, etc. are submitted by all parties at free will and under no financial obligations to Essence and any other parties affiliated with Essence Festival Productions, LLC. No proposal will be returned. Submission of your proposal releases Essence Communications, Essence Festival Productions, Time Inc., Time Warner and its affiliates and Co Pro Company from any liability and lawsuits regarding ideals, products and services submitted.