



Realm Music Group LLC presents its  
“World Peace Music Tour” featuring Recording Artist



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**Presents Ricki Erik's "World Peace Music Tour"**  
**Title track: "IF I WAS GOD"**

With the recent debut of his third album titled, "**Born to Rock**", **Ricki Erik** is once again preparing for his close-up by kicking off his summer tour with an urgent message for "World Peace". Signed to record label **Realm Music Group LLC**, **Ricki Erik** is scheduled to release his latest CD single titled "**IF I WAS GOD**" to mainstream radio airwaves on August 15<sup>th</sup>. "**IF I WAS GOD**" is a song about world peace tells of the actions Ricki Erik would take if he were of the *HIGHEST POWER*. Written and heart wrenchingly sang by **Ricki Erik** he urges the message of world peace. With lyrics like *If I was God, children would never die. The world would never end. If I was God, Muslims and Jews would be friends. If I was God.* Ricki Erik says through his lyrics, he hopes to help explore matters of the heart with greater significance he says this he finds far more rewarding and memorable in this time of war and uncertainty.

Amidst the latest violence and conflict to affect the Middle East, this commemorative effort marks the 5<sup>th</sup> anniversary for those who fell victim to the 9/11 terror attacks. Ricki says " Among the rising concerns of inflation, war, declining stocks, weak dollars and high gas prices, we need now more than ever to believe we can come together and spread the message to pray for peace and have an end to this conflict for the good of all mankind."

Guests are invited for a sneak preview to his music tour and his new single titled "IF I WAS GOD" being released later that week to mainstream radio August 15<sup>th</sup> by joining forces with the **Law Enforcement Bikers of New England on Saturday, August 12, 2006 to support the U.S. Armed Forces Training Center, 64 Harvey Road in Londonderry, NH starting at 12:00 pm.** This event is largely funded by the Key Volunteer Network where many are vets have sons and daughters who are serving in defense of the U.S.A. There Ricki Erik will perform his first of many to come concert series across the United States and abroad promoting "World Peace" and "Peace for all of America" and our brave U.S. Troops who are defending freedom and peace for all of us.

Back in April 2006, Ricki's last hit single titled "All NiteLong" debuted to #47 on the Radio and Records CHR/POP Top 50 Indicator in the company of: Kelly Clarkson, Mary J. Blige, Kanye West, Black Eyed Peas and Hoobastank to name a few. "Not bad company to be named with musically" adds Ricki Erik.



Ricki Erik is inviting those who want to make a difference or wish they were of the *highest power* to come out and join us at this event where there will be a poker run, cash prizes, raffles, tattoo artists, dj's, live entertainment all day long, a host of vendors and sponsors to support our brave men and women fighting for the great cause of freedom. Look for this album titled "**Born to Rock**" to contain a controversial song or two, as **Ricki Erik** is known for writing and singing about matters of the heart.

Opening for Ricki Erik is the sultry, seductive and sexy "Sonia", Realm Music Groups' latest R & B Singer to hit the mic. Watch as Sonia graces the stage, showcasing her vocal talent and stage presence with her two new singles from her debut CD due out later this year. This is one hot babe with vocals to die for!

The goal of the Music Tour is to promote Peace in the World through independent recording artists and their music. We encourage artists of all formats to join us in this celebration. We have space for 5 independent artists which we will help promote in each city we are joined in to help spread and promote the much needed message of serenity, freedom and peace for all.

Sponsors are needed and donations are welcome to support, promote and spread the message for this great cause across the nation. *Please make your checks payable to:*

***Realm Music Group LLC PO Box , Pembroke Pines, FL 33024***

A portion of all proceeds from live performances & sponsorship to be donated to the World Peace Music Tour, L.E.Bikers and the Key Volunteer Network to promote peace through music.

*For more information please call*

**Realm Music Group LLC Publicity Department at (877) 515-1215.**



## Event Overview

**Realm Music Group LLC** (*Pembroke Pines, FL*) an independent record label promoting new artists of all genres is hosting a national “World Peace” Music Tour Campaign starting in Londonderry, NH. The record label is promoting its prominent featured headlining artist “Ricki Erik” who will be promoting his new hit single titled “If I Was God” on this national radio campaign starting August 15<sup>th</sup>, 2006 to spread the message of peace for all of us.

The first stop in this multi city campaign is Londonderry, NH on August 12<sup>th</sup> where Ricki Erik along with other independent recording artist join in helping support the U.S. Armed Forces Training Center at 64 Harvey Road, Londonderry, NH at 12:00 pm. There Ricki Erik will perform live for a largely funded Key Volunteer Network in support of the many vets who have sons and daughters that are serving in defense of the USA.

The multi-city, multi-state campaign will feature numerous independent artists of all musical genres on tour with Ricki Erik helping to spread the word of peace, serenity and freedom for all. All artists of the Music Tour are carefully chosen for their knowledge, experience and personal interest in this cause against violence and the pursuit of peace.

The “World Peace Music Tour” is empowering by nature and challenges us all to think about what is going on around us and how we might be able to help. Learning tolerance and acceptance among families, our friends, allies, enemies and ourselves is an empowering message that can be spread through music. Our independent artists, affiliated partners and record labels are eager to help us do so through this Music Tour.

The “World Peace” Music Tour relies heavily on registrants/ sponsors to help spread the message through music. The Music Tour promises a fun filled music event with independent artists from all over the world coming together to promote their music in all genres/ formats. Music brings us all together. No matter where, no matter how or why we all rely on the serenity and comfort of music to ease our concerns of the daily hustle and bustle of life. Let us take the music to you and see what makes this event so memorable.



## **The Benefits of Your Sponsorship**

### **Logo Promotion**

As with any other event your logo can be placed on several promotional and marketing items used in this event. The most prominent being the brochures/ flyers that are used to market and promote the event. Your logo will be on our two websites and depending on your level of sponsorship, logo placement on the promotional items table, in all advertising with space for sponsor logos for up to 90 days.

The combined strength of these marketing strategies can guarantee longterm exposure, and brand awareness. Corporate sponsors with music affiliations have been expanding for drastically.

### **Brochure/ Flyer Promotion:**

Newly added as a benefit for the Silver, Gold, Platinum and Magnum Sponsors!

Space will be made available on our promotional flyer, radio campaigns, concerts and/ sponsorship banners.

### **A Musical Touch to your company's promotions:**

This means there is tremendous strength and value when your company is endorsed to all of the independent record label promotional products throughout our concert series. At any given event there can be from 200-500 people including musicians, press and media hearing about your company from someone who personally supports it. It is estimated at a value nearly 10x the dollars exposes simply by exposing your logo as is often the case at much larger events. All introductions are based on interaction and knowledge of the product or service our sponsor is offering. The best way to concentrate on these benefits is through raffles that take place during the event. Everyone loves a raffle and it gives the opportunity to talk about the company and promote the product or service to everyone.

### **Content is Queen!**

The Indie Music Tour articles and archival video footage will be made available to all sponsors of the Music Tour. As new content is created, sponsors will be notified and given the option of incorporating into the content of their site. All promotional and marketing material received will have added exposure by video promotion during the course of this 3 month concert series.



At any given event there can be a range of between 500-2,400 people hearing of the event through brochure promotion, flyer promotion, web promotion, radio promotion, video footage. Introductions at the concert series, knowledge about the sponsors, raffles from the sponsors has been a great strength in numbers as more are exposed to your product and or service. Its gives you the chance to speak of the benefits your product can offer in front of an audience.

### **Benefits of Promotion**

All materials that are distributed about the Music Tour rely heavily on the benefits that are provided to our registrants/ sponsors. All materials that are distributed about the event will be discussed and promoted at the event as well as on our websites and affiliated links.

You will have a logo link from our websites as well as text describing your company.

Every sponsor of the Music Concert Series will have visibility in our website. Sponsors will also have the option of submitting helpful information and benefits. You will be selling your company.



## World Peace Music Tour

### Sponsorship Opportunities

#### Literature Giveaway- \$100 / Event

1. Placement for a flyer, magazine or literature giveaway at the Music Tour Event
2. Option to offer discount on our Websites for web surfers

#### Coupon Giveaway- \$100 / Event

1. Placement for a coupon at the Music Tour Event
2. Option to offer coupon on our website for web surfers using company name & URL

#### Raffle Giveaway- \$300 / Event

1. Promotion of Raffle Giveaway at the Music Tour Event
2. Listing of Company name and URL on our website
3. Explanation of company and benefits during raffle at the event
4. Option to offer discount on the website for web surfers
5. 2 free registrants

#### Supporting Sponsorship- \$500 / Event

1. Logo on the Website
2. Signage at the event
3. Logo and Link on the Music Tour Website
4. Option to use Music Tour articles as content for your website
5. Option to use Music Tour archival footage as content for your website
6. Literature Giveaway at the Event
7. Option to have Raffle Giveaway at Event
8. Promotion of Raffle Giveaway on our website including listing of company name and URL
9. Explanation of company and benefits during raffle at the event
10. Option to use Coupon / Discount Giveaway
11. Promotion of coupon discount at the event and on our website
12. 3 free registrants



**Badge Sponsorship- \$1,000/ Event**

1. Logo on inside of Event Brochure/ Flyer (over 5,000 mailed per event)
2. Logo and/or message on the back of each registrant badge.
3. Signage at event
4. Logo & Link on the Music Tour website
5. Company explanation and benefit promotion on the Music Tour Website
6. Option to use Music Tour articles as content for your website.
7. Option to use Music Tour archival video footage as content for your website
8. Literature Giveaway at the Event
9. Option to have Raffle giveaway at each event
10. Promotion of raffle giveaway at each event
11. Promotion of raffle giveaway on our websites
12. Explanation of company and benefits during raffle at the event
13. Coupon in the registrant binder Coupon Section
14. Promotion of coupon discount on the Music Tour Websites
15. Option to offer separate discount coupon on the Music Tour Websites for websurfers
16. 2 free registrants

**T-shirt Sponsorship - \$1,800/ Event**

1. Logo on inside of Event Brochure (minimum 5,000 mailed)
2. Logo and/or message on the Music Tour T-shirt
3. Signage at event
4. Logo & Link on the Music Tour websites
5. Company explanation and benefit promotion on the Music Tour Websites
6. Option to use Music Tour articles as content for your website
7. Option to use Music Tour archival video footage as content on your website
8. Literature Giveaway at event
9. Option to have a Raffle giveaway at event
10. Promotion of Raffle giveaway on the Music Tour website
11. Promotion of Raffle giveaway on Registration including listing of company name and URL.
12. Explanation of company and benefits during raffle at the event. Coupon in the registrant binder Coupon section.
13. Promotion of coupon discount on the Music Tour websites
14. Option to offer separate discount for non registrants surfing the Music Tour websites
15. 2 free registrants



**Binder Sponsorship- \$2,500 / Event**

1. Large Company Logo on the outside of each Music Tour Event brochure
2. Full Binder Back Cover for promotional message
3. Logo or listing on all Music Tour advertising
4. Logo on the Music Tour badges
5. Logo & Link on the Music Tour websites
6. Company explanation & benefit promotion on the Music Tour website
7. Option to use Music Tour articles as content for your website
8. Option to use Music Tour archival video footage as content for your website
9. Company recognition on all Music Tour press releases
10. Company recognition on the letter to registrants at the event
11. Logo on all materials that include sponsor logos
12. Signage at the event
13. Giveaway at the event
14. Place to put literature at the event
15. Literature giveaway at the event
16. Option to have Raffle giveaway at the event
17. Promotion of Raffle giveaway on the Music Tour websites
18. Promotion of Raffle giveaway on Registration Confirmation including listing of company name and URL.
19. Explanation of company and benefits during raffle at the event
20. Coupon in the registrants binder/ coupon section
21. Promotion of the coupon discount on the Music Tour website
22. Option to offer separate discount for non-registrants surfing the Music Tour website
23. 3 Registrations

**Gold Sponsor- \$3,000 / Event**

1. Large Company Logo on the outside of each Music Tour event brochure
2. Space in the Music Tour Brochure for Advertising & Promotion
3. Logo or listing on all Music Tour advertising
4. Logo on the Music Tour badges
5. Logo and Link on the Music Tour websites
6. Company Explanation and benefit promotion on the Music Tour website
7. Option to use Music Tour articles as content for your website
8. Option to use Music Tour archival video footage as content for your website
9. Company recognition on all Music Tour press releases
10. Company recognition on the Music Tour letters to registrants
11. Logo on all materials that include sponsor logos



12. Signage at event
13. Place to put literature at event
14. Option to have Raffle giveaway at event
15. Promotion of Raffle giveaway on Registration including listing of company and URL
16. Explanation of company and benefits during raffle at the event
17. Coupon in the registrant binder coupon section
18. Promotion of the coupon discount on the Music Tour websites
19. Option to offer separate discounts for non registrants surfing the web
20. 3 Registrants

**Showcase Sponsorship- \$5,000 event**

1. Title Sponsor of a showcase to be held in the Company's name
2. Publicist to promote the show
3. Large company logo on the outside of each Music Tour flyer/brochure
4. Logo on all Music Tour advertising
5. Logo on all Music Tour badges
6. Logo and Link on the Music Tour websites
7. Company explanation and benefit promotion on the Music Tour websites
8. Option to use Music Tour articles as content for your website
9. Option to use Music Tour archival video footage as content for your website
10. Company recognition on all Music Tour press releases
11. Company recognition on the letter to the Music Tour registrants at the event
12. Logo on all materials that include sponsor logos
13. Signage at event
14. Place to put literature at the event
15. Option to have Raffle giveaway at the event
16. Promotion of Raffle giveaway on the Music Tour websites
17. Promotion of Raffle giveaway on Registration including listing of company name and URL
18. Explanation of company and benefits during raffle at the event
19. Coupon in the registrant binder Coupon section
20. Promotion of coupon discount on the Music Tour websites
21. Option to offer separate discount for non registrants surfing the Music Tour websites
22. 5 Registrations



**Video Sponsorship- \$5,000 / event**

1. Company intro included at the beginning of all video footage as permanent content.
2. Large Company Logo on the outside of all Music Tour brochures/ flyers
3. Space in the Music Tour brochure for benefit of advertising
4. Logo on all Music Tour advertising
5. Logo on the Music Tour websites
6. Logo on the Music Tour badges
7. Logo & Link on the Music Tour website
8. Option to use Music Tour articles as content for your website
9. Option to use Music Tour archival video footage as content for your website
10. Company recognition on all Music Tour press releases.
11. Company recognition on the letter to the Music Tour registrants at the event
12. Logo on all materials that include sponsor logos
13. Signage at the event
14. Table for literature at the event
15. Option to have Raffle giveaway at the Music Tour event
16. Promotion of Raffle giveaway at the event
17. Promotion of Raffle giveaway on the Music Tour websites
18. Coupon in the registrant binder coupon section
19. Promotion of the coupon discount on the Music Tour websites
20. Option to offer separate discounts for non registrants surfing the Music Tour websites
21. 7 Registrants

**Platinum Sponsor- \$5,000 / Event (minimum 2 events)**

1. Company intro included at the beginning of our MultiMedia CD as permanent footage
2. Company intro included at the beginning of all video footage as permanent content
3. Company recognition included in all interviews including video, radio, news and press releases for 90 days
4. Large Company Logo on the outside of each Music Tour brochures/ flyers
5. Space in the Music Tour website for benefit of advertising
6. Logo on all Music Tour advertising
7. Logo on the Music Tour badges
8. Logo & Link on the Music Tour websites



9. Company explanation and benefit promotion on the Music Tour websites
10. Option to use Music Tour articles as content for your website
11. Option to use Music Tour archival video footage as content for your website
12. Company recognition on all Music Tour press releases
13. Company recognition on all Music Tour registrants at the event
14. Table for literature at event
15. Option to have Raffle giveaway at each event
16. Promotion of Raffle giveaway including listing of company name and URL
17. Promotion of Raffle giveaway on the Music Tour websites
18. Explanation of company and benefits during raffle at the event
19. Coupon in the registrant binder coupon section
20. Promotion of Coupon discount on the Music Tour websites
21. Option to offer separate discounts for non registrants surfing the websites
22. 10 Registrants

**Presenting Sponsor- \$10,000 + and up**

1. On site Music Concert dedicated to recognizing sponsor
2. Publicist to promote the onsite music tour
3. Company intro at the beginning of the Multimedia CD used for promotional use for 90 days
4. Company recognition in all interviews, including video, news, radio, concert and press releases for 90 days
5. Presenting logo on all Music Tour brochures & advertising outlets
6. Space in the Music Tour brochure for benefit of advertising
7. Presenting Logo on all Music Tour advertising
8. Presenting Logo on all Music Tour binders
9. Presenting Logo on all Music Tour badges
10. Presenting Logo at the top of Music Tour web site home page w/link
11. Option to use Music Tour articles as content for your website
12. Option to use Music Tour archival video footage as content for your website
13. Presenting recognition, description and contact information on all Music Tour press releases for 90 days
14. Company explanation and benefit promotion on the Music Tour websites
15. Presenting recognition letter to the registrants at the Music Tour event
16. Company representative to speak at the Music Tour event
17. Logo on all materials that include sponsor logos
18. Signage at event



19. Table for literature at event
20. Option to have Raffle giveaway at each event
21. Promotion of Raffle giveaway at each event
22. Explanation of company benefits during raffle at the event
23. Coupon in the registrant binder coupon section
24. Promotion of coupon discount on the Music Tour websites
25. Option to offer separate discount for non registrants surfing the Music Tour websites
26. Free Registration
27. Contact information for all Music Tour registrants who do not request that their name be kept private.

Every sponsor of the Music Tour will have visibility in the coupon section of the binder, a place that participating companies can offer special discounts to registrants to the event. The order of coupons will be based on the size of the discount provided. Sponsors will also have the option of submitting helpful information or articles for inclusion into the binder.

The goal of the Music Concert is to promote Peace in the World through the use independent artists and music. The Music Concert Tour relies heavily on sponsors and registrants.

We thank you in advance for your time and consideration for this worthy cause.

Should you have any questions or require additional information about our cause, please do not hesitate to contact us at (877) 515-1215.

Sincerely,

Michelle DeFronzo- CEO  
Realm Music Group LLC  
1600 NW 98<sup>th</sup> Terrace  
Pembroke Pines, FL 33024