



The Black Keys

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



Nas & Damien Marley

SPIN provides:

- An audience of over 9 MM music and independent film enthusiasts
- High impact media and promotion
- Development and distribution of original ----- branded content via SPIN.com, the SPIN Network, SPIN Magazine and various social media outlets
- An editorial point of view led by a team of well-known journalists and bloggers
- Access to emerging and established talent in the areas of music and film
- An authentic connection to music and the independent film community

PROGRAM ELEMENTS

The ----- Bar 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....



Edward Sharpe

SPIN & ----- 2011 OPPORTUNITIES



The Black Keys

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:

- Oversized superheaders (SPIN.com homepage/Network)
- ROS/Network Media
- ROS/Network Skins (standard skins, click-to-view- video skins)
- Video superheaders
- Integration of "sponsored posts" on SPIN partner sites & blogs
- Syndicated video content in ad units; distributed across the network
- Integration (via custom landing pages) into network partner Shuffle.fm
- Promotion across SPIN's Social Networks (reaches over x fans & followers) and SPIN's Email list - dedicated email blasts (full program creative) and standard email drops (listings & banners) reach 180,000 subscribers
- Full page recap of the ----- Bar in SPIN Magazine



Nas & Damien Marley

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:

- SPIN News: Daily interviews/wrap-up from the ----- Bar
- Best of Fest Portrait Gallery: Using a top SPIN contributing photographer and SPIN talent outreach, schedule and shoot daily portraits to be featured in book and online (see sample portraits on Page x). Creative incorporation of the "Decision" theme in a Q & A to accompany the gallery.
- SPIN Network Bloggers - Posting updates from the ----- Bar
- ----- Decision Maker Series (Music and Film) - Assist in the curation of a series of interviews featuring musicians and filmmakers that have collaborated on a project being screened at Sundance. SPIN guest editor to moderate
- SPIN & SPiN Galactic - Daily ping-pong tournament, of the moment DJ and celebrity guests coming together for a highly charged cocktail party



Edward Sharpe

SPIN & ----- 2011 OPPORTUNITIES



The Black Keys

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.*



Nas & Damien Marley



Custom Environment on SPIN.com (optional)

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

- A custom URL (Ex: www.spin.com/-----@sundance)
- Full ----- branding & media
- Videos, photo galleries and interviews from the ----- Bar along with editorial coverage from Sundance (films, talent, events, premieres and more)



Edward Sharpe

LOLLAPALOOZA ON SPIN.COM

THE LOLLAPALOOZA HOMEPAGE, PREVIEW PACKAGE, LOOK BOOK, AND DOWNLOAD ALBUM ON SPIN.COM

----- will receive sponsorship of the following Lollapalooza editorial on SPIN.com

1) The Lollapalooza Preview Gallery



4) The Lollapalooza Homepage on SPIN.com



2) Lollapalooza Download Album

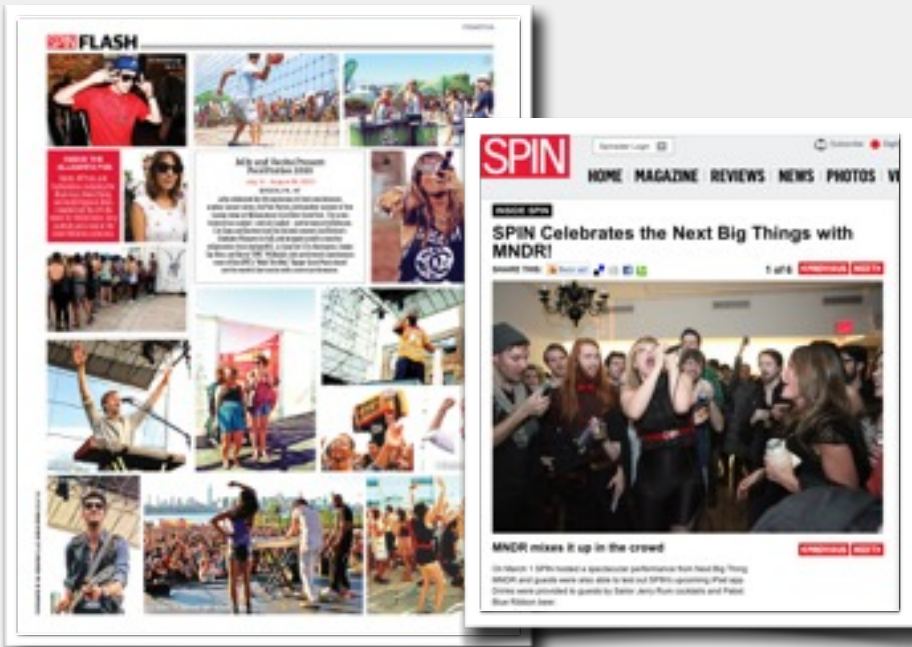


3) Lollapalooza Style Look Book

View the 2010 Lollapalooza Homepage on SPIN.com at: www.spin.com/lollapalooza-2010

MEDIA COVERAGE AND PROMOTION

Driving users to content, supporting brand goals, and recapping the program with comprehensive coverage.



SPIN FLASH! (PRINT EVENT COVERAGE) & PHOTO-GALLERY COVERAGE

The W Hotel Festival Style Exhibition event will receive inclusion in SPIN Flash! (print) and on SPIN.com.



SOCIAL NETWORKS

SPIN's Social Networks will extend reach to an additional 150,000 fans.

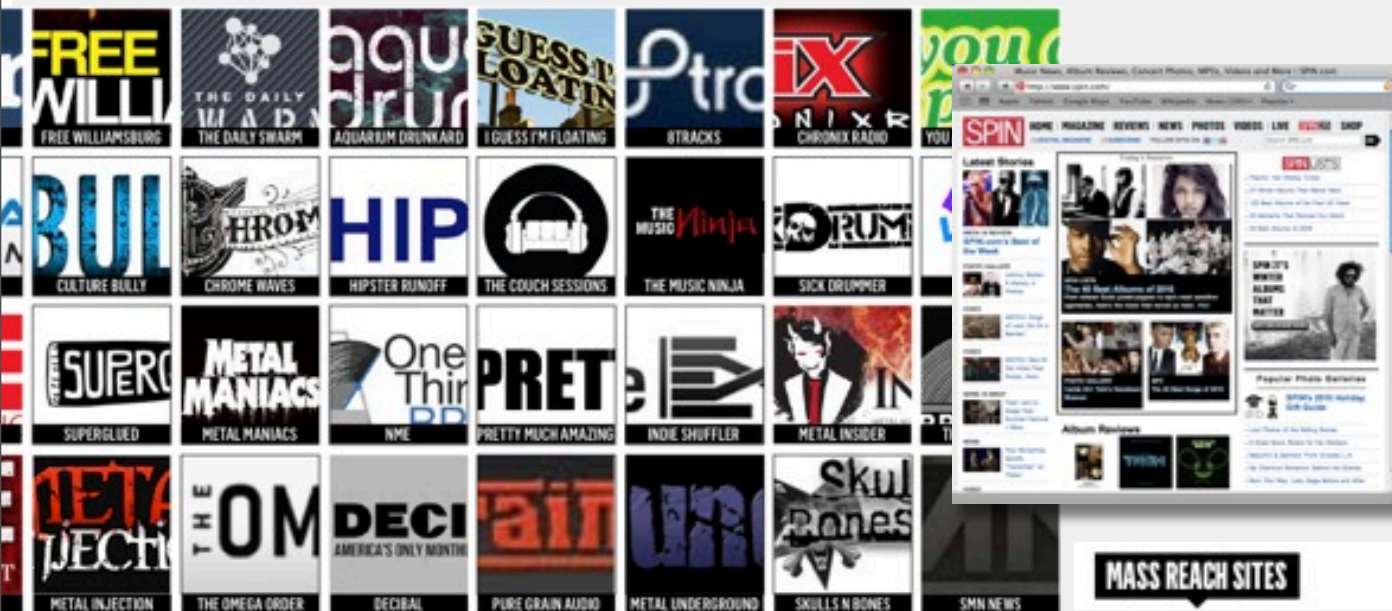
Facebook: 58,000
Twitter: 80,000



EMAIL LIST

SPINsider Email Newsletter will announce and support the program. The SPINsider drops on Thursdays and reaches over 180,000 subscribers. (Value: \$7,500)

...about the SPIN Network



THE ULTIMATE MEDIA & DISTRIBUTION PLATFORM

A 30 site collection of some of the most authentic voices on the web, and extensive opportunities for distributing content, opinion and media.

MASS REACH SITES

PRIMARY NETWORK

METAL NETWORK

An online media buy on SPIN.com and the SPIN Network will support Belvedere throughout the program's flight.