

Jax Streeter's DOS VIDAS Concert Tour

Brought to you by: Liquid Heat, Jax Streeter and participating partners.

Please send your request for Tour Partnership, Official Tour Stop or Both to:

Jax Streeter in world by note card or email: jstreeter@jaxstreeter.com

Please title request: Dos Vidas Request:

Welcome **Tour Partners,**

Your interest in becoming a partner in this exciting event is appreciated.

As a **Tour Partner**, you will be participating in a cross promotional opportunity that is unparalleled to any other event to date Second Life businesses and organizations has ever seen. Throughout this Tour event, a coalition of businesses and organizations will be able to cross promote their interests much like a marketing network. However, this unique marketing network will be driven by entertainment.

Live entertainment in Second Life continues to prove itself as a traffic generator. Whether it is SIM traffic or open internet/website traffic, there is no doubt live entertainment events deliver the audience.

Premier builders Liquid Heat and SL virtual recording artist Jax Streeter have teamed up to create a spectacular live original concert tour of sight and sound. Highlights of the tour include:

- Jax Streeter's live concert performance and release of his new CD, DOS VIDAS.
- Liquid Heat's custom stage and concert light show and theatrics.
- Open Acts in support of the Tour.
- Official Tour Stops providing extended marketing exposure.
- 3-4 Official Tour Stops per month.
- Video recording of each concert distributed to partners for promotional use.
- Cross marketing to all partner groups.
- Use of Official Tour Stops for charitable fund raising.
- Use of Official Tour Stops to sell merchandise and promote businesses with on location vendors.
- Partners Board with clickable note giver.
- Marketing on participating internet radio stations.
- Marketing on participating internet television stations.
- Marketing on participating publications/websites/blogs.
- Marketing on jaxstreeter.com / 40,000 hits per month. And Jax Streeter banner advertising.
- Marketing on participating partner websites/blogs etc.

As you can see, the more partners that join the coalition, the stronger the marketing power.

Jax Streeter's DOS VIDAS Concert Tour

Investing As a Partner

The investment in participating as a Tour Partner is nominal in terms of Linden Dollars. A nominal fee of \$1,000L will be collected to cover costs of the creation and maintenance of each Tour Partners placement on the Partners board. The board will be placed at each Official Tour Stop in advance of the concert date to ensure maximum exposure.

The remainder of the investment will be the requirement to promote each Official Tour stop to your respective groups and contacts. An official promotion kit will be given to each Tour Partner with guidelines on how and when to distribute and communicate the information.

This will provide exposure for your business or organization to other participating Tour Partner's audiences without having to share physical databases. This is cross marketing and viral marketing at its best.

Please send your request for Tour Partnership, Official Tour Stop or Both to:

Jax Streeter in world by note card or email: jstreeter@jaxstreeter.com www.jaxstreeter.com

Please title request: Dos Vidas Request:

For building and scripting services please contact Erin Burks in world or email:
lqdheat@yahoo.com

www.liquidheat.biz