



Karaoke World Championships USA, LLC Sponsorship Information

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Karaoke World Championships USA (KWCUSA) was formally organized in 2008 after initial start in August 2007. Wendell Payne requested the exclusive rights to host the USA championships from the Karaoke World Championships, Finland in February 2008 and upon receipt of the exclusive rights, Karaoke World Championships USA, LLC was formed.

Wendell Payne has hosted karaoke since 1994, has been intimately involved with karaoke competitions for ten years, has a Bachelors' degree in Information Technology and is pursuing an MBA in Ecommerce. With his overwhelming experience and enthusiasm in karaoke and technology, KWCUSA continues to expand the competition.

Since the 2007 championships, KWCUSA has grown to over 30 states in 2009 and will expand to all fifty states in 2010. Kings Island in Mason, Ohio continues to be the host for the national championships since 2008. Thousands of singers eighteen and above from all over the country participate



The Karaoke World Championships is the world's biggest and most respected karaoke event. As part of this unique organization KWCUSA has the exclusive rights to produce the Karaoke World Championships for the USA. No other karaoke competition is truly nationwide and provides this opportunity for all singers at little or no entry fee. Local entry fees are determined by each venue and KWCUSA recommends no more than \$10.00 per person.

In 2009 our female champion, Rebecca Armstrong was from Tennessee and our male champion, Brian Scott was from New Mexico. Brian Scott and Rebecca Armstrong represented the USA in Lahti, Finland. Brian finished in the top five and Rebecca just missed the top 10. No other karaoke or singing competition competes on the world stage.

The company continues to grow and expand as it partners with leading companies in the karaoke industry and grow its venues including casinos, restaurants, bars, colleges, shopping centers, and fairs.

Karaoke World Championships USA, LLC
9378 S Mason Montgomery Road, 231 Mason, OH 45040
866-610-7464 ext 900 www.kwcusa.net



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A Little About Karaoke

Karaoke has continued to grow since its inception in Japan in the early 1970's. Karaoke has grown to be a popular form of entertainment from the comfort of home to the best and biggest clubs.

In 2005 BMI wrote, "Singing over the melodies of popular tunes - or karaoke - has grown into a \$10 billion dollar worldwide industry in just two decades. While karaoke is most popular in Asia, karaoke-related sales in the United States were estimated at \$300 million last year"

Taylor Swift, the most recognized personality in music today, got her start in karaoke as did many of the American Idol contestants.

From pophistorydig.com , But actually, it was the after-show parties with the moms and the kids — when Taylor discovered a karaoke machine – that sent her on her way. That's when she first began doing country music, singing Dixie Chicks, Shania Twain, and Faith Hill songs. Some folks hearing her karaoke acts told her mom, "You know, she really ought to be singing country music."

From People.com, "At 11, Taylor Swift took her demo of karaoke songs door-to-door in Nashville. "My mom waited in the car while I knocked on doors up and down Music Row," she recalled to EW. "I would say, 'Hi, I'm Taylor. I'm 11. I want a record deal. Call me.'"

Today Taylor Swift is one of the first artists to deliver her music to karaoke at the same time she releases her music.

In November 2009, the Oprah Show ran a karaoke competition called Oprah's Karaoke Challenge. In just over 3 weeks she determined the top eight people all over the country and allowed them to compete and garner votes from the television audience. Over 2.5 million people participated in the voting and the Oprah Show gave away over \$400,000 in prizes.

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Demographics, Marketing Competition

Demographics

The US Census reported in Table 1203 that there were nearly 10 million Karaoke participants in 2008, representing 4.1% of the US population. Based on the same rate of participation (4.1%), with the current U.S. population being 308,233,579, the current number of estimated participants for last 12 months is 12,375,767. See the full Census table by clicking here: [US Census Report](#)

The Census data also shows for the people participated in karaoke:

- 9,194,000 in last 12 months
- 308,000 two or more times per week
- 546,000 once a week
- 756,000 two or three times per week
- 943,000 once a month

Marketing

Social Networking and Email Blasts –KWCUSA is using newest internet technologies to the fullest extent possible. KWCUSA social networks are used to engage our target markets to increase awareness of our brand and activities. Regular email blasts, bulletins, notices, and chat are used in a coordinated effort to reach every component of the target market.



Media & Press – We are working with [PRWeb.com](#) to coordinate immediate delivery of our press releases to over 30,000 opt-in journalists and bloggers worldwide. Our strategy is designed to maximize our TV, radio and print news media coverage, resulting in increased visitor traffic and sponsor message impression opportunities



ONLINE NETWORK [KaraokeUniverse.net](#) – We have an agreement with KaraokeUniverse.net to provide live-streaming of Regional and National competitions along with providing the opportunity to live-stream to all local and State competitions.

Sonic Records and Direct TV. KWCUSA and SonicRecords.com reached an agreement to allow our qualified competitors to appear on their Direct TV show

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along with full mention of the KWCUSA competition during the show. SonicRecords.com produces and airs a National TV Show entitled Sonic Records Showcase on DirecTV in 20 million U.S. households in 50 states. The show airs once every 6 weeks at 12 Midnight Eastern/9 PM Pacific.

Competition

Local preliminary contests begin the competition. Local venues run their competition over whatever time period they choose beginning in September 2009 and finishing by June, 2010 prior to each respective state competition. In June 2010 all state championships will be held. State venues include larger bars or schools. For example the 2010 New Mexico state championship will be held at Eastern New Mexico University in their Performing Arts Center while the regional for Arizona, Colorado, New Mexico, Nevada, and Utah will be held at Buffalo Thunder Resort and Casino.



ENMU Performing Arts Center



Buffalo Thunder Resort and Casino

The country is divided into 6 regions with a total of 55 states. Texas, California, and Florida are divided into two states and then District of Columbia is included as a state. Each region and state is available for separate sponsorship opportunities. National winners go on to Moscow, Russia for the 2010 Karaoke World Championship.



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Sponsorship Options

Title Sponsor \$40,000 (1 available)

Title Sponsor participates at the highest level. Title Sponsor has full access to the national competition including 4 VIP passes, 8' by 8' tent in proximity to the competition, and banners. Title Sponsor will also have company name or logo placed on all promotional material and advertising along with inclusion in all emails and press releases. KWCUSA will send your advertising out with all email blast. Title Sponsor will also have top logo and link display on KWCUSA.net.

Supporting Sponsor \$20,000 (2 available)

Supporting Sponsor will have full access to national competition including 4 VIP Passes, 4' by 4' area within 8' by 8' tent in proximity to national competition, and banners. Supporting Sponsor KWCUSA will send your advertising out with all email blast. Support Sponsor will also have banner display on KWCUSA.net.

Participating Sponsor \$5,000 (8 available)

Participating Sponsor will have full access to national competition including 4 VIP Passes, 4' by 4' area within 8' by 8' tent in proximity to national competition, and banners. Participating Sponsor KWCUSA will send your advertising to our email lists twice during 2010. KWUCSA will display your banner and link on KWCUSA.net website based on your sponsor level.

Regional Sponsor \$2,500 (10 Available based on map above)

Regional Sponsors will be permitted full access to the regional competition and your supplied banner will be displayed. All state competitions will promote regional sponsor. All regional promotions will include Regional Sponsor logo. Regional sponsor logo and link will be displayed on KWCUSA.net for that region.

State Sponsor \$500 (55 available)

State Sponsors will be permitted full access to the state competition and your supplied banner will be displayed. All local competitions will promote state sponsor. All state promotions will include State Sponsor logo. State sponsor logo and link will be displayed on KWCUSA.net for that state.



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Advertising

\$5,000 Banner and Link on KWCUSA.net website

\$2,000 Image/logo and link on email blasts (two emails included)

\$1,000 Image/logo on gift bags for national finalists, including any of your supplied material as handouts.

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