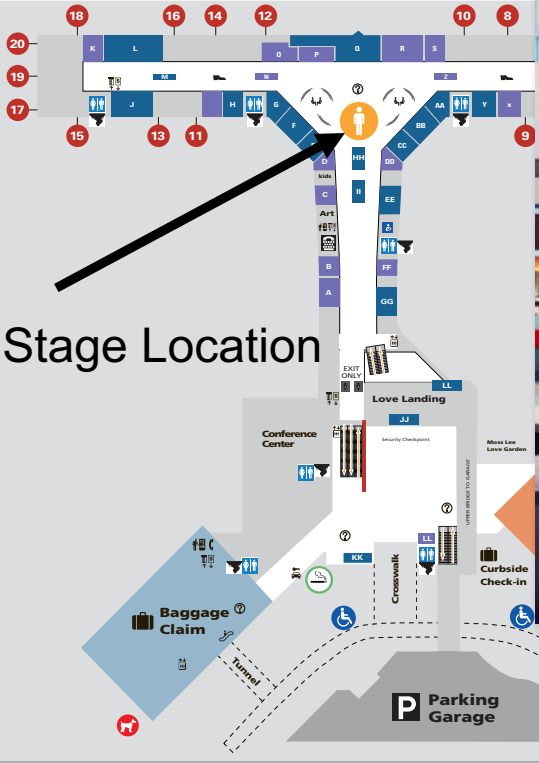




love field
art program
OFFICE OF CULTURAL AFFAIRS

Dallas Airport Systems



Stage Location

LIVE at love

PERFORMANCE STAGE SPONSORSHIPS

at Dallas Love Field

For More Information: contact Kyle Conway at 214.702.6411 or email Kyle@SponsorBureau.com

The City of Dallas Office of Cultural Affairs and Love Field are proud to announce the launch of

“LIVE at *Love*”

This high-definition LED display and performance stage represent the latest enhancement in creating the ultimate air travel experience combining art and exposure inside a world-class airport.

Dallas Love Field Statistics:

- 16,000 Passengers Per Day
- 7 miles from downtown Dallas central business district
- 20 minutes from the Dallas Convention Center and Dallas Market Center
- A single terminal means a captive audience!



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Sponsorship Benefits & Investment Summary

Daily, Weekly, Monthly!

Daily Option

Have a specific day in mind? Pick One!
A programming day consists of the following:

Time Frame (Monday – Friday)

4:00 a.m. - 11:00 a.m. (7 hours)

2:00 p.m. - Midnight (10 hours)

Benefit

Dedicated spot or static logo on 20 second rotation

Dedicated spot or static logo on 20 second rotation

- (17) Hours total programming
- (765) :20 rotations per day = 4.25 total hours per day
- 16,000 travelers per day

Investment Summary \$995/day

Add (3) more hours for \$100!

- (20) Hours total programming
- 16,000 travelers per day

11:00 a.m. - 2:00 p.m. (3 hours)

Static logo during artist performance

Investment Summary \$1,095/day

Note - Length of spot can impact daily rotations

LIVEat love

Sponsorship Benefits & Investment Summary

Daily, Weekly, Monthly!

Weekly Option

Have a specific week in mind? Pick One!

A programming week consists of the following:

Time Frame (Monday – Friday)

4:00 a.m. - 11:00 a.m. (35 hours/wk)

2:00 p.m. - Midnight (50 hours/wk)

- (85) Hours total programming
- (3,825) :20 rotations per week
- 80,000 travelers per week

Benefit

Dedicated spot or static logo on 20 second rotation

Dedicated spot or static logo on 20 second rotation

Investment Summary \$4,250/wk

Add (15) more hours per week for \$500!

- (100) Hours total programming
- 80,000 travelers per week

11:00 a.m. - 2:00 p.m. (3 hours)

Static logo during artist performance

Investment Summary \$4,750/wk

Note - Length of spot can impact daily rotations

LIVEat*love*

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Sponsorship Benefits & Investment Summary

Daily, Weekly, Monthly!

Monthly Option

Have a specific month in mind? Pick One!
A programming month consists of the following:

Time Frame (Monday – Friday)

4:00 a.m. - 11:00 a.m. (35 hours/wk)
2:00 p.m. - Midnight (50 hours/wk)

Benefit

Dedicated spot or static logo on 20 second rotation
Dedicated spot or static logo on 20 second rotation

- (510) Hours total programming
- (15,300) :20 rotations per month
- 480,000 travelers per month

Investment Summary \$10,150/mo

Add (20) more hours per month for \$750!

- (400) Hours total programming
- 480,000 travelers per month

11:00 a.m. - 2:00 p.m. (3 hours)

Static logo during artist performance

Investment Summary \$10,900/mo

Note - Length of spot can impact daily rotations

LIVEat love

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Getting Technical

Specs & Formats

LED Display Specifics:

- iMag 3.9mm Modular LED Screen
- Size: 8.5 feet High x 14.5 feet Wide
- Pixel Matrix: 640 High x 1152 Wide
- Playback Software: Playback Pro 2.2

Files

- Video files should be submitted in HD 16:9 aspect ratio, .mov format
- Static images or logos can be in .jpg or .pdf format
- Files will be loaded on to a Macbook so a flash-drive is recommended
- Love Field does not allow sound in the spots

LIVEat*love*

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Upgrades

Sampling @ Distribution!

Enhance your sponsorship with the following upgrades for \$500 per day:

- Sampling
- Distribution
- Presenting Sponsor of specific artist(s) Category exclusivity
- Artist meet-n-greet



LIVEat *love*

Media Coverage in the following:



Star-Telegram



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email Kyle@SponsorBureau.com

Stage and LED display conveniently located in the food court.