



# Hair Art & Mobile Salon EXPO

## Sponsor Invitation

Dear \_\_\_\_\_:

August 5, 2017

Mobile Salon NETWORK (manufacturer of Mobile Salons) would like to invite you to take part in our upcoming Hair Art & Mobile Salon EXPO (Family Friendly, Halloween Theme). The goals of the event are to perform Hair Art Haircuts & Styles to promote hair enthusiasts of all ages to wear Hair Art Designs of Company Logos (new form of advertisement) and to introduce a new industry of Mobile Barber Shops and Beauty Salons on shuttle buses so the salon experience is brought to the client for their convenience. Our Industry Motto is, 'If you look good, you feel good. If you feel good, you do good.' It's just that simple. This is our quest that by improving the barber and beauty industry as a whole, raising the standards with Mobile Salons that Mobile Salon NETWORK manages for high quality and service, and by creating purpose with Hair Art from advertising dollars, we bring money directly into the community we serve (as paid Models), & we positively affect communities they serve..

The individuals participating will be our local professional Barbers and Cosmetologists and the community of hair enthusiasts who enjoy wearing Hair Art (outgoing personalities), as well as, the salon clients who seek the convenience of a Mobile Salon coming to them. As a Sponsor, we would like your company to promote your Brand, Products and Services to our attendees via Sponsored Hair Art Designed Company Logo Haircuts and Hair Styles. Below are the details to our First Event for your convenience:

Event Name:	Hair Art & Mobile Salon EXPO
Event Website:	<a href="http://www.MobileSalonExpo.com">www.MobileSalonExpo.com</a>
Date of the Event:	October 21st and 22nd, 2017
Expo hours:	9 am to 9 pm (both days)
Location:	Big Town Events Center 2323 Big Town Blvd. Mesquite, TX 75149
Contact person/phone number:	Ronnie Mac - (469) 831-2990
Load In date & time to set up booth:	October 20, 2017 (Friday) - 2pm to 9pm
Load Out date & time to breakdown:	Oct. 22 @ 9pm until Oct. 23rd @ 6pm
Estimated number of attendees:	5,000
Indoors/outdoors:	Indoors event
Parking:	FREE Parking
Participation fee:	Ranges from \$4,500 up to \$100,000
Downloadable Order Form:	Attached. Fax it to (877) 650-9814 or Email it to <a href="mailto:info@mobilesalonnetwork.com">info@mobilesalonnetwork.com</a> .
To Mail Payment, Payable To:	Mobile Salon NETWORK 3824 Cedar Springs Rd, #406 Dallas, TX 75219

Also enclosed is a sitemap of the EXPO layout. The earlier you partner with us, the more exposure you will receive for your participation. If you have any questions or concerns, please do not hesitate to contact me (Ronnie Mac) at (469) 831-2990 or [mrmac@mobilesalonnetwork.com](mailto:mrmac@mobilesalonnetwork.com)

Thank you for considering participation in our Hair Art & Mobile Salon EXPO event.

Warmest Regards, Ronnie Mac



# Hair Art & Mobile Salon EXPO

## Sponsorship Options

### Expo Division Sponsorships: (Naming Rights)

<b>Fashion Show Sponsor</b>	<b>\$ 4,500</b>
<b>Cowhide Art Competition Sponsor</b>	<b>\$ 5,000</b>
<b>Kids Fun Zone Area Sponsor</b>	<b>\$ 5,000</b>
<b>Gaming Area Sponsor</b>	<b>\$ 5,000</b>
<b>VIP Area Sponsor</b>	<b>\$ 5,000</b>
<b>Mr. Hair Art's Personal VIP Guests</b>	<b>\$ 7,500</b>

#### Each Expo Division Sponsorships Include:

- 1 Hair Art Design Haircut Model and 1 Hair Style Model
- Prominent Unique Signage for your Sponsored Area (customized)
- Pre-Expo Flyers
- Name/Logo with Link to Web/Social Site, YouTube Commercial box on Expo Website
- Social Media Shoutouts: 3 Pre-Expo, 2 During Expo, 2 Post Expo
- EXPO Guide Brochure - Name/Logo Listing
- 100 Branded Handout Pieces during Expo (Sponsor Provided)
- 5,000 Goodie Bag Logo Inserts (Sponsor Provided)
- 3 Badges and 10 All Access Tickets
- 30 second Livestream Interview during Expo
- 4 Digital Pictures during Expo
- 15 Second Video Footage during Expo
- ¼ Page in Hair Art Magazine Post Expo

**Expo + One-Month Program Sponsorship: \$ 10,000**

### **LED Advertising Sponsor**

*(Mobile Salon LED Screens inside and outside Mobile Salon Bus)*

- LED Ad for 1 Month - 3 Rotations of 120 Second Commercials per Hour
- 1 Hair Art Design Haircut Model and 1 Hair Style Model
- Executive Booth 20 x 20', 6' Table, 3 Chairs, 5 Badges, Black Tablecloth, Wastebasket, 1x2' Signage, Electrical Access
- Pre-Expo Flyers
- Name/Logo with Link to Web/Social Site, YouTube Commercial box on Expo Website
- Social Media Shoutouts: 3 Pre-Expo, 2 During Expo, 2 Post Expo
- EXPO Guide Brochure - Name/Logo Listing
- 50 Wristbands Prize Giveaways during Expo
- 5 T-Shirts Prize Giveaways during Expo
- 100 Branded Handout Pieces during Expo (Sponsor Provided)
- 5,000 Goodie Bag Logo Inserts (Sponsor Provided)
- 10 All Access Tickets
- 60 second Livestream Interview during Expo
- 4 Digital Pictures during Expo
- 15 Second Video Footage during Expo
- ¼ Page in Hair Art Magazine Post Expo

**Expo + One-Year Program Sponsorship:**

**\$ 100,000**

**Mobile Salon Bus Sponsor**

*(Mobile Salon co-branded vehicle wrap and Hair Art Advertising campaigns)*

- Co-branded Mobile Salon Vehicle Wrap during 1 Year Term
- 5 Hair Art Design Haircut Models and 5 Hair Style Models (includes HD video and photo footage that will be promoted via Showcasing, Media Interviews, Social Media Pushes, Hair Art Magazine, Hair TV)
- Combo Red Carpet Roped, Executive Booth 20 x 20', 2-6' Tables, 6 Chairs, 10 Badges, 2 Black Tablecloths, 2 Wastebaskets, 2x4' Signage, Design Setup Assistance, Electrical Access
- Pre-Expo Flyers
- Name/Logo with Link to Web/Social Site, YouTube Commercial Interview and box on Expo Website
- Social Media Shoutouts: 10 Pre-Expo, 4 During Expo, 4 Post Expo, and 24 During 1 Year Term
- Press Release Mention: Pre-Expo and Post-Expo
- Media Interview Mention: Pre-Expo
- LED Ad for 1 Year - 10 Rotations of 120 Second Commercials per Hour
- EXPO Guide Brochure - Name/Logo and Website Listing
- 500 Wristbands Giveaways during Expo
- 50 T-Shirts as Prize giveaways during Expo
- 250 Branded Handout Pieces during Expo and 2,000 Pieces during 1 Year Term (Sponsor Provided)
- 5,000 Goodie Bag Logo on Outside and Inserts (Sponsor Provided)
- 500 VIP Goodie Bag Logo on Outside and Inserts (Sponsor Provided)
- 25 All Access Tickets
- 4 x 60 second Livestream Interviews during Expo
- 20 Digital Pictures during Expo and 30 Digital Pictures during 1 Year Term
- 60 Second Video Footage during Expo and 5 x 30 second Video Footage during 1 Year Term
- 1 Page in Hair Art Magazine Post Expo
- 2 x 30 second Commercials in Hair TV Channel Post Expo

**Contact Ronnie Mac to discuss your needs:**

**(469) 831-2990**

**[mrmac@mobilesalonnetwork.com](mailto:mrmac@mobilesalonnetwork.com)**