



Become a Sponsor of the

PLANET POOL TOUR

www.Planet-Pool.com

Proposal/Budget for the 2005 Season

The Planet Pool Tour will feature between 20 and 30 events in 2005. For the past five years, the tour was run only as a 9-ball tour; however, in 2005 we are expanding by adding an 8-ball tour as well, thus offering a tour for thousands of 8-ball players who do not have regular tournaments to play in.

To achieve our goal of being the biggest pool tour on the American continent, Planet Pool believes in making the top place prizes attractive enough to draw the crowd-pleasing pros, while paying deep enough into the remainder of the field so as not to alienate the players at grassroots level.

We currently offer the best payouts of any billiards tour, paying least 3/8 of the field, while still offering attractive top prizes to draw the top players. This has paid off for us, resulting in an average of 90+ players per event in 2004--thereby consolidating our position as the most successful regional pool tour in America.

To maintain that position and to take the tour to the next level, Planet Pool would ideally like to see an average of \$2,500 added per event--\$2,000 towards the Open Division, and \$500 for the Women's Division--pro-rated proportionately to the respective participation of the two divisions. (The actual number varies from event to event, since some poolrooms naturally attract bigger fields than others. Added money would be divided according to projected participation per tournament/host.)

Sponsorship Requirement Summary

Planet Pool is actively seeking the following:

- A new title sponsor for the 2005 season. We would expect the title sponsor to add between \$750 and \$1,000 per event for a total of 20-30 regular events;
and/or:
- A number of smaller sponsors adding between \$250 and \$1,500 for a total of 20-30 regular events;
and/or:
- A sponsor to add between \$5,000 and \$10,000 for our year-end finale, which would be open to player-members from our tour, but featuring world-class professionals. This event would be called the Planet Pool/*Sponsor XYZ* 9 Ball Championships and would get premier media coverage in major billiards publications and regional paper media.

To consolidate our position as the top pro-am tour, the above numbers are essential, yet negotiable.

"Planet Pool offers better exposure than any other pool tour, guaranteed!"

SPONSOR BENEFITS

- Name/logo on banners displayed during events
- Name/logo on flyers distributed at tournament venues and mailed to 600+ people before every event
- Logo on posters displayed at tournament venues
- Logo/advertising banner on our Web site w/ hyperlink to sponsor Web site
- Exposure in billiards magazines and billiards resource Web sites
Verbal announcement at every event

Complete benefit details on back

Sponsor benefits comparison and cost on flip side

Sponsor Benefits Comparison

Sponsorship Tier	Sponsorship Level				
Promotional Item	Tier 3	Tier 2	Tier 1	Tier 1 plus	Title Sponsorship
1) Advertisement through promotion	Yes	Yes	Yes	Yes	Yes
2) Logo and Link on our web-site	X	Yes	Yes	Yes	Yes
3) Logo on 6"x8" mini-banners	X	Yes	X	X	X
4) Logo on 7.6"x10' mini-banners	X	X	Yes	Yes	X
5) Logo on 24"x12" mini-banners	X	X	X	X	Yes
6) Logo on Overhead Banner	X	X	Yes	Yes	Yes
7) Logo on Planet-Pool Posters	X	X	Yes	Yes	Yes
6) Logo on Tournament Flyers	X	X	Yes	Yes	Yes
9) Listing on Tournament Flyers	X	Yes	X	X	Yes
10) Verbally announced at Player Meeting	X	Yes	Yes	Yes	Yes
11) Magazine and Additional Web Exposure	X	X	X	X	Yes
12) Logo placement on membership cards	X	X	X	X	Yes
*** Additional Promotional Items	X	X	X	Yes	Yes
*** Tour Name becomes Company Name	X	X	X	X	Yes

Cost of Sponsorship

Tier Level	9-Ball Tour	8-Ball Tour	Both Tours
TITLE SPONSOR	Combined Only	Combined Only	\$20000 cash or \$30000 in retail products
*1st Tier Plus	Between \$4000 and \$10000 cash, or between \$6000 and and \$15,000 in retail products.	Between \$3000 and \$8000 cash, or between \$5000 and \$10,000 in retail products.	\$6000 to \$15000 cash, or \$15,000 to \$20,000 in retail products.
1st Tier	\$3500 cash, or \$5000 in retail products	\$2500 cash, or \$4000 in retail products	\$5000 cash or \$8000 in retail products
2nd Tier	\$1500 cash, or \$2500 in retail products	\$1000 cash, or \$1750 in retail products	\$2000 cash or \$3750 in retail products
3rd Tier	Services or \$600 in retail products	Services or \$400 in retail products	Services to both tours, or \$750 in retail products