

**LET'S  
CELEBRATE!**

THE MUSIC  
THE HUMANITY  
THE TALENT

***If you sponsor only ONE event  
this year --THIS IS IT!***



*August 26 - 28, 2011*



**The Second Annual MJFanvention is  
coming to Chicago!**

Special guests

Dance Party

Tours of MJ Home

Unseen videos

**Inn of Chicago  
162 E. Ohio Street  
Chicago, Illinois 60611**

**VISIT [WWW.MJFANVENTION.COM](http://WWW.MJFANVENTION.COM) FOR DETAILS!!!**



MJFanvention2011™ is an annual fan convention celebrating the legendary life, music and humanity of Michael Jackson. This signature event produced by Fluid Productions, is coming to the great city of Chicago this year, giving fans everything they want –accessibility to Chicago’s local “hot spot” venues, moderate pricing packages and of course all things MJ.

**Becoming an official sponsor for MJFanvention2011™ means:**

- **Building/Increasing brand loyalty - Fans of the King of Pop are some of the music industry's most loyal customers, loyal customers are a company's most valuable asset.**

- **Creating awareness and visibility through wide-spread electronic and print media exposure**

- **Creating traffic-building promotions**
- **Creating and changing your brand image**
- **Driving retail traffic**
- **Reinforcing your brand image**
- **Increasing your market share**
- **Sampling brand attributes**
- **Highlighting your product's benefits**



MJFanvention2011™ will provide access to the highly-coveted 18-49 consumer market—the same market segment that provided \$750 million dollars in record sales for Michael Jackson, before his untimely death, and has purchased more than 31 million copies of his albums in the year since.

See how you can become a sponsor to reach this promising market!

# WEEKEND EVENTS

## Friday, August 26

6 - 7 p.m. Welcome Reception

7 - 8:30 p.m. Larry Nimmer presentation:  
Michael Jackson: The Untold Story of  
Neverland

## Saturday, August 27

9:00 - 10:15 Attorney Ray Waters  
*Why is Michael Jackson Richer Now Than Ever  
Before?*

10:30 - 11:30 Jake Austen  
*Big Boy: Michael Jackson in Chicago 1965 - 1968.*

2:00 - 5:00 Tours to Jackson Home

8:00 MJ Birthday Dance at Navy Pier

## Sunday, August 28

8 a.m. – 10: a..m. Continental Breakfast

9 a.m. - 10:00 a.m. Geraldine Hughes:  
*Redemption: The Truth Behind the Michael  
Jackson Child Molestation Allegations*

10 - 11 Birthday Cake Extravaganza

11- noon Special Birthday Surprise

For more details on the  
MJFvention 2011 Weekend Package  
visit <http://mjfanvention.com>



# MJFanvention Meets Mag Mile

MJFanvention 2011 guests get the best of the Chicago experience during the 3-day convention, getting to explore the city's glamour and top attractions—Navy Pier, Millennium Park, a one of a kind boutique hotel in the heart of the city and even Chicago's new shopping festival along the Magnificent Mile.

## **In-Fashion: The Magnificent Mile Shopping Festival**

On August 26 - September 8, 2011 Chicago will debut the ultimate shopping experience along the Magnificent Mile where "designer and celebrity appearances, trunks shows, large-scale events, exciting entertainment and more," will transform shopping in Chicago into a unforgettable two week spectacle.



Visit <http://www.themagnificentmile.com/events/> for more details.

# MJ Celebration at Navy Pier



The MJ Birthday Party Celebration will take place Saturday, August 26 at the upper deck of Navy Pier. The upper deck features some of the Pier's most distinctive landmarks like the 150-foot Ferris wheel. The Ferris wheel – which twinkles at night with thousands of lights - is in Pier Park, a landscaped area on the upper deck.

The MJ Birthday party will feature a night filled with music, a live performance, and tons of other special features for guests. Party goers will also see a spectacular fireworks displays at the end of the evening.

With 50 acres of parks, promenades, entertainment, attractions, restaurants, shops, and more, it's easy to see why historic Navy Pier is the top tourist destination in the Midwest!

# Accommodations at The Inn of Chicago

The Inn of Chicago hotel offers the perfect location for business and leisure travelers seeking Michigan Avenue boutique-style hotel accommodations.

With our incredible location on East Ohio Street, Inn of Chicago, an Ascend Collection® hotel, is just perfectly located in the heart of downtown Chicago, just a half-block from the famed shopping and restaurants of the Magnificent Mile and eight blocks from the vibrant Rush Street nightlife district.



# MJFanvention Sponsorship

**Underwriter - \$2,500**

- Customized opportunities are available for:

**Transportation**

**Venues**

**Commemorative Badges, Lanyards**

**Registration Gift Bags, Giveaways and Official Program Book**

**Special Interview sessions**

**Name/logo will be placed on signage and website**

# MJFanvention Sponsorship

**Star - \$5,000**

- Logo, link and description on MJFanvention.com website.
- Registration bag insert and MJFanvention guide full page ad.
- Hot link from web site to sponsor's site.

# MJFanvention Sponsorship

## Glove - \$ 8,500

- Logo, link on MJFanvention.com website.
- Logo in print ads, web banners, radio spots, email blasts, venue & retail posters.
- Sponsor can have signage, promo materials and product to sell or sample at the MJFanvention.
- Company description in press releases distributed worldwide via Prweb.

# MJFanvention Sponsorship

**Hat - \$10,000**

- Logo, link and description on MJFanvention.com website. Hot link from web site to sponsor's site.
- Two weekend admission tickets to MJFanvention.
- Logo in print ads, web banners, radio spots, email blasts, pre-event venue & retail posters, and street team flyers.
- Special Mention at MJFanvention welcome reception.
- Sponsor can have signage, promo materials and product to sell or sample at the MJFanvention. Registration bag insert for MJFanvention attendees. Ad in program booklets.
- Company description in press releases distributed worldwide via PRweb.

# MJFanvention Sponsorship

**Sequin - \$15,000**

- Logo, link on MJFanvention.com website with link to sponsor site.
- Official Sponsor of Dance Party at Navy Pier.
- Private Booth set-up at Dance Party.
- Four weekend admission tickets to MJFanvention.
- Logo in print ads, web banners, radio spots, email blasts, pre-event venue & retail posters, and street team flyers.
- Special Mention at MJFanvention welcome reception.
- Sponsor can have signage, promo materials and product to sell or sample at the MJFanvention. Includes registration bag insert and MJFanvention guide full page ad with signage at registration.
- Company description in press releases distributed worldwide via PRweb.

# Contact Information



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<http://mjfanvention.com>

<http://www.choosechicago.com/mjfanvention>