

REAL Event Sponsorship



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The REAL Mission

REAL has two primary objectives; one being its commitment to legitimizing a competitive platform for all-natural and drug-free athletes and the second being increased awareness of the importance of drug-free fitness and lifestyles. Both are achieved by a combined effort between individuals, companies and groups that share our values of integrity, honor, equality and accountability.

Welcome to REAL

REAL (Real Entertainment Athletes and Leaders) is a Natural/Drug-Free physique, fitness and wellness organization. Through various contests, promotions, education, etc, our mission is to promote a drug-free fitness lifestyle. REAL founders Stephanie and Jason Powell bring a combined 15 plus years in the fitness/bodybuilding industry as competitors, and promoters. They started REAL as a way to promote and demonstrate that high performance and muscular development can be achieved without the use of performance enhancing drugs. We expect REAL to become not only the leader in drug-free events, but the standard for which physique contestants will measure their success.

The Fitness Explosion

Our Goal is simple — to bring together the best natural athletes, their fans, sponsors and the general public to inspire, motivate, and support the rising population interested in natural fitness competitions and activities.

Over the past several years, the fitness industry as a whole has shown a boom in growth, and with the current focus on healthy lifestyles it is project that it will continue to grow even more in years to come. Just as major retail health food and vitamin chains have experienced unprecedented growth, events dedicated to inspire natural athletes, fans, and those interested in natural fitness activities have taken off, with REAL leading the way. REAL is positioning itself to become the home to the biggest and brightest natural/drug-free athletes and competitors. But we will not be doing this alone. We are looking for forward thinking companies who understand and realize the potential growth, and opportunities that come from become a sponsor of REAL.

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The REAL Reach

Our sponsors come in all shapes and sizes, local, regional, as well as national/worldwide companies. By becoming a sponsor of REAL, we can continue to help grow natural fitness and wellness. And in return we will help you to expose your products or service to thousands of potential customers. REAL has developed a sponsor benefit package along with live event marketing that we feel will highlight your company's product and message.

Natural fitness has consistently attracted a broad range of consumers with impressive demographics, from \$50 thousand to high discretionary income earners, college-educated, family-oriented, and most important, brand loyal consumers. Natural athletes, competitors and fans reflect the upper crust of fitness industry consumers. So as you can see REAL is a true alternative arena for natural athletes to display their talents and for you our sponsors to help their goals become realities.

NEXT EVENT 8.20.11 Stafford, TX

The Optimum Nutrition Lone Star presented by REAL. This event is an amateur and professional event which includes natural bodybuilding, figure, fitness model, REAL Beauty, the "I Decide" Transformation Challenge and the REAL Deal Obstacle Course! Exclusive to this event is also the OPTIMUM NUTRITION SPOKESPERSON SEARCH. www.lonestarweekend.com



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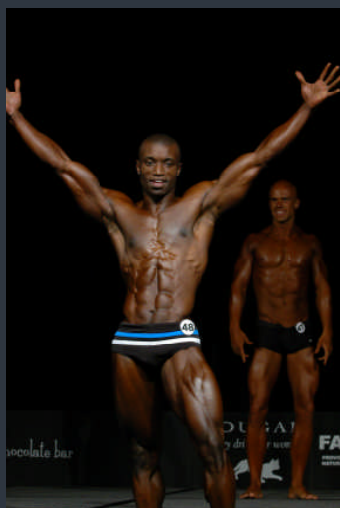
Sponsorship Levels

TITLE SPONSOR \$5,000

LIMITED – Exclusive by Industry

Benefits exclusive to Title Sponsors:

- One prime exhibit space (8 X 13) at indoor event
- Identified in all print media as a Title sponsor
- Identified in press releases and promotions as a Title sponsor
- Logo included in all electronic communications as a Title sponsor
- Logo as hyperlink on home page of REAL websites (www.REALworldtour.com www.lonestarweekend.com and www.theREALspot.org)
- Logo included on event posters and flyers
- Logo on event merchandise
- Promotional giveaways
- Special access opportunities
- 8 VIP tickets
- Onstage mentions
- Logo on big screen and stage signage
- On-site sampling, promotions
- Opportunity to provide inserts or product for competitor bags, VIP tables etc



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Sponsorship Levels

TITANIUM SPONSOR \$3500

Benefits exclusive to Platinum Sponsors:

- One prime exhibit space (8 X 13 Booth) at indoor event
- Identified in all print media as "Other sponsors include..."
- Identified in press releases and promotions as "Other sponsors include..."
- Logo included in all electronic communications as "Other sponsors include..."
- Logo as hyperlink on home page of REAL websites (www.REALworldtour.com, www.lonestarweekend.com and www.theREALspot.org)
- Logo included on event posters and flyers
- Logo on event merchandise
- Promotional giveaways
- 4 VIP tickets

Additional Benefits:

- Onstage mentions
- Logo on big screen and stage signage
- 30 second commercial spot on big screen
- On-site sampling, promotions
- Opportunity to provide inserts or product for competitor bags, VIP tables etc

“
Thank you so much for all the hard work and dedication you put into your event. It was an absolutely phenomenal experience for me. You are truly inspirational, your love and care for the athletes and for what you do really showed
”

Bethany C



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Sponsorship Levels

PLATINUM SPONSOR \$2000

Benefits exclusive to Platinum Sponsors:

- One secondary exhibit space (8 X 13 Booth) at indoor event
- Identified in all print media as "Other sponsors include..."
- Identified in press releases and promotions as "Other sponsors include..."
- Logo included in all electronic communications as "Other sponsors include..."
- Logo as hyperlink on home page of REAL websites (www.REALworldtour.com, www.lonestarweekend.com and www.theREALspot.org)
- Logo included on event posters and flyers
- Logo on event merchandise
- Promotional giveaways
- 2 VIP tickets

Additional Benefits:

- Logo on big screen and stage signage
- On-site sampling, promotions
- Opportunity to provide inserts or product for competitor bags, VIP tables etc



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REAL Deal Challenge Sponsors

Sponsors of the REAL Deal Challenge have a unique opportunity. The REAL Deal has both an outdoor obstacle course challenge and an indoor physique competition. Sponsors can choose to put their dollars toward equipment, exhibitor space, awards and more!

RDC TITLE SPONSOR \$2,500

One exhibit space (8 X 13) at the outdoor event

Identified in all print media as "Title Sponsor"

Identified in press releases and promotions as "Title Sponsor"

Logo included in all electronic communications as "Title Sponsor"

Logo as hyperlink on home page of REAL websites (www.REALworldtour.com and www.theREALspot.org)

Logo included on event posters and flyers

Logo on event merchandise

Promotional giveaways

Tickets to REAL Deal and indoor event

Onstage mentions at awards ceremony

Logo on big screen and stage signage at awards ceremony

On-site sampling, promotions

Opportunity to provide inserts or product for competitor bags, VIP tables etc

REAL Event Sponsorship



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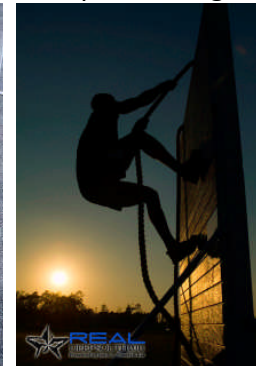
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REAL Deal Challenge Sponsors

EQUIPMENT SPONSOR - \$1,000

Benefits to Equipment Sponsors:

- Signage displayed at or on piece of sponsored equipment
- One exhibit space (8 X 13 Booth) at the outdoor event
- Identified in all print media as "Other sponsors include..."
- Identified in press releases and promotions as "Other sponsors include..."
- Logo included in all electronic communications as "Other sponsors include..."
- Logo as hyperlink on home page of REAL websites (www.REALworldtour.com, www.lonestarweekend.com and www.theREALspot.org)
- Logo included on event posters and flyers
- Logo on event merchandise
- Logo on big screen and stage signage at awards ceremony
- Opportunity to provide inserts or product for competitor bags, VIP tables etc



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Expo Packages

All REAL events include our all day expo!

Showcase your brand, promote your business or sample products. With this all day event, you have the opportunity to expose your brand to thousands of spectators

Take the chance to display your brand in our exhibitor area. Share or sample your products or utilize your booth however you like

Primary booth space \$500

- 8x13 space located in primary locations of the venue or exhibit hall
- Table and chairs provided
- Electricity available if necessary

Secondary booth space \$300

- 8x13 space located in secondary locations of the venue or exhibit hall
- Table and chairs provided

Exhibit Plus booth space \$ inquire for pricing

There are also larger spaces available for those companies wishing to get greater exposure



2011 SPONSORSHIP CONTRACT

SPONSOR INFORMATION

Principal Contact (please complete)

Name:

Company:

Address:

City:

State:

Zip Code:

Tel:

E-Mail:

A la Carte Sponsorship Items

Event Title Sponsorship \$5,000

Titanium - REAL Event Sponsor \$3,500

Platinum - REAL Event Sponsor \$2,000

REAL Deal - Title Sponsor \$2,500

REAL Deal- Equipment Sponsor \$1,000

Single Event Sponsor with partial sponsor benefits

REAL, single event \$500

(Bodybuilding, Figure, Beauty, REAL Deal, Transformations, Fitness Model & REAL Beauty)

After Party (incremental donation) \$500

Single Item Sponsorships

Audio/Visual equipment & rentals (proj \$10,000)

Awards (cash, in-kind, trophies etc) \$ _____

Special Awards (Best theme, entertainer, poser..) \$200

Event T-shirts (prime recognition on shirt) \$700

Food and Beverage (projected at \$5,000) \$ _____

Athlete (fees, travel & more) (\$100+) \$ _____

Entertainment (guest appearances, performers..) \$300

Travel Services (to/from airport, shops & malls..) \$250

In-kind (merchandise, gift cards etc) ****please contact****

Media (posters, flyers, promo items) \$200

Program Ad Space

Quarter page \$75

Half page \$100

Whole page \$175

TOTAL: \$ _____

AMOUNT ENCLOSED: (min 50% must be included) _____

AGREEMENT

Terms of Agreement:

_____ ("Sponsor") enter into a sponsorship agreement for the **2011 Optimum Nutrition's REAL Lone Star. August 20th, 2011, Stafford Centre, 10505 Cash Road, Stafford, TX 77477**

Limited License:

REAL grants the Sponsor a limited license to use any of the artwork on the Event site for the purpose of promoting the Event and linking to the Event

site. Sponsor grants REAL a limited license to use Sponsor's logo in conference promotional material and on the Event site.

Miscellaneous:

This Agreement shall become effective on the date signed below and will remain in effect until all responsibilities set out are fulfilled. The parties

acknowledge that they will use their best good faith efforts to negotiate and resolve subsequent issues that may arise from this Agreement as a result of

unforeseen occurrences and that may alter the conditions of this Agreement.

Cancellation policy:

This agreement is effective as of the date signed below and shall remain effective until the Event ends on **EVENT DATE** or until terminated by either party. *****All requests for refunds must be in writing, received, and confirmed by REAL 60 days prior to the event.** Contracts canceled up to 60 days of the event will be issued a refund based on a prorated basis. **If sponsoring promotional items, once the contract is signed and the item is in production, there shall be no refunds.** REAL may

terminate this agreement at any time by notifying the sponsor in writing or by email. Upon such termination,

REAL shall return to the Sponsor that portion of the Sponsorship fee pro-rated for the time remaining in the contract

Signature _____

Date _____

Fax or mail completed contract and payment information to: REAL LLC PO Box 540111, Houston, Texas, 77254-0111 USA
Questions? Contact REAL LLC at (832) 541-6764 or Info@REALWorldTour.com

2011 REAL Application for Exhibit Space

OPTIMUM NUTRITION LONE STAR Aug 20, 2011
Stafford Centre 10505 Cash Road, Stafford, TX 77477

APPLICANT INFORMATION

Point of Contact: _____ Business Name: _____
Address: _____
City: _____ State: _____ Zip / Postal Code: _____
Country: _____ Main Telephone: _____
Cell: _____ Fax Telephone: _____
E-Mail: _____
Booth type : Primary Indoor \$500 Primary Outdoor \$500
 Secondary Indoor \$300 Secondary Outdoor \$300
 Exhibit Plus (please describe what type of space needed) _____

The undersigned applicant hereby applies for space subject to rules, regulations and instructions of the promoter, and its agents, as stated herein or incorporated herein by reference. We have read and agree to abide by all instructions, exhibitor information and the rules and regulations, which are part of this agreement.

All booths will be assigned on a first-come, first-served basis per type of booth rental. Each applicant will be date-stamped as received.

Full payment must accompany this application for space. Make checks payable to: **REAL, LLC**. Booths not fully paid may be offered to others at the sole discretion of the event Management, at any time.

AGREEMENT

We will be exhibiting the following products or services:

We agree to pay for said exhibit space based on the rates shown herein. We acknowledge that space not fully paid for may be offered to others. We fully understand that this form shall be a binding contract upon acceptance by the **2011 Optimum Nutrition REAL Lone Star**. Exhibit space shall be assigned by *Management* in the order received and in the best interests of the EVENT as a whole. Exhibitor agrees to accept relocation if it becomes necessary or advisable in the sole judgment of *Management*. No exhibitor shall assign, sublet or apportion the whole or any part of the assigned space. No persons, firm or organization not assigned exhibit space shall be permitted to exhibit or solicit any business within any area occupied by any part of the show or related events. We have read the attached rules and regulations and we agree to abide by all instructions, exhibitor information and the rules and regulations, which are part of this agreement.

Authorized Signature: _____ Date: _____

Print Name and Title: _____

Please complete, sign and return TWO copies to address below. One executed copy will be returned to you.

For Office Use Only

Exhibit booth purchased _____ Total Due _____
Booth # Assigned _____ Amount Received _____
Balance _____

REAL, LLC

RULES AND REGULATIONS GOVERNING EXHIBITS

1. The 2011 REAL World Tour of events is owned and operated by REAL, LLC (Real Entertainment Athletes Leaders), referred to hereinafter as "*Sponsor*" and "*Management*." Applicants agree to abide by all instructions, exhibitor information and Rules and Regulations of *Sponsor* and *Management*. Except as contained herein, there are no representations or warranties, expressed or implied. Any changes in this agreement must be in writing and signed by both parties. *Sponsor* and *Management* shall have sole discretion in the interpretation and enforcement of all Rules and Regulations contained herein and have the power to make such amendments thereto, and such further Rules and Regulations as it shall consider necessary for the proper conduct and success of the Event. The failure of *Sponsor* and/or *Management* to insist upon a strict performance of the Rules and Regulations shall not be deemed a waiver of any rights *Sponsor* and *Management* may have.
2. *Sponsor* reserves the right to decline, prohibit or expel any exhibit which, in its sole judgment, is out of keeping with the character of the EVENT, including but not limited to persons, display materials, printed matter, product or conduct. *Sponsor* reserves the right to determine, in their sole discretion, the eligibility of all exhibit space applicants and individual products to be exhibited.
3. *Sponsor* reserves the right, in their sole discretion, to alter the exhibit hours or floor plan arrangements in any manner, which is in the best interest of the EVENT. Assignment of space shall be made by *Sponsor* in its sole discretion. Location of preferences will be assigned as per exhibitor agreement and accommodated where possible. Acceptance of an applicant does not imply endorsement of exhibitor's products or services, nor does rejection imply lack of merit of the same.
4. Distribution of advertising material and Exhibitor solicitation of any sort shall be restricted to the exhibitor's booth. Exhibitor's exhibit or product may not extend beyond the limits of the exhibitor's booth and no part of any exhibit or any product may extend into any aisle. No Exhibitor shall so arrange his exhibit to obscure or prejudice adjacent booth exhibitors in the sole opinion of the *Sponsor*. No exhibitor may assign, sublet or apportion the whole or any part of the space allotted him, nor exhibit herein any other goods than those manufactured or sold in the regular course of business by the exhibitor. Identification badges are non-transferable. Admission will be by badge only.
5. Exhibitors shall be bound by and comply with, at exhibitor's own cost and expense, all applicable national, state, city municipal and law codes and government regulations or other authority having jurisdiction over the exhibit facilities or the conduct of said EVENT, together with the Rules and Regulations of the owners and/or operators of the facilities in which the EVENT is being held. Exhibitors shall be bound by and comply with, at exhibitors sole cost and expense, all applicable copyright and trademark laws and regulations may affect Exhibitor's use and occupancy of the exhibit space or participation in the EVENT.
6. In the event an exhibitor desires to cancel his reservation for booth space, a written notice for cancellation must be transmitted to: REAL World Tour, LLC, PO Box 540111, Houston, TX 77254-0111 USA by mail, post marked no later than three (3) weeks prior to the Event. If the request is approved and accepted by *Management*, the amount paid shall be refunded. The exhibit fee is not refundable for cancellations after the above date. The administrative fee of 20% of the contracted booth(s) fee(s) will be assessed upon all cancellations.
7. Attention is called to the necessity for insurance covering all risks (including but not limited to liability, fire, theft, damage) on your exhibit from the place to the exhibition facility and return, including the period, which the materials remain in the EVENT. Exhibitor acknowledges the *Management*, the *Sponsors*, the officers, agents or employees do not maintain insurance maintaining exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain business interruptions, property damage, and other insurance covering such losses as Exhibitor may incur, and assume no responsibility for the safety of the properties of the Exhibitor or Exhibitor's officers, agents or employees from theft, damage by fire, accident or any other cause whatsoever. Exhibitor expressly agrees to save and hold harmless *Management*, *Sponsor*, their officers, agents and employees from any and all liabilities resulting from injuries from any persons or for damages or loss of property owned or controlled by Exhibitor, its agents, employees and attendees, person and or properties in connection with the Exhibitor's use and occupancy of the exhibit space or participation in the EVENT and from any claim or liability which may arise as a result of copyright and trademark laws and regulations which may apply to Exhibitor's use and occupancy of the space or participation in the EVENT.
8. The exhibit facility is a public building. Exhibitors are cautioned to assure their safety when they are not in attendance at their exhibit booths and to exercise caution during the exhibit hours. *Sponsor* and *Management* shall not be responsible for the conduct of contractors or their employees and assume no responsibility for failure to perform by contractors, their charges, or any other matter relating to contractors or the exhibit facility.
9. If the Exhibitor fails to comply in any respect with the terms of this agreement, the *Sponsor* and/or *Management* shall have the right, without notice to the Exhibitor, to sell or offer for sale the exhibit space covered in this contract, said Exhibitor to be liable for any deficiency, which loss or damage the Exhibitor agrees to pay *Sponsor* and/or *Management* upon demand together with expenses and cost incurred by reason thereof.
10. Exhibitor acknowledges that actual occupation of the exhibit is the essence thereof, and that should *Sponsor* and *Management* be unable to effect the sale of the space as herein provided, *Sponsor* and/or *Management* is then expressly authorized to occupy or cause said space to be occupied in a manner as it may deem in the best interest of the EVENT, without any rebate of allowance whatsoever to the Exhibitor and without in any way releasing the Exhibitor from any liability hereunder, and said Exhibitor expressly agrees to pay *Sponsor* and *Management* the full sum as herein set forth.
11. Exhibitor agrees that whenever an attorney is used to obtain payment due hereunder an attorney's fee of 30% of the sums due shall be payable by the Exhibitor as and for reasonable attorney's fees. This agreement shall be governed by the laws of the State of Texas.
12. In the event the EVENT is canceled or postponed, or *Sponsor* and/or *Management* is unable to perform for any reason whatsoever, including performance under this agreement, the sole and exclusive remedy of Exhibitor as against *Sponsor* and *Management* with respect to any damages sustained by Exhibitor as a result of the non-occurrence or postponement of the EVENT, including incremental and consequential damages, shall be a refund of all money paid on account of the exhibit space, less Exhibitor's pro-rata share of expenses relating to the EVENT, as determined by *Sponsor*. *Sponsor* reserves the right to cancel or postpone the EVENT for any of the following reasons: damage or destruction of the facility; acts of God; national or unforeseen emergency; public enemy; war or insurrections; strikes or possibility of strikes; the authority of law; for any cause beyond their control or where *Sponsor*, in its sole discretion, determines that the EVENT cannot be held as planned; or in a manner which will serve the best interests of the *Sponsor*, the attendees and/or exhibitors; or where the success of the event will be adversely affected.

This agreement shall be construed solely as a license for the use of the exhibit space to be occupied by the Exhibitor, and Exhibitor agrees that it has not relied on any oral or written representation not contained in this agreement. *Sponsor* and/or *Management* disclaim any implied warranties or merchantability and/or fitness with respect to the services or materials furnished to the exhibitor in connection herewith.