

HOLLYWOOD, CALIFORNIA

#YNOT
community



YNOT

2021 SPONSORSHIP PROSPECTUS

Dear Prospective Sponsor,

We want to thank you for considering sponsorship of the first #YNOTcommunity event, a milestone in the development of adult interactive entertainment.

Over the last decade we've watched as our industry transformed into something rather remarkable. Where we previously relied largely on pre-recorded video as the primary driver of revenue, live interaction between performers and fans now increasingly defines our business. Where adult video actors brought all the star power to our industry in years past, we now recognize live webcam performers and custom clips artists as the emerging stars of a new interactive era.

Given these changes in market forces, YNOT is pleased to present its plans for #YNOTcommunity, a first of its kind business conference that's focused exclusively on the adult interactive sector. This much needed event will target webcam performers and clips artists, as well as executives from the key companies that operate in this vital growing space.

To make this event successful, #YNOTcommunity needs the support of companies who share YNOT's vision for the future of our industry. We need sponsors who are committed to the growth of this space, and who recognize the value of an event designed specifically to support existing interactive performers and to attract new talent into this vibrant sector.

After the resounding success of the YNOT Cam Awards in 2018, expanding the activities in Hollywood for the webcam and clips community just makes sense. The sponsors who showed faith in YNOT's vision for the YNOT Cam Awards were universally pleased with the results, and now we are looking for partners who want to contribute to the growth of our industry through #YNOTcommunity.

Please take a look at this Sponsorship Prospectus for the inaugural event in Hollywood. We are happy to answer any questions you may have and discuss how we can get your company participating in #YNOTcommunity 2021, a truly original and targeted event unlike any other in our industry.

Sincerely,

Connor Young
CEO
YNOT Events LLC





OUR MISSION:

With the debut of #YNOTcommunity in 2021, YNOT adds to its mission to help grow the market for live and interactive adult entertainment, the driving force for the modern adult industry. The #YNOTcommunity mission is to bring together performers and executives from all over the live webcam and interactive adult sectors for a focused and transformative event designed to build community, attract new talent, grow lasting relationships and create business opportunities for adult performers.

WHEN AND WHERE

YNOT has timed #YNOTcommunity to coincide with its wildly successful YNOT Cam Awards, scheduled for August 2021 in the heart of Hollywood, California. #YNOTcommunity will take place in close proximity to the YNOT Cam Awards venue. The location for #YNOTcommunity will be announced as soon as negotiations with the host venue are finalized.

WHY SPONSOR?

- **Contribute to the health and growth of the webcam and custom clips communities.** Enhance your company's visibility, authority and goodwill through participation in the live cam and custom clips sector's most targeted and unique US event.
- **Support YNOT's mission to grow and strengthen the community and culture for performers.** Helping performers become more successful means an overall healthier industry with expanding margins and stable revenue opportunities. By investing in performers, your company is investing in its future. When performers succeed, the entire industry wins.
- **Help us attract new talent to the adult interactive sector.** Expanding the model pool increases diversity, commercial reach and the average skill level of top performers. Every entertainment sector relies on a steady influx of new talent, and the adult interactive space is no different.
- **Enjoy top visibility for your company and its brands with our unique and targeted audience.** #YNOTcommunity is designed to attract ambitious models who are self-motivated and willing to invest in their own growth. Sponsoring #YNOTcommunity gives your brand elevated visibility with this incredibly valuable audience.
- **Form new and lasting relationships with talent.** Sponsors are in the best position to benefit from meaningful face-to-face time with existing and prospective cam models, custom clips artists and adult industry executives. We'll also make sure performers know who to thank for the event, and that our sponsors are committed to their health, happiness and success in the adult interactive space.



WHO SHOULD ATTEND #YNOTcommunity?

Current Performers. #YNOTcommunity has cam models and clips artists in mind, offering a rich program of seminars and activities designed to help self-motivated performers reach new levels of success while having more fun in the process. Seminars will feature expert speakers on topics of vital interest to models, including how to rise to the industry's elite ranks of top revenue earners. Activities are designed to promote the overall sense of community within the webcam and clips sectors of the adult industry.

Prospective Models. With the #YNOTcommunity event, YNOT is reaching out to the greater Los Angeles community and beyond to attract women and men interested in becoming live webcam or custom clips performers. For this group, #YNOTcommunity is an opportunity to learn about the industry, ask questions, meet and learn from existing performers, and speak with webcam and clips executives from the top companies in our industry.

Adult Business Executives and Professionals. The #YNOTcommunity show in Hollywood is ideal for executives from live webcam networks, studios and clips marketplaces. It provides this group with a vibrant platform for business networking, as well as opportunities for face time with models in a fun and festive environment. Since the event will be promoted to prospective models in addition to existing ones, #YNOTcommunity offers a unique chance to meet with women and men who are not yet connected to a specific cam network, clips platform or webcam studio.

SPONSORSHIP PACKAGES AT-A-GLANCE

	DIAMOND	PLATINUM	GOLD	SILVER
Early Bird Price	\$19,999 USD	\$9,999 USD	\$4,499 USD	\$2,499 USD
Regular Price	\$25,000 USD	\$15,000 USD	\$6,000 USD	\$3,000 USD
Number Available	1	5	10	15
Sponsor Passes	12	8	5	2
Talent Passes	Unlimited	Unlimited	Unlimited	Unlimited
YNOT Cam Awards Tickets	VIP Preferred (8)	VIP Standard (4)	VIP Standard (2)	General Admission (2)
Dedicated PR Blast	Yes	Yes	Yes	No
Email to Attendees	Yes	Yes	No	No
Private Meeting Room	Dedicated	Shared	No	No
Sponsor Lounge Access	Yes	Yes	Yes	Yes
Standard Hotel Room Nights	4	2	0	0
Signage in Prominent Location	Yes	Yes	Yes	Yes
Stand-Up Banner Spots	4	2	1	1
Key Card Branding	Yes	No	No	No
Wristband Branding	Yes	No	No	No
Lanyard Branding	Yes	No	No	No
Logo in Email Communications	Yes	Yes	Yes	No
Logo on Website Home Page	Yes	Yes	Yes	Yes
Logo on Registration Page	Yes	No	No	No
Use of Show Pics/Vids	Yes	Yes	Yes	Yes
Social Media Blast	Yes	Yes	Yes	Yes
Show Guide Ad	2 Full Pages	Full Page	Full Page	Half Page
Show Guide Feature Article	Yes	Yes	No	No
YNOT Cam Feature Article	Yes	Yes	Yes	Yes
CAMMUNITY T-Shirts	12	8	5	2
Max Items in Attendee Bags	4	2	1	4



DIAMOND SPONSORSHIP (x1)

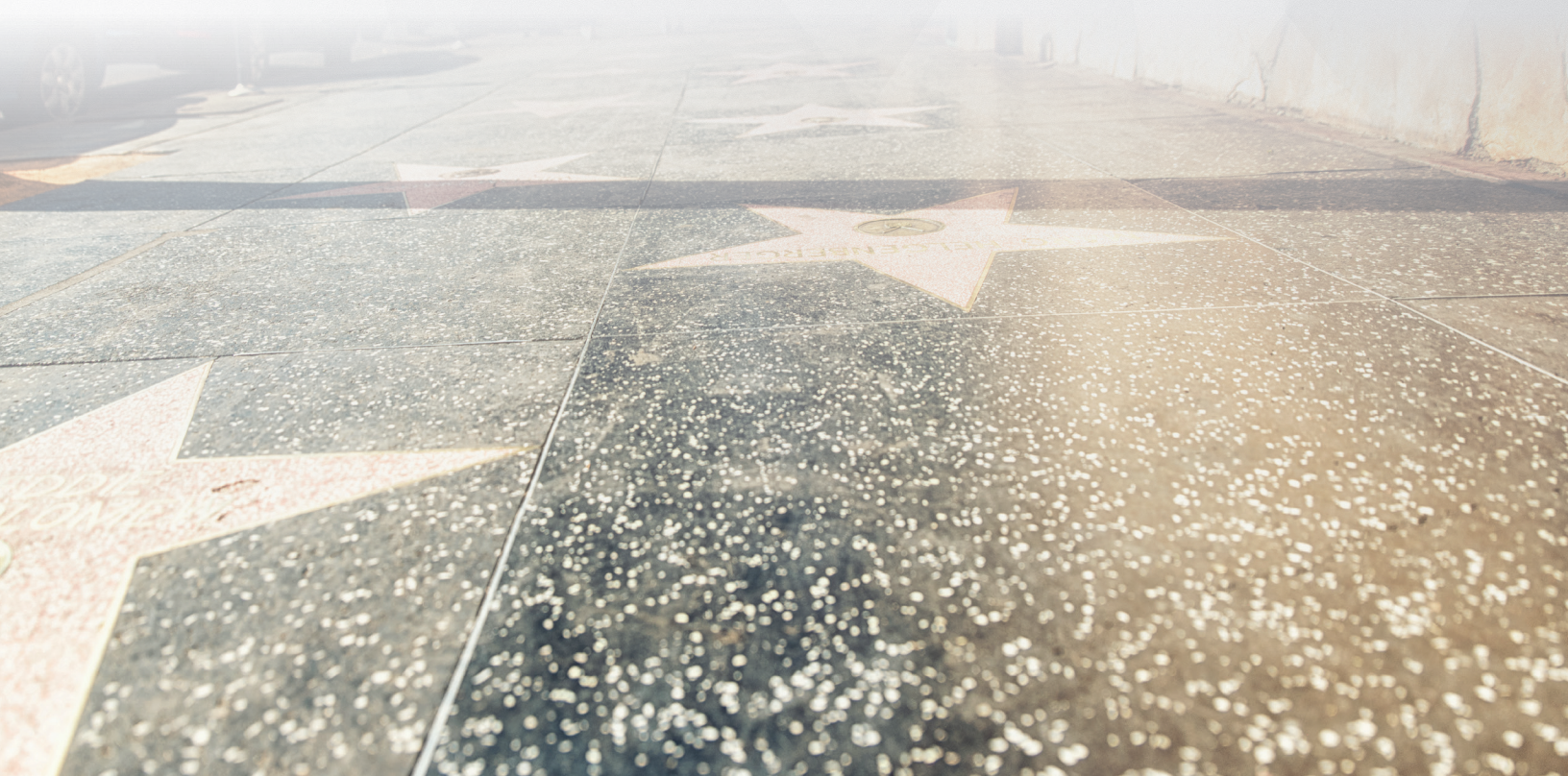
Early Bird Price: \$19,999

Regular Price: \$25,000

The sole DIAMOND sponsor of #YNOTcommunity enjoys exclusive benefits not available to other sponsors. Here are the highlights of this elite package:

- **Headlining “Presented By” level sponsorship.** The exclusive DIAMOND sponsor is the presenting sponsor of #YNOTcommunity, with top billing in all marketing, the event website, press, printed materials and signage.
- **Exclusive registration sponsor benefits.** As the DIAMOND sponsor your company is also the exclusive Registration sponsor. That means the show’s wristbands, lanyards and hotel keycards are all branded to your company. You also get exclusive positioning at the registration tables, as well as on website registration pages and event ticketing.
- **High visibility branding at the event hotel.** Your DIAMOND sponsor signage will be placed in prominent locations in the main event spaces, and you will also get up to 4 additional spots for stand-up banner placement as needed.
- **Event passes and hotel room nights.** The DIAMOND sponsor gets 12 full access staff/sponsor passes to the event, plus unlimited talent passes as-needed. Also included are 4 complimentary nights in a standard hotel room at the host hotel, and first option for reserving any still-available hotel suites at group discounted rates.
- **Dedicated private meeting room.** The exclusive DIAMOND sponsor will be assigned a private room near the main seminars hall that can be used for private meetings, live demos or any other sales/marketing purpose.
- **Full VIP Preferred Table at the YNOT Cam Awards.** Our DIAMOND sponsor will receive a reserved VIP Preferred table at the YNOT Cam Awards at the Avalon Hollywood. The table seats 8 and is located ahead of the VIP Standard section; all seats include a full dinner service and open bar all throughout the event. All VIP pass holders also enjoy guaranteed admission to the show’s after-party.
- **Boosted press release.** YNOT will work with our DIAMOND sponsor on a joint press release announcing them as presenting sponsor for #YNOTcommunity in Hollywood. This press release will be professionally promoted and circulated to thousands of media outlets, and available via Google News search.

- **Digital sponsorship benefits.** The DIAMOND sponsor enjoys a package of digital marketing benefits that includes website branding, social media blasts, teaser video branding, YNOT.com coverage, and email blasts.
- **Use of official show pictures and videos.** Events like #YNOTcommunity produce valuable media that can be used for effective post-show outreach and marketing, demonstrating the commitment of sponsors to the industry and participation in its community. The DIAMOND sponsor gets free use of all post-show pictures and videos produced by and provided by YNOT.
- **Access to sponsor lounge.** All sponsors of #YNOTcommunity gain access to a private sponsor lounge near the seminar room that will be stocked with refreshments.
- **Right of First Refusal for 2020.** YNOT will reach out following the show to give the 2021 DIAMOND SPONSOR the first opportunity for securing this exclusive sponsorship for the 2020 show.
- **Inclusion in attendee bags.** To help our DIAMOND sponsor get its marketing materials into the hands of attendees, this sponsorship package allows up to four items to be provided for inclusion in attendee bags.
- **Show guide / YNOT Magazine ads and coverage.** YNOT Magazine will also double for the show guides for both #YNOTcommunity and for the YNOT Cam Awards. The DIAMOND sponsor of #YNOTcommunity gets two full page ads included in this highly circulated issue of the magazine. We also will produce a professionally-written feature article on the DIAMOND sponsor that also will appear in the magazine. That means high visibility with both the #YNOTcommunity and the YNOT Cam Awards audiences, as well as regular readers of YNOT Magazine.





PLATINUM SPONSORSHIP (x5)

Early Bird Price: \$9,999

Regular Price: \$15,000

The PLATINUM sponsorship for #YNOTcommunity is an attractive, high visibility package with unique benefits that are not available at other sponsorship levels. Here are the highlights of this high-end package:

- **High visibility branding at the event hotel.** Your PLATINUM sponsor signage will be placed in prominent locations in the main event spaces, and you will also get up to 2 additional spots for stand-up banner placement as needed.
- **Event passes and hotel room nights.** The PLATINUM sponsors get 8 full access staff/ sponsor passes to the event, plus unlimited talent passes as-needed. Also included are 2 complimentary nights in a standard hotel room at the host hotel, and option for reserving any still-available hotel suites at group discounted rates (if not taken by the DIAMOND sponsor).
- **Use of private meeting room.** A private meeting space will be set aside for use by Platinum sponsors; all PLATINUM sponsors can share/reserve time as available in this room during sessions and activities. A great solution for private meetings, demos or other marketing activities at the event.
- **Boosted press release.** YNOT will work with our PLATINUM sponsors on a joint press release announcing them as a high-level sponsor for #YNOTcommunity in Hollywood. This press release will be professionally promoted and circulated to thousands of media outlets, available via Google News search.
- **Digital sponsorship benefits.** Our PLATINUM sponsors enjoy a package of digital marketing benefits that includes website branding, social media blasts, teaser video branding, YNOT.com coverage, and email blasts.
- **Use of official show pictures and videos.** Events like #YNOTcommunity produce valuable media that can be used for effective post-show outreach and marketing, demonstrating the commitment of sponsors to the industry and active participation in its community. The PLATINUM sponsors get free use of all post-show pictures and videos produced by and provided by YNOT.

- **Access to sponsor lounge.** All sponsors of #YNOTcommunity gain access to a private sponsor lounge near the seminar room that will be stocked with refreshments and goodies for our valued sponsors.
- **Standard VIP passes to YNOT Cam Awards.** PLATINUM sponsors will receive 4 Standard VIP passes to the YNOT Cam Awards at the Avalon Hollywood. Standard VIP passes are floor-level seats that include full dinner service and open bar all throughout the event. All VIP pass holders also enjoy guaranteed admission to the show's after-party.
- **Inclusion in attendee bags.** To help our PLATINUM sponsors get their marketing materials into the hands of attendees, this sponsorship package allows up to 2 items to be provided for inclusion in attendee bags.
- **Show guide / YNOT Magazine ads and coverage.** YNOT Magazine will also double for the show guides for both #YNOTcommunity and for the YNOT Cam Awards. All PLATINUM sponsors of #YNOTcommunity get one full page ad included in this highly circulated issue of the magazine. That means high visibility with both the #YNOTcommunity and the YNOT Cam Awards audiences, as well as regular readers of YNOT Magazine.





GOLD SPONSORSHIP (x10)

Early Bird Price: \$4,499

Regular Price: \$6,000

The GOLD sponsorship for #YNOTcommunity includes a valuable package of benefits designed to give your company a big presence at the Hollywood event. Here are the highlights of this popular package:

- **High visibility branding at the event hotel.** Your GOLD sponsor signage will be placed in a prominent location in main event space, and you will also have the opportunity to place an additional stand-up banner in a visible spot.
- **Event passes.** The GOLD sponsors get 5 full access staff/sponsor passes to the event, plus unlimited talent passes as-needed.
- **Boosted press release.** YNOT will work with our GOLD sponsors on a joint press release announcing them as active sponsors for #YNOTcommunity in Hollywood. This press release will be professionally promoted and circulated to thousands of media outlets, available via Google News search.
- **Digital sponsorship benefits.** Our GOLD sponsors enjoy a package of digital marketing benefits that includes website branding, social media blasts, and YNOT.com coverage.
- **Use of official show pictures and videos.** Events like #YNOTcommunity produce valuable media that can be used for effective post-show outreach and marketing, demonstrating the commitment of sponsors to the industry and active participation in its community. The GOLD sponsors get free use of all post-show pictures and videos produced by and provided by YNOT.
- **Access to sponsor lounge.** All sponsors of #YNOTcommunity gain access to a private sponsor lounge near the seminar room that will be stocked with refreshments and goodies for our valued sponsors.
- **Inclusion in attendee bags.** To help our GOLD sponsors get their marketing materials into the hands of attendees, this sponsorship package allows up to 1 item to be provided for inclusion in attendee bags.

- **Show guide / YNOT Magazine ads.** YNOT Magazine will also double for the show guides for both #YNOTcommunity and for the YNOT Cam Awards. All GOLD sponsors of #YNOTcommunity get one full page ad included in this highly circulated issue of the magazine. That means high visibility with both the #YNOTcommunity and the YNOT Cam Awards audiences, as well as regular readers of YNOT Magazine.
- **Standard VIP passes to YNOT Cam Awards.** Gold sponsors will receive 2 Standard VIP passes to the YNOT Cam Awards at the Avalon Hollywood. Standard VIP passes are floor-level seats that include full dinner service and open bar all throughout the event. All VIP pass holders also enjoy guaranteed admission to the show's after-party.





SILVER SPONSORSHIP (x15)

Early Bird Price: \$2,499

Regular Price: \$3,000

The SILVER sponsorship package gives your company a visible presence at the Hollywood event and establishes active participation in the interactive adult #YNOTcommunity. Here are the highlights of this popular package:

- High visibility branding at the event hotel. Your SILVER sponsor signage will be placed in a prominent location in main event space, and you will also have the opportunity to place an additional stand-up banner in a visible spot.
- Event passes. The SILVER sponsors get 2 full access staff/sponsor passes to the event, plus unlimited talent passes as-needed.
- Standard press release. YNOT will work with our SILVER sponsors on a joint press release announcing them as active sponsors for #YNOTcommunity in Hollywood. This press release will be professionally written and published on YNOT.com's popular News Wire service.
- Digital sponsorship benefits. Our SILVER sponsors enjoy a package of digital marketing benefits that includes website branding, social media blasts, and YNOT.com coverage.
- Use of official show pictures and videos. Events like #YNOTcommunity produce valuable media that can be used for effective post-show outreach and marketing, demonstrating the commitment of sponsors to the industry and active participation in its community. The SILVER sponsors get free use of all post-show pictures and videos produced by and provided by YNOT.
- Access to sponsor lounge. All sponsors of #YNOTcommunity gain access to a private sponsor lounge near the seminar room that will be stocked with refreshments and goodies for our valued sponsors.
- Inclusion in attendee bags. To help our SILVER sponsors get their marketing materials into the hands of attendees, this sponsorship package allows up to 1 item to be provided for inclusion in attendee bags.

- Show guide / YNOT Magazine ads. YNOT Magazine will also double for the show guides for both #YNOTcommunity and for the YNOT Cam Awards. All SILVER sponsors of #YNOTcommunity get one half page ad included in this highly circulated issue of the magazine. That means high visibility with both the #YNOTcommunity and the YNOT Cam Awards audiences, as well as regular readers of YNOT Magazine.
- Standard VIP passes to YNOT Cam Awards. SILVER sponsors will receive 2 General Admission passes to the YNOT Cam Awards at the Avalon Hollywood. General Admission passes are balcony-level seats with access to a cash bar; these seats can be upgraded to VIP seats on the floor level with full dinner and open bar for an additional cost, if desired.





Looking for additional opportunities? We have a variety of options that can fit almost any budget. Please contact us to discuss pricing for any of these great ways to promote your company and its brands to #YNOTcommunity attendees.

Get a Branded Company Lounge. There are no booths or meet market tables at #YNOTcommunity, but there will be a dedicated area for networking that's available to attendees throughout the event. Securing your own company lounge in the official networking room provides you with a home base at the show where you can pass out materials to attendees, conduct casual meetings and raise awareness about your company and brand. Lounges include sofas, tables and room for signage, ideal for meeting people and talking business. Contact us to discuss pricing.

Hand Out Sponsored Drink Tickets. A great way to win over attendees is to be the one buying them drinks. We have a lot of flexibility here, depending on your budget. We can sell you a set number of drink tickets in advance that are branded to your company, its products or services. Hand these out yourself, or we can hand them out for you. Purchase as many as you'd like for a flat price per-ticket, with a minimum required order of 50 tickets.

Sponsor Some Food. Another excellent way to win fans is to sponsor food for attendees. This might be something as simple as sponsoring light snacks, or it could be full meals, depending on the impact you would like to make.

Sponsor a Photography Station. Everyone loves to share their adventures on Instagram and Twitter, especially models and performers. We can create a unique photography station branded to your company where attendees can get their pictures taken against funny or interesting backdrops.

Provide Goodies for Attendee Bags. Everyone loves getting something to take back home from a conference, so if you'd like us to include your swag in attendee bags, we can do that. You can even sponsor the bags themselves if you'd like.

Host a Reception or Party. A great way to make a splash is to host a cocktail reception or party, and the W Hollywood has a number of great potential spots where we can make this happen. You might also consider hosting an evening party off-site somewhere on or near Hollywood Blvd. If you'd like to host a party, please contact us to discuss options.

Be the Official Pen Sponsor. Everyone needs a good pen at events like #YNOTcommunity, and we can put your name in the hands of all attendees.

Get Your Item Delivered to Hotel Rooms. Do you have something extra special you want to give away to attendee guests? We can arrange to have the hotel deliver your item(s) straight to the rooms of our attendees.

Secure Some Show Guide Ads. The YNOT Magazine for August will also serve as the show guide for both #YNOTcommunity as well as The YNOT Cam Awards. If you'd like to purchase half page or full page ads in this issue, we can make that happen for you. Just reach out to YNOT's sales team and let them know what you had in mind.

Grab Your YNOT Cam Awards VIP Tickets. The YNOT Cam Awards is a separate event from #YNOTcommunity, so you'll need tickets to attend the show. If you would like to purchase seating in the VIP section of the show (which includes open bar and full dinner service) please let us know how many seats you need and we can present you with pricing options.

Create a Custom Sponsorship Package. Have something specific in mind that doesn't quite match any of the standard sponsorship packages? Let's talk. YNOT is very flexible with sponsorship ideas and can put together a custom package that's an exact match for your specific requirements.



CONTACT YNOT

We're thrilled that you're considering sponsorship of #YNOTcommunity and would love to have your company's participation in this exciting new event.

To discuss any of our sponsorship packages, please contact Jay Kopita via email at jay@ynot.com or call 512-828-3778 to speak with our sales team directly.

You can also contact us through our ZenDesk ticket system at www.ynotsupport.com