



## KICKSTARTING KENTUCKY TO THE SUPER BOWL IN 2012

*"It is an idea so crazy, it might just work."* - Tom Eblen - Lexington Herald Leader

*"Ad industry Kentuckians Whit Hiler, Kent Carmichael and Griffin VanMeter, under the auspices of Kentucky for Kentucky, want to use the Super Bowl as a platform to tell the world how awesome Kentucky is."* - Ken Wheaton - Ad Age

*"A trio of ad industry executives in Kentucky are using Kickstarter to finance a Super Bowl ad promoting their home state."*  
- Todd Wasserman - Mashable

On September 8th 2011 Kentucky for Kentucky launched a project on Kickstarter.com to crowd fund, produce, and air a Super Bowl commercial marketing the Commonwealth of Kentucky. A project fueled by Kentucky pride showcasing to the world all of the amazing people, cultural influences, destinations, and products that make Kentucky the greatest state ever.

If you live in Kentucky there's a good chance you've already heard about Kentucky taking Kentucky to the Super Bowl. Within the first week it received over five million media impressions from news outlets in Kentucky and all around the world. Everyone's talking about how this is going to be great for Kentucky.

In order to make this project a reality we are looking to raise \$3.5 million. The going rate of a Super Bowl commercial plus production costs. Although it's a lot of money, it's not that much if we all pitch in together. While a chunk of the funding will come from prideful Kentuckians, we are seeking Kentucky based corporate sponsors. It's a marketing opportunity of a lifetime for a brand like yours. The opportunity to give back to Kentucky in a big way, the opportunity to make history along with Kentucky, and the opportunity to showcase your brand in front of the largest US television audience. Not to mention the massive amounts of press, buzz, and social sharing you'll receive.

We would like to offer your brand the opportunity to be part of marketing history and to become a Kick Ass Kentuckian. Be bold like a Kentuckian.

### PRESENTING SPONSOR - PLEDGE\* \$1,000,000

This will make your brand the big defender of the commonwealth. The Kentucky for Kentucky commercial will be presented by proud Kentuckians and (your Brand.) You receive product placement in the commercial, Kentucky Pride, and a place in history. You'll also receive more (pre, during, and post) Super Bowl press, buzz, and social sharing than you can handle.

### SPONSOR - PLEDGE\* \$250,000

The chance to be in the Super Bowl at a fraction of the cost. You receive product placement in the commercial, Kentucky Pride, and a place in history. You'll also receive massive amounts of (pre, during, and post) Super Bowl press, buzz, and social sharing.

If you can't give the \$250,000, please consider pledging what you can, we'll make a big deal about it. Beyond money we also need help spreading the word about Kentucky for Kentucky. Let everyone know. This is going to be great for both Kentucky and it's prideful Kentuckians.

While we are confident we'll hit our funding, please keep in mind that if you commit to a sponsorship it's just a pledge. You only write the check once we hit the \$3.5 million mark. You'll get the pre Super Bowl buzz and Kentucky goodwill regardless. The sooner you come aboard, the sooner you'll start receiving this earned media. It's a huge win win.

THANKS, YOU KICK ASS!

Whit Hiler

Griffin VanMeter

Kent Carmichael

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