



The Black Keys



Nas & Damien Marley



Edward Sharpe

SPIN & ----- Sundance Film Festival 2012 Opportunities

PROGRAM OVERVIEW

SPIN, a leader in celebrating independent talent, will join forces with ----- for the 2nd year in a row in support of the brand's designation as the official decision engine of the Sundance Film Festival. The SPIN/----- partnership will provide music/film enthusiasts on the ground in Park City and beyond with highlights from the best in music and film at the festival, compelling content and an insider's glimpse into all the action at the ----- Bar.

SUNDANCE
FILM FESTIVAL

January 19-29 2012
Park City, Utah

SPIN provides:

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PROGRAM ELEMENTS

The ----- has fast established itself as the place to be for those interested in celebrating the best in music and film during Sundance. SPIN and SPIN Galactic (ping-pong) were proud to be a part of the 2011 activation, hosting a daily cocktail/ping pong party over the first weekend and presenting a Sunday night-showcase with Cee-lo performing. Coverage ran in SPIN and on SPIN.com.

In 2012, SPIN will look to expand its support for ----- at Sundance by providing the following program elements....



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SPIN & ----- 2011 OPPORTUNITIES



DIGITAL MEDIA, PROMOTION AND CONTENT DISTRIBUTION

High-impact media on SPIN.com and the SPIN Network will promote -----'s activities at Sundance across a mass music-driven platform, driving traffic to a designated landing page (tbd) housing -----/Sundance content (video, interviews, photos, blog postings, etc) Additionally, SPIN will work with ----- to syndicate custom content from the ----- Bar throughout SPIN's network of partner sites.

Media and promotion to include:

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CUSTOM CONTENT/PROGRAMMING/ CREATIVE SUPPORT

SPIN will distribute and promote ----- produced Sundance content as well as provide additional programming ideas (and production as needed) using our team of editors, producers, photographers along with our access to the best in today's musical talent. Ideas include:

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SPIN & ----- 2011 OPPORTUNITIES

CREATIVE

SPIN has an archive of some of the best rock photography ever shot – using select images, SPIN will curate a gallery of that can be featured in the section of the ----- Bar dedicated to music (theme to be determined in conjunction with event producer)

TALENT OUTREACH

SPIN secures talent for interviews, photo shoots, performances and events on an almost daily basis. As a result, we have deep connections with managers, labels, publicists and artists across multiple genres. SPIN can assist in artist outreach on an as needed basis.

- *SPIN performances over the past year or so have included Florence and the Machine, the Black Keys, the Flaming Lips, Spiritualized, TV on the Radio, Cults, Young the Giant and Fitz and the Tantrums to name a few.*



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Custom Environment on SPIN.com (optional)

As part of program, ----- will have an opportunity to aggregate high profile content from the ----- in a dedicated section on SPIN.com. The ----- homepage on SPIN.com will, as an example, include...

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