



## **2009 OFFICIAL ULTIMATE ELVIS TRIBUTE ARTIST CONTEST BENEFITS SHEET**

The world of Elvis Tribute Artists is a phenomenon like no other, and is characterized by an incredibly wide spectrum of appearance, style, costuming, size/physique, age, talent, and popularity among fans and the general public. By choosing to become an officially licensed contest location, you have embraced a global entertainment force.

### **As a 2009 Official Ultimate Elvis Tribute Artist Contest Preliminary, you will receive:**

#### **Permission to Use Elvis to Sell Your Ultimate Elvis Tribute Artist Contest**

As an official Ultimate Elvis Tribute Artist Contest preliminary location, you will receive permission from Elvis Presley Enterprises (EPE) to use Elvis Presley's name in promotion of your upcoming contest, festival and/or event. Permission will also allow you to use various images of Elvis to help promote your contest as well.

#### **Designation as an official Ultimate Elvis Tribute Artist Contest Preliminary Location**

As an official location, Elvis tribute artists who are interested in being part of this search for the Ultimate Elvis Tribute Artist of 2009 will look to locations such as yours to compete for their chance at the title. With space in the semifinals in Memphis limited to winners of preliminary rounds only, tribute artists will be seeking out these preliminary locations to compete.

#### **Promotion of Your Preliminary Round on the Official Ultimate Elvis Tribute Artist Contest web site**

The 2009 Ultimate Elvis Tribute Artist Contest will have a newly developed site for 2009 to promote the Ultimate Elvis Tribute Artist Contest and its preliminary locations.

- Details of your preliminary will be listed on the contest web site, including a logo, details regarding your contest, contact information for your contest and link to your site
- Photo/bio of your winner posted on the Ultimate Elvis Tribute Artist Contest winner's page following your contest

#### **Promotion of Your Preliminary Round on Elvis.com**

Elvis.com receives an average of 450,000 unique visitors to our web site each month. As an official preliminary round location for the Ultimate Elvis Tribute Contest, you will receive:

- Listing in the 'What's Hot' section of the Elvis.com homepage prior to your event with link to your site
- Listing of your preliminary round on the Official Elvis Presley Festivals and Events page on Elvis.com. This page will be linked to directly from the Elvis.com homepage by using the hyperlink "Elvis Contests and Festivals"
- Announcement of your contest on the Official Elvis Insiders message board
- Photo/bio of your winner posted on the Elvis.com News section

#### **Promotion of Your Preliminary Round through E-newsletters**

- Editorial inclusion in one (1) Elvis.com e-newsletter to 230,000+ opt-in subscribers
- Logo inclusion one (1) Elvis.com e-newsletter to 230,000+ opt-in subscribers
- Editorial inclusions in two (2) Ultimate Elvis Tribute Artist Contest e-newsletters to subscribers
- Editorial inclusion in one (1) Official Insiders e-newsletter
- Inclusion in one (1) Ultimate Elvis Tribute Artist Contest e-newsletter announcing your winner
- Email sent to previous year Ultimate Elvis Tribute Artist Contest contestants with your contest entry information

#### **Automatic Entry for Your Overall Winner in Contest Semifinals Round in Memphis**

The winner of your official preliminary round will receive automatic entry into the semifinals round of the Ultimate Elvis Tribute Artist Contest during Elvis Week 2009. Your winner will represent your contest as they compete for the Ultimate Elvis Tribute Artist title.

#### **Access to the Ultimate Elvis Tribute Artist Online Guide**

Each official contest location will receive a username and password that will give them access to the Ultimate Elvis Tribute Artist Online Guide. The online guide will include information that will be valuable as you plan your contest, include an Ultimate Elvis Tribute Artist Handbook, sample forms, logo treatments, benefits information, and more.

#### **Promotion of your Preliminary Contest and Winner**

All officially licensed preliminaries will enjoy promotion and publicity leading up to their contest, and additional promotion leading up to and throughout Elvis Week 2009 in Memphis. The Ultimate Elvis Tribute Artist Contest will be included in all the announcements and promotion of the contest for Elvis Week 2009, including press releases, media, e-newsletters, message board postings, etc.

#### **Press Release on Elvis.com and Additional Media Coverage**

EPE will work with you on your press release for your upcoming contest that will be posted on the news section of Elvis.com.

#### **Use of the 2009 Official Elvis Tribute Artist Logo**

As an official location, you will be able to use the 2009 Ultimate Elvis Tribute Artist Contest logo in promotion of your event. The logo will signify your contest as an official preliminary.

#### **Three Elvis Prize Packs for Promotion of your Contest**

EPE will provide three Elvis prize packs, including a one night stay at Heartbreak Hotel, passes to Graceland and various other Elvis merchandise items that you can use to help create awareness of your event through promotion through local media.

#### **Tickets to Elvis Week Events in Memphis**

EPE will provide two comp tickets to contest organizers and two comp tickets to their preliminary winner for all Elvis Week 2009 events.