



2010 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 2010 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 2010 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

- Details about your preliminary, including a logo, 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

- Listing about your contest in the 'What's Hot' section of the Elvis.com homepage
- Listing of your preliminary round on the Official Elvis Presley Festivals and Events page on Elvis.com.
- 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 two (2) Elvis.com e-newsletter to 230,000+ opt-in subscribers
- Editorial inclusions in two (2) Ultimate Elvis Tribute Artist Contest e-newsletters to subscribers
- 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

Promotion of Your Preliminary Round through Additional Communication Tools

- Posting automatically added to Elvis' MySpace, Facebook, Twitter, RSS newsfeed and other social networking sites.
- If signed prior to November 2009, promotion in the Elvis Birthday Celebration Event Guide for release in January 2010
- Inclusion in the news section of the Elvis Mobile iPhone app

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 2010. 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. In addition, the online guide will also feature contact information on other Elvis-themed entertainment that you can book for your festival/contest and suggestions on possible judges that include those who knew and worked with Elvis.

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 2010 in Memphis. The Ultimate Elvis Tribute Artist Contest will be included in all the announcements and promotion of the contest for Elvis Week 2010, 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 2010 Official Elvis Tribute Artist Logo

As an official location, you will be able to use the 2010 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 2010 events.